

# GREENPEACE FUNDRAISING POLICIES

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## **MISSION STATEMENT**

**"To maximise the long-term income for Greenpeace to enable the organisation to achieve its global mission. To raise funds in a manner that furthers the campaigning and strategic objectives of Greenpeace whilst fully respecting the ethics and values of the organisation."**

### ***1.0 GENERAL STATEMENT OF PRINCIPLES***

1.1 Greenpeace is an independent, non-violent organisation. It relies upon the voluntary donations of individual citizens and grant support from foundations to fund its work.

1.2 Greenpeace does not solicit or accept funding or cash donations from governments, corporations, political parties or multi-national governmental bodies such as the United Nations or the European Community.

1.3 Greenpeace does not seek or accept donations that could compromise its independence, aims, objectives or integrity.

1.4 All gifts over \$5,000 USD are screened to ensure that they do not conflict with Greenpeace's Fundraising Principles and Policies.

1.5 Greenpeace reserves the right to refuse any donation.

### ***2.0 PRINCIPLES , ETHICS AND VALUES***

2.1 All fundraising activity should:

2.1.1 Protect Greenpeace's independence, while providing a framework within which the organisation can raise and maintain a sustainable income.

2.1.2 Be compatible with Greenpeace's environmental aims.

2.1.3 Be compatible with Greenpeace's public image as an active, independent, international and credible organisation.

2.1.4 Take into account the possible effects on one Greenpeace office of activities conducted by another.

2.1.5 Protect the use of the Greenpeace name.

### ***3.0 CODES OF CONDUCT***

3.1 All Greenpeace offices and their suppliers when acting for Greenpeace agree to conduct their fundraising within the 'Professional Codes of Conduct' promoted by the appropriate fundraising, marketing and advertising institutes that operate in their country.

#### **4.0 HONESTY AND INTEGRITY**

4.1 Funds are only raised on the basis of actual or planned campaigns or other activities undertaken or supported by Greenpeace.

#### **5.0 RACISM, SEXISM, RELIGIOUS AND CULTURAL INTOLERANCE**

5.1 Greenpeace does not permit the use of language or images in its fundraising or marketing materials that in any way promotes racial, gender, sexual, religious or cultural intolerance.

#### **6.0 FINANCIAL OPENNESS**

6.1 Greenpeace is open and accountable to its supporters, the public, media and regulatory bodies on how its income is raised and spent and the proportion of expenditure committed to all areas of its activity including fundraising. Furthermore, anyone who requests a copy of the National or International audited accounts and/or annual report should receive the documents free of charge or at a reasonable cost for reproduction and postage.

#### **7.0 DATA PROTECTION AND DATA MANAGEMENT**

7.1 All Greenpeace offices and their suppliers when acting for Greenpeace will comply with the data protection legislation applicable in their national or regional boundaries and register with the appropriate data protection authorities where required by law.

7.2 All Greenpeace offices comply with supporter/members requests to receive no further mail or contact from the organisation. This is flagged on their data record.

7.3 Supporters/members names are not 'sold' or 'rented' to third parties for their mail programs.

7.4 Where supporters/members names are 'exchanged' with 'like-minded organisations' such as other NGO's, then the supporter/member is given the prior option to 'opt-out' of such activity via the response coupon on appeals or advertisements. Their decision not to participate in an exchange will be flagged on their donor record.

#### **8.0 NATIONAL BOUNDARIES**

8.1 Fundraising activity can only be initiated by a National Regional Office or GPI within the territory of another national office with the prior consent or agreement of the national office in which the fundraising is to take place.

8.2 Should such transnational fundraising have implications on the payment of contribution to GPI, this can only be undertaken with the formal agreement of GPI and the other parties concerned.

8.3 Fundraising appeals in the International media (e.g. CNN International, International Herald Tribune) are the responsibility of GPI.

#### **9.0 FUNDRAISING AND CHILDREN**

9.1 Where laws exist relating to the maintenance of data records of, and/or fundraising from children Greenpeace agrees to comply with all such laws.

### **10.0 RESTRICTED AND UNRESTRICTED FUNDS**

10.1 We raise funds for Greenpeace. People give to Greenpeace to protect the environment, wherever that may be in the world. National offices may use examples of such work even if that particular office does not directly or indirectly pay for or directly participate in that illustrative campaign.

10.2 Greenpeace uses the work of the whole organisation, its campaigns and the countries we operate in and the problems we seek to address in an "illustrative" manner to our supporters in order to raise funds.

10.3 For the majority of its fundraising activity Greenpeace does not actively seek "restricted" or "designated" funds, which put a legal and/or moral obligation to spend it on a specific project or country.

10.4 Any appeal for funds that imply a 'restriction' on the "contribution" paid by a national /regional office to GPI requires the formal agreement by GPI in advance of the appeal.

### **10.5 EXCEPTIONS TO THE POLICY ON RESTRICTED FUNDS**

There are, however, a number of cases where exceptions may be necessary such as:

10.5.1 Where the national law governing charities/not for profit organisations demands that all funds are raised and spent in relation to specific restricted projects.

10.5.2 Where it is clearly the stated wish of the donor that the funds should be applied in a specified i.e. 'restricted' manner. (Greenpeace should at every instance seek to convince the donor of the greater value to the organisation of 'unrestricted' funds.) In the final instance Greenpeace retains the right to refuse a gift on the grounds of any "unreasonable" restrictions placed upon it.

10.5.3 Where the only access to such funds is on the basis of a clearly defined project with a specified budget, time limit. This will almost certainly apply in the case of funds sought and received from Foundations and Charitable Trusts.

10.5.4 For appeals to supporters, major donors and foundations for "capital projects" that clearly require funds outside of the annual operating budget of the organisation.

10.5.6 Greenpeace will only accept restricted funds as long as the projects and programs presented to an individual or foundation form part of an existing or planned work program that has been approved by the Regional/National Office ED or IED. Where possible funds should be sought for the duration of the project, particularly with reference to salaries and overhead costs.

### **11.0 FOUNDATIONS AND CHARITABLE TRUSTS**

11.1 Greenpeace does not seek or accept funds from Foundations which attach unreasonable conditions or constraint upon Greenpeace activity.

11.2 Greenpeace will provide the financial, programmatic, periodic and final reports to a foundation as specified as a condition of receiving a grant.

11.3 Neither a National Office nor GPI may approach a Foundation, located within the territory of another Greenpeace National Office for funds without the prior agreement of both the National Office that is home to the Foundation and the GPI Fundraising Director.

11.4 Should such an agreement have any implications for "contribution" payments to GPI, this should be agreed in advance by GPI Finance Director and the other parties.

11.5 In many cases, it may be more appropriate for GPI to make the approach to major foundations on behalf of a National Regional Office or GPI. This would require prior agreement from the host country for the Foundation.

11.6 GPI will maintain a central record and database of all applications to and responses from Foundations to all NROs and GPI on behalf of the whole organisation. This will serve as a record and resource for future applications.

11.7 Greenpeace does not solicit or accept funds from foundations which currently receive their income from political parties.

11.8 Greenpeace does not solicit funds from foundations funded by governments unless the funds form less than 50% of a pooled income fund (i.e. where a group of foundations contribute a grant to form a separate funding vehicle usually focusing on a particular issue or geographical region).

11.9 Greenpeace does not accept funds from foundations funded by organisations such as the European Union or the United Nations unless such funds form less than 50% of a pooled income fund.

## **12.0 CORPORATE GIFTS**

12.1 Greenpeace does not seek or accept financial donations from corporations.

12.2 All gifts of \$ 5,000 USD and over are screened and any found to be from a corporation are returned.

12.3 Should at any point it come to the attention of a National / Regional Office or GPI that it is in receipt of a financial donation from a corporation it will be returned irrespective of the amount.

12.4 Greenpeace does accept gifts in kind from corporations be they in the form of good or services, provided that they do not in any way compromise the integrity and independence of the organisation and its campaigning activities.

## **13.0 GIFT SCREENING**

13.1 Greenpeace National/Regional Offices and GPI screen all gifts of \$5,000 USD and above. Each NRO has the right to set their own screening level below \$5,000 USD .

Greenpeace reserves the right to screen any gift, irrespective of size and reject it if its acceptance would in any way compromise the organisation's principles and policies.

The National/Regional Office Executive Director or in the case of GPI the International Executive Director is responsible for the final decision on whether to accept or reject any gift.

#### **14.0 SUMMARY OF SOURCES OF GIFT - ACCEPTANCE / REJECTION**

v Acceptable

X Not Acceptable

	<b>CASH (donations)</b>	<b>GIFTS IN KIND</b>
Corporate	X	v
Government	X	X
Major Donors	v	v
Foundations	v	v
Quasi government	X	X
EC	X	X
UN	X	X
UN managed foundation	v	X
Political parties	X	X

#### **15.0 NATIONAL / REGIONAL OFFICE FUNDRAISING DIRECTOR APPOINTMENTS**

15.1 In the case of an NRO undertaking the appointment of a Fundraising / Marketing Director, the Executive Director is obliged to fully involve the GPI Fundraising Director or his/her representative.

15.2 This includes consultation and agreement on the job description, salary, recruitment and interview procedure and final decision on appointment.

#### **16.0 NATIONAL OFFICE ANNUAL MARKETING PLANS AND BUDGETS**

Each National / Regional Office will submit to the GPI Fundraising Director its annual and three-year fundraising strategies for all fundraising and merchandising entities

complete with budgets, for review, comment and recommendations by the GPI Fundraising Director or a member of his/her team or other senior experienced Greenpeace Fundraising Director designated by the GPI Fundraising Director.

### **17.0 MERCHANDISE AND LICENSING**

17.1 All merchandise and licensing agreements undertaken by a National / Regional office or via a third party on their behalf will comply with Greenpeace International policies on:

\* clean production, brand association, and the use of brands and trademarks.

*(Clean Production - see 'Clean Production Standards' on the Licensing page. Brand association, and the use of*

*brands and trademarks will be updated)*

Daryl Upsall

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Approved by the **Stichting Greenpeace Council Board/** March 1998