



DOOR OF HOPE AUSTRALIA INC

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DOHA ETHICAL FUNDRAISING POLICY

Introduction

The Board of Directors (BD) of Door of Hope Australia Inc. (DOHA) is committed to ensuring that fundraising activities are carried out in an ethical manner. This policy applies to the BD, casual, permanent and contract staff and volunteers.

Policy

DOHA Inc's guiding fundraising principle is a simple one – we will only use techniques that we would be happy to be used on ourselves. In doing so, the organisation will adhere to the following standards:

- Fundraising activities carried out by DOHA will comply with all relevant laws and the Fundraising Institute of Australia's Code of Ethics and Professional Conduct.
- Fundraising materials will accurately identify DOHA's name, postal address and Australian Business Number.
- Any communications to the public made in the course of carrying out a fundraising activity shall be truthful and non-deceptive. Fundraising materials must avoid material omissions, misleading images or exaggerations of need or response.
- All monies raised via fundraising activities will be for the stated purpose of the appeal and will comply with the organisation's stated mission and purpose.
- All personal information collected by DOHA is confidential and is not for sale or to be given away or disclosed to any third party without consent.
- Nobody directly or indirectly employed by or volunteering for DOHA shall accept commissions, bonuses or payments for fundraising activities on behalf of the organisation. No general solicitations shall be undertaken by telephone or door-to-door.
- Donors have the right to have their names deleted or suppressed from mailing lists.
- All DOHA staff and volunteers soliciting donations must be readily identifiable to donors.

- Donors must be informed about the project to which they are donating.
- A Fundraising Sub-Committee may be formed to carry out the major fundraising tasks. The Sub-Committee will report regularly to the BD, including tabling of meeting minutes at BD meetings.
- All fundraising activities must have the prior approval of the BD, as recorded in meeting minutes.
- A statement estimating income and expenses will be prepared prior to the commencement of any new fundraising activity that may present a financial risk to DOHA. Fundraising activities should not be undertaken if they will expose the organisation to significant financial risk. Fundraising activities should not be undertaken if they may be detrimental to the good name or community standing of DOHA.
- Financial contributions will only be accepted from companies, organisations and individuals the BD considers ethical. Companies and organisations specifically excluded from making financial contributions to DOHA include pharmaceutical/gambling/tobacco/alcohol companies.
- A report on fundraising will be prepared by a representative of the fundraising sub-committee for inclusion in DOHA's annual report.
- Excess funds raised will go towards other Community Development work of the Country of project.
- DOHA is committed to principles of fairness and cooperation, recognising the risks to the sector as a whole if individual member NGOs develop a bad reputation, and therefore we will make a formal complaint to ACFID's Code of Conduct Committee if there is a legitimate and well-founded concern about another NGO.

PHOTOGRAPHY:

Images and personal stories about the people we work with play a vital role in helping Door of Hope Australia Inc. (DOHA) raise awareness and engage supporters and the public. However, in collecting and using these images and stories, we have a responsibility to protect the women, men, boys and girls that we are portraying, and to communicate truthfully with our audiences.

We must ensure that all content is collected and used ethically, honestly and sensitively and be respectful of people's dignity and culture. Our communications should reflect people, their experiences and the context of situations truthfully and authentically, and accurately describe the nature, scope and impact of our work.

Images and stories used in DOHA materials will be obtained and used according to ethical principles. They will be consistent with our purpose and values and they will adhere to relevant guidelines and principles in the ACFID Code of Conduct, Department of Foreign Affairs and Trade Child Protection Policy, and Code of Conduct for the International Red Cross and Red Crescent Movement and NGOs in Disaster Relief.

Standards:

These are the minimum standards required for collecting and using content ethically:

- DOHA will depict all people and their issues, experiences and lives, accurately, respectfully and truthfully, retaining the intended meaning of the information they provide and ensuring honest visual portrayals.
- Images and stories will be used in a manner that respects people's self-worth, privacy, values, history, religion, language and culture, protects their safety and rights, and presents them with dignity and strength and as active partners in the development process, with hope of potential change. People will not be portrayed as victims or presented in a dehumanised manner. We do not take or use images of people who have died or are at the moment of death.
- Images and stories will authentically represent the environment, context, situation and people – the need, the proposed solutions, and the impact of our work. This will be done without embellishment, exaggeration, material omissions, manipulation or significant alteration to mislead audiences or to alter meaning, facts, concept or context.
- DOHA content gathering will be done respectfully and sensitively, not exacerbating people's trauma, and respecting cultural differences and local traditions, laws and restrictions; particular care will be taken when collecting content related to children, HIV and AIDS, humanitarian situations, gender-based violence and refugees.
- Free, prior and informed consent will be obtained from all people being photographed, filmed or interviewed. For children, consent will be obtained from both the child (if old enough to understand) and their parent or guardian.
- If the photo or video is to be used in external communications, you only need to get consent from those people whose faces are close up and/or are clearly visible and identifiable.
- The collection of images and stories will not harm people, animals or the environment.

- The identification of or use of images of local people, including children, will not place them at risk – either before, during or after the content collection or as a result of publishing.
- DOHA will safeguard children when photographing, filming or interviewing a child or using children’s images and stories for work-related purposes across all channels and mediums. Children will be portrayed in a dignified and respectful manner, taking care that the context is relevant to our work, they are adequately clothed, and their body position is appropriate and does not represent them in a vulnerable, submissive or sexually suggestive manner.
- DOHA will protect children’s identities by: - Changing children’s first names to a culturally appropriate pseudonym, ideally agreed to at the time image or story is collected. - Not using children’s surnames and their family’s surnames. - Not including any information that could identify specific locations relevant to the child (eg, village, school name) in images or stories about children, nor recording them on image files or databases.
- Content will accurately portray the diversity of local people including age, gender, disability and other marginalised groups
- All content that DOHA uses from third parties, including our Partners,, will reflect our values, ethical content guidelines, and meet our compliance obligations.

Notes:

- 1 The term "Images" means all viewable renditions furnished to Photographer hereunder, whether captured or stored in photographic, magnetic, optical, or any other medium whatsoever.
- 2 Images should not be used or altered to create false or misleading information.
- 3 All Images and rights therein, including copyright, remain the sole and exclusive property of Photographer.
- 4 Photographer may make or permit any alternations, including but not limited to additions, subtractions, or adaptations, in respect of the Images, alone or with any other material, except that cropping, and alterations of contrast, brightness, and color balance, consistent with reproductions needs may be made. As long as they do not break article 3.

- 5 DOHA will obtain a release form signed by the photographer for each photograph used and will be at liberty to use said photographs for indefinite time as arranged with photographer.
- 6 The images are intended for DOHA fundraising, editorial, public relations, and public awareness projects. All images are to be used to benefit and promote the vision of DOHA to change the lives of children. The user is responsible for ensuring that the images are not used in a manner that harms the DOHA or harms any individual depicted in a photograph.
- 7 Never alter the content or meaning of a news photograph and prohibit subsequent alteration.
- 8 Photographs taken specifically for DOHA projects should be as honest as possible, and provide accurate captions, never intentionally distorting the truth in news photographs.
- 9 All names and identifying details of those photographed will be protected and names changed when necessary.
- 10 Photographs taken specifically for DOHA will remain the property of same.

Reviewing the DOHA Ethical Fundraising Policy

DOHA Ethical Fundraising Policy will be reviewed every two years.