



1. Standards in Public Engagement, Communication and Fundraising

Our mission, “to break the chains of leprosy, empowering people to attain healing, dignity, and life in all its fullness”, involves educating, informing and raising awareness among our supporters and the general public of the needs of people affected by leprosy and raising funds to meet those needs.

In our communications, education and fundraising activities we uphold standards of integrity and transparency. We demonstrate integrity in marketing and reporting.

1. In our appeals we will:
 - a. Accurately identify the organisation (name, ABN, address and purpose)
 - b. Clearly state why the donations are being collected and what they will be used for
 - c. Allow donors the ability to control the volume of communications which they receive
 - d. Accurately portray the situation of intended recipients and the potential solutions
 - e. Not overstate either the extent of the need or what a donor’s response might achieve
 - f. Not leave potential donors feeling that their failure to respond to the solicitation will have greater consequences than the reality of the situation.
2. In our communications, publications and presentations, our portrayal of local people and supporters will respect the dignity, values, history, religion and culture of the people portrayed.

With regard to use of images and stories we will ensure:

- a. Before a person’s image is used in any communication to supporters or donors, the free, prior and informed consent of that person is obtained. Where the subject is a child, consent will be sought from the parent/guardian
- b. People are told how their images and stories will be used
- c. Images of subjects should present them in a dignified manner
- d. Images should be decent and respectful and not present people as victims
- e. Images should not depict people in a vulnerable or submissive manner
- f. People (especially children) should be adequately clothed in photographs and not in poses that could be interpreted as sexually suggestive
- g. The images and stories we use honestly portray the diversity of local people including age, disability, gender and religion
- h. The images and stories we use portrays the affected people (including children) in a manner which respects their values, history, language and culture
- i. The use of paternalistic images, suggesting a “dependent/provider” relationship should be avoided
- j. All images, information and stories are collected in a way which does not harm people or the environment
- k. Photographs should be used in context and should be a true representation of events
- l. Images accompanying stories of specific projects should be of the mentioned project whenever possible

- m. The images and stories that are used will not endanger the people they portray or their environment and will protect their safety and rights
 - n. Images should be clearly labelled/captioned
 - o. Captions related to images should be fair and accurate.
 - p. When the names of subjects are included in stories, articles or photos, only the first name of the person/persons are given in order to preserve confidentiality and protect identity.
 - q. Before publishing material the content is reviewed and approved by the communication manager, international program manager and the relationships manager to ensure the material is communicated truthfully and ethically.
3. In our commitment to our donors, we will ensure that:
- a. Donors are informed about the purposes for which funds are being raised and have access to information about the programs supported by their donation
 - b. We have available, reports that document the outcomes and progress of the projects which are supported by donations
 - c. We provide training and presentation materials to volunteers to ensure that presentations accurately reflect the work carried out by The Leprosy Mission
 - d. Where fundraising programs are designed to benefit development and non-development activities, we provide choice, allowing donors to contribute to either activity.
 - e. Our communications to donors does not violate our privacy policy
 - f. The public engagement policy is made available to donors on the website
 - g. Donors receive feedback through appeals, magazines, updates, social media the TLMA website and personal communication regarding results of activities and new learnings
4. To ensure that we attain best practice and maintain our legal and regulatory obligations in fundraising we will:
- a. Ensure key fundraising staff are members of the Fundraising Institute of Australia and periodically attend relevant training
 - b. Conduct, at a minimum, annual training workshops for staff involved in fundraising that cover regulatory requirements and best practice
 - c. Provide induction training covering this policy to any volunteer or agent engaged in fundraising on behalf of TLMA
 - d. Ensure that anyone engaged in soliciting funds on behalf of TLMA, has documentation that confirms their bona fides and identifies them as paid staff, volunteers or agents of the organisation
 - e. Ensure that whenever we use agencies or third party organisations to assist with or fundraise on our behalf, these relationships will be governed by written contracts that specify the expectations, responsibilities and obligations of each party.
5. In our communications we will comply with the ACFID code of conduct, being particularly conscious that:
- a. We will not engage in activities which bring the sector into disrepute
 - b. Any communication regarding another NGO or partner will be factually accurate and will not intentionally or otherwise mislead
 - c. Any communication regarding other ACFID members will not make statements with the intention of creating a reputational or other advantage to the Leprosy Mission Australia
 - d. A copy of this policy will be provided to agencies, consultancies or individuals who advise or assist TLMA in their public engagement, communications or fundraising activities.

- e. As a signatory to ACFID, TLMA will comply with ACFID’s revised Code of Conduct (effective 1 June 2017), which stipulates that communication will consistently show evidence of the separation of development and non-development activities. This will occur in programming, expenditure reporting, fundraising, advocacy campaigns.
- 6. Whenever an appeal or fundraising initiative is designated for a specific project, we will include in the appeal a footnote that states “Should this appeal be oversubscribed, excess funds shall be applied to general funds, where they may be distributed to similar projects.”

We will, to the best of our ability, match the size of our marketing effort to the size of the fundraising goal.

2. Policy Review

This Policy will be reviewed in 5 years.

Revision History

Version	Date	Author	Summary
3.1	9/08/2017	P Lake/T Collison	Updated for ACFID changes
3.2	10/08/2017	P Hamilton	Reviewed and amended

Document Approval History

Version	Date	Approved by
1.0	21 May 2012	TLMA Board
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