

CHANNEL 4 DISPATCHES - TELEPHONE FUNDRAISING

HOME Fundraising Policy statement

HOME Fundraising is the largest commercial employer of fundraisers in the UK and Europe and is the market leader in the UK door-to-door fundraising market.

As a best practice provider HOME Fundraising has an industry leading quality control program overseen by the Standards, Policy and Access department.

Russ Peterken, Head of Standards, Policy and Access said, "HOME understands the importance of fundraisers providing the required financial disclosure, each and every time a member of the public pledges a regular gift. We have thorough training on this requirement, completed before fundraisers go into the field for the first time. We have standard wording, vetted by the Public Fundraising Regulatory Association, which includes details of the campaign costs and the methodology behind charity payment, which is disclosed before the supporter signs up. We ask donors to read and sign the disclosure statement to ensure we are compliant with the law at all times."

HOME Fundraising are members of the Public Fundraising Regulatory Association (PFRA), the Institute of Fundraising (IoF) and Fundraising Standards Board (FRSB) and are bound by the IoF Code of fundraising conduct.

In 2013 HOME Fundraising recruited over 200,000 donors but consistently maintains a complaint level better than our benchmark of 1 complaint in every 2,500 interactions on the door.

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About HOME

HOME Companies Ltd comprises multi-award winning and market leading HOME Fundraising and HOME India.

HOME have raised over £400 million over the last 12 years, working with a range of over 40 different charities.

HOME Fundraising is the largest commercial employer of fundraisers in UK and Europe and is the market leader in the UK door-to-door fundraising market with 35% market share.

HOME Fundraising has the most rigorous compliance and validation system, delivering the highest levels of accountability for leading blue chip charities including Cancer Research UK, Macmillan Cancer Support, Oxfam and Save the Children.

HOME Fundraising does not employ subcontractors or operate commission-only payment structures and is ethically opposed to this practice.

HOME Fundraising is setting the standards for the sector and has an industry leading quality control program.



The HOME approach is successful and award-winning – our campaigns have won the Institute of Fundraising ‘Best Use of Face to Face’ award three times in the last four years, and we were shortlisted for an international award in 2010.

Neil Hope and Dominic Will the joint Managing Directors of HOME Companies Ltd, have written a book, *You Can't Plant A Tree in Space* out now related to leadership principles and setting the conditions for sustainable business.

For further information please contact:

David Mbaziira
Head of External Communications
HOME Fundraising Ltd
David.mbaziira@homefundraising.com
07506 553 892