



DOOR OF HOPE AUSTRALIA INC

68 Brunel Road, Seaford VIC 3198

Ph: 61 3 9584 9531

enquiries@doorofhope.com.au

www.doorofhopeaustralia.org

ABN: 44 901 023 508

DOHA ETHICAL FUNDRAISING & COMMUNICATIONS POLICY

1. Introduction

The Board of Directors (BD) of Door of Hope Australia Inc. (DOHA) is committed to ensuring that all fundraising and communication activities are carried out with integrity, transparency, and respect. As a Christian organisation, we seek to honour both our donors and the communities we serve by reflecting the truth of their lives and the impact of our work.

2. Scope

This policy applies to all DOHA representatives, including the BD, staff, contractors, volunteers, and third-party partners or photographers acting on our behalf.

3. Fundraising Standards

DOHA adheres to the FIA Code of Ethics and the ACFID Code of Conduct.

- **Truthfulness:** All communications shall be truthful and non-deceptive. We avoid material omissions, misleading images, or exaggerations of need.
- **Purpose of Funds:** All monies raised will be used for the stated purpose of the appeal. If an appeal is over-subscribed, excess funds will be directed to similar community development work in the same country of project, and this will be disclosed to donors.
- **Identifiability:** All representatives soliciting donations must be clearly identifiable. DOHA does not undertake door-to-door or unsolicited telephone "cold calling."
- **No Commissions:** No staff or volunteer shall receive commissions, bonuses, or percentage-based payments for fundraising.
- **Vulnerable Donors:** DOHA will not accept a donation if there is a reason to believe the donor may be in a vulnerable position or lacks the capacity to make an informed decision.

4. Donor Rights and Privacy

- **Privacy:** All personal information is handled according to the *Privacy Act 1988* (Cth). Information is not for sale or disclosure to third parties without explicit consent.
- **Opt-Out:** Donors have an absolute right to have their names deleted or suppressed from mailing lists at any time.
- **Financial Transparency:** DOHA will provide an annual report detailing income, expenses, and the ratio of fundraising and administration costs to program delivery.

5. Ethical Imagery and Storytelling

Images and stories are vital for awareness but must be collected and used with a "Dignity-First" approach.

- **Dignity and Power:** We present people as active partners in their own development, not as passive victims. We do not use images that are dehumanising or portray people in a submissive manner.
- **Anti-Racism:** We ensure our imagery avoids colonial stereotypes and accurately represents the diversity of the community (age, gender, disability).
- **Informed Consent:** We obtain "Free, Prior, and Informed Consent" (FPIC). For children, consent is required from both the child (where appropriate) and the guardian.
- **Safeguarding Identity:**
 - Use pseudonyms for children and vulnerable adults.
 - Do not disclose surnames or specific geolocations (villages/schools).
 - Ensure metadata on digital files does not reveal sensitive locations.

6. Environmental and Financial Risk

- **Ethical Screening:** DOHA does not accept contributions from organisations involved in gambling, tobacco, alcohol, or the arms trade.
- **Risk Assessment:** Any new fundraising activity that presents a financial risk to the organisation must have a budget and risk assessment approved by the BD.
- **Sustainability:** We ensure that fundraising events do not have a negative impact on the local environment.

7. Governance and Accountability

- **Board Approval:** All major fundraising activities must be approved by the BD.
- **Complaints:** If a donor or member of the public is unhappy with our fundraising, they may use the DOHA Complaints Handling Procedure.

- **Sector Accountability:** If we have well-founded concerns about the ethical conduct of another NGO, we will report this to the ACFID Code of Conduct Committee to protect the reputation of the sector.

8. Policy Review

This policy will be reviewed every two years to ensure it reflects current Australian law and ACFID standards.

Last Reviewed: 19th August 2026

Next Review: [Date + 2 Years]