



## Variety Ireland Fundraising Policy

### Overview

With a history of over 70 years in Ireland, Variety – the Children’s Charity of Ireland (Variety Ireland) has always strived to put children first. In order to continue our goal, we have pledged to adhere to the [Guidelines for Charitable Organisations on Fundraising from the Public](#) as published on 28 September 2017 by the Charities Regulator.

These procedures and protocols are a comprehensive set of fundraising guidelines for charities, which aim to enable trustees to protect their charities’ reputations and boost public trust and confidence in their organisations.

### Core Principles

The 3 core principles of these guidelines are:

1. Respect
2. Honesty & Integrity
3. Transparency & Accountability

Variety – the Children’s Charity of Ireland pledge to adhere to the above core principles and will approach any fundraising activities in an open, accountable and ethical manner.

### Intention

The intention of our policy is to outline good fundraising practice by Variety – the Children’s Charity of Ireland. It is not intended to cover every single aspect of fundraising, but it does however aim to raise awareness of the areas that need to be considered and the procedures and policies we have put in place.

## Objective

Our objective is for our donors and any prospective donors to have full confidence in Variety - the Children's Charity of Ireland, and therefore will conduct our fundraising activities in a transparent and accountable manner.

Variety – the Children's Charity of Ireland will strive to adhere to the following:

- Our donors will be informed of how we intend to use donated resources.
- We will ensure that donations will be used for the purpose of our charity [Mission Statement](#).
- Donors will receive appropriate acknowledgement and recognition.
- Information provided to us by donors will be handled with respect and confidentiality as per GDPR guidelines and outlined in our [Privacy Policy](#).
- We will provide donors the opportunity for their names and personal details to be removed from mailing lists or database and to be informed if the organisation intends to share its mailing list or database with third parties.
- We expect that all individuals representing our organisation will approach and interact with donors in a professional and responsible manner.
- We will ensure our [complaints policy](#) and procedures are readily available.
- We will clearly display the identity of those serving on our governing board and that the board will exercise prudent judgement in its governing responsibilities at all times.
- We will make the organisation's most recent financial statements available to the public.
- We endeavour to respond to questions donors may have in a prompt and truthful manner.