



International Federation of Red Cross and Red Crescent Societies
Fédération internationale des Sociétés de la Croix-Rouge et du Croissant-Rouge
Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja
الاتحاد الدولي لجمعيات الصليب الأحمر والهلال الأحمر

Fund-raising policy

Introduction

As one of the world's largest humanitarian organizations, the International Red Cross and Red Crescent Movement is proud of the high regard in which it is held by both the recipients of its services and its supporters. This policy, and associated 'Code of Ethics and Professional Conduct for Red Cross and Red Crescent Fundraisers' is intended to provide fund-raisers of the International Movement with principles and guidelines for raising money from all sources.

Scope

This policy addresses general responsibilities in fund-raising as well as specific responsibilities of fund-raisers and donors, and as related to the use of and accountability of funds.

Statement

The International Federation and each individual National Society shall ensure that:

- Fund-raisers shall always act with fairness, honesty integrity and openness.
- Fund-raisers comply, in all of their activities with the Red Cross and Red Crescent Principles, practices, and applicable laws and regulations.
- Fund-raisers hold themselves accountable to those from whom funds are received. They do not use messages or illustrations that make use of human misery or in any way compromise the dignity of any human being.
- Fund-raisers shall not exploit their position for personal gain. They shall accept compensation by salary or set fee only.
- Fund-raisers shall adhere to the Red Cross and Red Crescent Movement Donor's Bill of Rights. Above all else, donors have the right to obtain complete and timely information on how their funds are used.
- All funds raised will be used for the purpose for which they were raised, and within a reasonable timeframe.
- Fund-raising costs shall at all times be held to a percentage of revenue which is generally acceptable within the fund-raising profession and by the public. There shall be a proper balance between costs, revenue and quality.
- A recognized accounting method shall be used to track and control donations. Accurate and timely reports shall be available to the public, including the amounts raised, how it was spent, and the net proportion used for the purpose or cause.

Responsibilities

- This policy is applicable throughout the International Red Cross and Red Crescent Movement, to all individuals who raise funds from private, corporate, public or other sources.

- Those who are employed as fund-raisers are encouraged to sign the Code of Ethics and Professional Conduct and register with the Federation secretariat.

References

This policy was adopted by the 11th Session of the General Assembly of the International Federation of Red Cross and Red Crescent Societies, November 1997. The policy replaces all previously established fund-raising policies.