

**GUIDELINES FOR FUNDRAISING
BY CHAPTERS OF THE
ASSOCIATION OF CARIBBEAN HIGHER
EDUCATION ADMINISTRATORS**



Guidelines for Fundraising by ACHEA Chapters

This document is intended to provide guidelines to the ACHEA membership as it relates to fundraising in the name of the Association. Members of the Association are expected to abide by the constitution and use these guidelines to clarify issues which may not be specified by the constitution. It must be emphasised that the constitution supersedes any provision(s) in these guideline, should conflict arise.

Definition

1. **Fundraising** or **fund raising** is the process of gathering voluntary contributions of money or other resources, by requesting donations from individuals, businesses, charitable foundations, or governmental agencies [1].
2. **The Executive** refers to the executive arm of the Association as defined in the constitution.
3. **The Local Chapter Committee** refers to the executive of the Local Chapter.

Contents

The guidelines are captured under the following broad headings:

- A. The role of the Executive and the Local Executive Committee
- B. Treatment of donors and sponsors
- C. Integrity of Fundraising and Fundraisers
- D. Transparency and Accountability
- E. Data Protection

A. The role of the Executive and the Local Chapter Committee

1. The Finance Committee shall have oversight of all fundraising activities.
2. All fundraising activities must be approved by the Executive.
3. The Executive shall ensure that all donations may only be accepted from legitimate businesses and sponsors who will not bring into disrepute, the image of the Association.
4. The Executive shall ensure that the fundraising activities are legal and shall not, in any way, compromise the integrity of ACHEA.
5. The Executive shall have reporting on fundraising as an agenda item, except in the case of special meetings called for special purposes.
6. The Local Chapter Committee shall plan and coordinate fund raising activities and shall have these plans approved by the Executive before implementation.

B. Treatment of Donors and Sponsors

1. All members of ACHEA involved in fundraising will respect the rights and dignity of donors and sponsors, and shall not act in a manner to bring into disrepute, the name and character of the donor or sponsor.
2. Fundraising activities shall not be unreasonably persistent, intrusive or place undue pressure on people to donate.
3. Fundraisers shall respect the rights of anyone who does not wish to donate, or who wishes to discontinue making a donation.
4. No disrespect, in any form or fashion, shall be shown to any beneficiaries in promotional activities.
5. Whenever and wherever possible and appropriate, beneficiaries will be allowed an input into the promotional strategies of ACHEA. The extent of the input will be at the discretion of ACHEA and shall be limited to activities relating to the donation.

C. Integrity of Fundraising and Fundraisers

1. Fundraising shall occur in a transparent manner. All members soliciting funds on behalf of ACHEA must be easily identifiable and must carry necessary documentation to validate the request from the Association.
2. All fundraisers shall act with integrity and shall not misrepresent the Association, its need for funds or how the funds will be applied.
3. All questions about fundraising activities and fundraising costs shall be answered honestly and in a timely manner.
4. All donations and gifts shall be used for the purposes for which they were donated.
5. Information about the purpose of the fundraising effort shall be made freely available and easily accessible.

D. Transparency and Accountability

1. Within two weeks of a fund raising activity, a full report and financial account, in writing, must be submitted to the Local Chapter Committee.
2. It shall be the responsibility of the Treasurer to ensure that all funds are properly appropriated, all expenses paid and all excesses deposited into the relevant accounts.
3. The Treasurer shall be responsible for accounting to donors, as requested, or as required by the Executive.
4. ACHEA shall operate in an open, frank and honest way and will ensure that transactions, operations, information and communications are easily understood by donors.
5. ACHEA shall clearly identify to the donors, sponsors and the public, the cause for which the fundraising is occurring and how donations will be used.

6. ACHEA shall provide communication channels whereby those interested can easily contact the Association.
7. ACHEA shall have a procedure in place to address complaints, and such complaints should be dealt with within a period of one month or within a period, reasonable enough to guarantee natural justice.

E. Data Protection

1. The Fundraising Committees shall be au fait with all laws (of the jurisdiction of operation) relating data protection and those rules shall be followed at all times.