



AfriKids Fundraising Policy

Last updated: August 2019

AfriKids' mission is to ensure that every child in Ghana is afforded his/her rights as outlined in the United Nations Convention on the Rights of the Child, and we do this by building the capacity and resources of local people, the organisation and initiatives in such a way that they will be able to continue their efforts independently and sustainably in the future.

To help guarantee the availability of continuing funds to pay for this work, AfriKids aims to maintain a broad base of funding sources. The purpose of this policy is to ensure clarity and openness to all AfriKids stakeholders.

Responsible Fundraising

AfriKids is committed to responsible fundraising practices, so is registered with the Fundraising Regulator (FR) and have signed up to the fundraising promise, meaning AfriKids' fundraising activity will always be legal, open, honest and respectful.

AfriKids' responsible fundraising:

1. We have honest relationships with our donors;
2. We retain our independence and avoid over-reliance on one or more key donors;
3. We have good processes for making decisions about who we accept money from;
4. We seek to be as cost effective as possible in developing sustainable fundraising income streams;
5. We will adhere to the Fundraising Regulator Codes of Practice to ensure best practice, transparency and accountability and are governed by the Charities Act 2011;
6. We will ensure our fundraising activities are in line with our Safeguarding Policy, Privacy Policy and Anti-Bribery and Corruption Policy.

Acceptance criteria

When deciding whether to accept any particular donation, the Chief Executive and the Trustees have a duty to demonstrate to the Charity Commission that they have acted in the best interest of The Charity, and that association with any particular donor does not compromise AfriKids' position, harm our reputation or put future funding at risk.

In this regard, the main criteria for accepting partnerships/donations will be whether there are strong grounds for believing that it will result in benefits to ensuring that every child in Ghana is afforded his/her rights. AfriKids complies with all relevant legislation including money laundering rules, the Bribery Act 2010 and Charity Commission guidance, including terrorism and political activity.

AfriKids will not accept funding where the donation:

- Was known to be directly associated with criminal sources;

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AfriKids Ltd. ("AfriKids UK") is a company limited by guarantee (No. 07534096) and charity (No. 1141028), registered with the Charity Commission, in England and Wales. | 21 Southampton Row, London, WC1B 5HA

AfriKids Ghana is a company limited by guarantee (No. G-16,465) and non-governmental, non-profit organisation, certified by the Department of Social Welfare (No. DSW/3024), in Ghana. | Navrongo-Bolgatanga Rd, Bolgatanga, UER, Ghana

- Would help further a donor's personal or business objectives which conflict with those of AfriKids;
- Would lead to a possible decline in support for AfriKids, and so risk a decline in the resources available to fund our work;
- Would otherwise significantly damage our reputation.

Avoidance criteria

AfriKids does not hold any strict prohibitions of who it will not accept money from. There may be industries and companies where serious issues will need to be considered, and for these decisions we adopt a risk management approach.

AfriKids considers the advantages to children and their communities in Ghana of accepting donations against any possible risk to our ability to continue to serve children in Ghana in the longer term.

AfriKids is particularly mindful of the following issues that may be linked to companies and individuals:

- Child exploitation;
- Those that seek to benefit from the perpetuation of poverty;
- Human rights violations.
- Cause Related Marketing, Affinity Marketing and Product/Service Endorsement
- AfriKids does not endorse or approve products or services of any company. A statement to this effect will be included alongside any branding or promotion associated with the products;
- Only AfriKids staff and associated personnel will have direct access to our database and our beneficiaries;
- In order to ensure that AfriKids' cause-related promotion reflects The Charity's values any potential initiative will be approved as stated in our delegation of authority.

Complaints

AfriKids is a member of the Fundraising Regulator, which is an independent self-regulatory organisation. As a member we are committed to the highest standards in fundraising. AfriKids follows the Fundraising Regulator's Fundraising Promise as well as the Codes of Fundraising Practice. These codes set the standards for fundraising activity throughout the UK, and we use the Fundraising Regulator's logo to show that we are following these standards, more information found here (www.fundraising-regulator.org.uk).

AfriKids complaints procedure can be found on our website (www.afrikids.org/contact-us/).

Investments

Under AfriKids' Articles of Association, The Charity may deposit or invest funds in any lawful manner and delegate the management of investments to a Financial Expert, but only on terms that:

- The investment policy is set down in writing for the Financial Expert by the Trustees;
- Every transaction is reported promptly to the Trustees;
- The performance of the investments is reviewed regularly with the Trustees;
- The Trustees are entitled to cancel the delegation arrangement at any time;
- The investment policy and the delegation arrangement are reviewed at least once a year;
- All payments due to the Financial Expert are on a scale or at a level which is agreed in advance and are notified promptly to the Trustees on receipt.

Transparency

AfriKids will undertake to communicate this policy to all its stakeholders.