

# Fundraising Guidelines

Insamlingsstiftelsen NRC Flyktinghjälpen  
Sverige

## Document information:

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## **1. About Insamlingsstiftelsen NRC Flyktinghjälpen Sverige**

Insamlingsstiftelsen NRC Flyktinghjälpen Sverige (hereafter 'NRC Sweden') is an independent fundraising entity, focused on fundraising in Sweden.

## **2. About Norwegian Refugee Council (NRC) - Stiftelsen Flyktinghjälpen**

Norwegian Refugee Council (NRC) - Stiftelsen Flyktinghjälpen (hereafter 'NRC Norway'), is an independent humanitarian organisation helping people forced to flee.

Through NRC Norway's global activities, NRC Sweden supports people affected by conflict and provides assistance to meet the humanitarian needs of displaced and vulnerable people in crisis.

## **3. Donors**

As a non-profit organisation, NRC Sweden relies exclusively on donations. We ensure that our donations are always used where the need is greatest.

### **3.1 Who we receive donations from**

A donor can be a natural or a legal person. NRC Sweden can receive donations from private foundations, corporate partners, institutional donors and other private donors.

### **3.2 Donor's rights**

NRC Sweden bases its Fundraising Guidelines on the '10 Donor's Rights', that Giva Sverige's member organisations agree to follow. Namely,

- (i) NRC Sweden's material must be clear and reliable and clearly state the purpose for which collected funds are to be used.
- (ii) Funds must always be placed into a '90 account'.
- (iii) Donors must be able to ask NRC Sweden questions at any time and expect a quick and reliable answer.
- (iv) Donors must be assured the funds collected are used for the purpose for which they were collected. If NRC Sweden wishes to change the use of the funds, the donor must first be contacted.
- (v) NRC Sweden must thank the donor in an appropriate manner for gifts received. The focus should be on cost effectiveness but also on the donor's need to receive confirmation that NRC Sweden has received the gift.

- (vi) If a donor wishes to remain anonymous, this should be respected. The donor's name should never be published without their consent. Similarly, NRC Sweden shall respect if a donor does not wish to be contacted. NRC Sweden shall not disclose a donor's name to any other organisation or company.
- (vii) Donors shall at all times be able to obtain contact information for NRC Sweden's management. Donors have the right to know whether the person requesting a contribution to NRC Sweden is a volunteer, employee or external consultant.
- (viii) Donors should be able to freely access NRC Sweden's latest annual report and statutes on NRC's Sweden's website.
- (ix) Donors can expect correct and professional treatment from NRC Sweden's representatives and must never be subjected to pressure.
- (x) If there is any doubt as to whether a gift is voluntary, it should be returned to the donor if requested. If the donor has attached conditions to the gift that cannot be fulfilled, the donor shall be contacted.

## **4. Raising money**

### **4.1 Who NRC Sweden raises money from**

NRC Sweden raises money from private foundations, corporate partners and other private donors. Private donors may be regular donors, who have an active agreement for regular donation to NRC Sweden, or a sporadic donor, who has made one or more donations. Institutional donors can also give to NRC Sweden.

Corporate donations can include gifting of services and expertise under a pro bono agreement.

### **4.2 How NRC Sweden raises money**

The primary objective of NRC Sweden's fundraising work is to recruit and retain regular donors. The secondary objective is to generate donations. Fundraising campaigns and donor recruitment activities are contained in an annual plan for NRC Sweden that will be presented to the Board.

Recruitment campaigns may comprise:

- Street canvassing
- Door to door marketing
- Telemarketing
- Digital sign up through digital advertising
- Registration of regular donors through the NRC Sweden website
- One off donations for specific campaigns, for NRC Sweden's work generally, or the purchase of gift packs, through the NRC Sweden website
- Securing donations through partnerships

Regular donors are easily able to change the amount they donate, suspend payments and stop payments, via the information provided on the NRC Sweden website.

All donations to NRC Sweden are optional and regular donorship/monthly gifts may be terminated at any time. NRC Sweden may send out information/reminders that a regular payment has not been received, but this should never give the impression of being a collection letter, that the donor has a payment obligation to NRC Sweden, or that the organisation has a claim against the person in question.

NRC Sweden registers and respects all wishes from people about when and how they wish to be contacted. Everyone who contacts us must be treated with courtesy. All outreach communication with private sector donors must comply with the donor's consent and Swedish regulatory guidelines.

NRC Sweden's fundraising activities will be in accordance with applicable laws, NRC Sweden and Norway's vision, mission statement and core values, as reflected in the NRC Policy Paper, which is available through the NRC Sweden website.

NRC's Sweden's fundraising activities are designed and implemented to ensure they do not have a negative impact on the organisation's target groups, nor be in conflict with the aforementioned NRC policy or in any way damage NRC Sweden's reputation.

#### **4.3 Due diligence**

NRC Sweden will undertake a 'due diligence assessment' of corporate partners, foundations and philanthropists before entering a partnership or grant agreement with them. The ethical guidelines that NRC Norway adheres to, that are applied in the due diligence assessment, are published on the NRC Sweden website and apply equally to NRC Sweden. The assessment process does not apply to one off donations or telethon campaigns. However, where NRC Sweden is aware that a private donor wishes to make, or has made, a particularly significant donation, the due diligence assessment criteria for corporate partners and foundations can be applied.

The due diligence assessment of any Institutional Donors to NRC Sweden will be undertaken by NRC Norway, under a 'go-no-go checklist' assessment.

NRC Sweden's private fundraising work is also subject to Swedish guidelines for ethical fundraising and marketing.

#### **4.4 Gifts in the form of real estate, moveable property or securities**

NRC Sweden could receive gifts in the form of real estate, moveable property or securities. However, NRC Sweden will not, without special reasons, own and manage these types of gifts longer than is reasonable to enable the disposal of them, to maintain the value of the gift at the time it was given. NRC Sweden will not speculate on gifts. Should the donor wish to attach conditions to such a gift, NRC Sweden would

decline the gift. A due diligence assessment would be applied to the donor before accepting any significant such donations.

#### **4.5 Use of images and text in our fundraising work**

The NRC Brand Book, available through the NRC Identity section of the NRC Norway website, in conjunction with internal documents (the NRC Communications Handbook and NRC Image Use Policy) govern the use of images and text in our fundraising work. Text and imagery used by NRC Sweden should adhere to the rules and guidance in this documentation. Key principles include ensuring that:

- Photos are used that maintain the dignity of displaced people.
- Images we use portray real people and real situations.
- Photos and text used embody NRC's values.
- Those pictured have been informed and given consent to the use of the material before publication. Carer's approval is always obtained before interviewing or taking photos of minors.
- Photos relating to the current theme or situation being described should only be used. If illustrative photos are used, this should be clearly stated.
- All images published comply with relevant laws and regulations.

#### **4.6 Minors in fundraising**

NRC Sweden does not seek to involve anyone under the age of 18 in its fundraising activities. If a minor wishes to collect money for NRC Sweden, it can be done through appropriate avenues and with an adult responsible for the collection of monies. NRC Sweden does not target fundraising campaigns at people under the age of 18.

#### **4.7 Purpose for which donations are used**

The solicitation of single and regular donations from individuals is normally not earmarked for specific projects and never for individuals. Emergency fundraising is the exception. Our communication and campaign material clearly informs whether funds from a fundraising campaign will be earmarked for defined projects or used where the need is greatest at a given time.

It is the aim of NRC Sweden to raise unearmarked funds (i.e. funds that are not stipulated to be spent on a particular theme or in a particular location), as this enables NRC Sweden to channel funding to where humanitarian needs are greatest at a given time.

#### **4.8 Openness**

We are honest about where our funds come from and where they go. We have an open information policy, available through the NRC Sweden website, which outlines what information we share and how.

The statutes for NRC Sweden are accessible through the NRC Sweden website.

## **5. Receiving money**

### **5.1 Controlled Fundraising Account**

NRC Sweden has a '90 account', assigned by Swedish Fundraising Control (Svensk Insamlingskontroll). It requires that 75% or more of the total income goes to the cause as stipulated in NRC Sweden's charitable objects.

### **5.2 Thanking donors**

We show gratitude and provide confirmation on receipt for all types of support and are accommodating to donors' wishes in this respect, as far as is practicable.

### **5.3 Repayment**

A donor can terminate their regular donation agreement with us at any time and obtain a refund for their recent payments if requested. If a donation is received that was clearly intended for another recipient, NRC Sweden will repay the donation as soon as possible.

### **5.4 Refusal of a donation**

Where a due diligence assessment or go-no-go assessment results in a negative conclusion, the prospective donation will be declined. If a negative conclusion is made in an assessment undertaken after receipt of a particularly significant donation from a private donor, that donation will be returned.

### **5.5 Handling personal data**

NRC Sweden process personal data in accordance with EU General Data Protection Regulation (GDPR).

Our working practices comply with the General Data Protection Regulations (GDPR), EU e-commerce regulations and other locally applicable regulations for data recording, storage and processing.

The NRC Privacy Policy is accessible through the NRC Sweden website. It sets out the data we collect, how we process it, what we do and do not use it for, how we secure it and donors' rights in respect of their data.

NRC Norway handles data processing of on behalf of NRC Sweden. If a subprocessor is used to process personal data, they must sign and adhere to a Data Processor Agreement (DPA) to safeguard the processing of personal data.

## **5.6 Donor care**

If a donor wishes to remain anonymous, this will be respected. The donor's name will never be published without their consent. If a donor advises NRC Sweden that they do not wish to be contacted, this will be respected.

If a donor enquires whether the person asking them for a contribution to NRC Sweden is a volunteer, employee or external consultant, this information will be provided.

The NRC Sweden website contains contact information for the management of NRC Sweden, as well as the management of NRC. The annual reports for NRC Sweden are available from the same location.

## **5.7 Reporting**

The projects that gifts to NRC Sweden have funded in a particular year are set out in NRC Sweden's annual reports, available through the NRC Sweden website.

NRC Sweden can provide regular reporting to corporate partners, about where their earmarked donations have been used, for what purpose, and the impact achieved. The regularity and scope of such reporting is agreed between the partner and NRC Sweden on a case-by-case basis.

## **5.8 Questions and complaints**

The NRC Sweden website has a question-and-answer page for common questions that might be asked by donors. Through this page, and through the 'contact us' page, donors can email NRC Sweden any queries they might have.

All complaints, questions and comments from private donors must be logged and replied to within 2 working days of receipt.

If a complaint is received that refers to the activities of a subcontractor, the complaint will be forwarded to the subcontractor within 1 working day and a response provided to the donor within 2 working days thereafter.