

MEDIA STATEMENT

For immediate release, 21st November 2017

RECOGNISING AND REWARDING HOME'S FUNDRAISERS

On Friday 17th November, Third Sector magazine published 'Knock Knock', a feature about door-to-door fundraising, which contained a significant factual error about HOME Fundraising.

The feature takes a broad look at door-to-door fundraising, quoting our Joint Managing Director, Dominic Will, and summarising a shadowing experience that was arranged with the magazine's Senior Fundraising Reporter, Rebecca Cooney.

While the write-up of Rebecca's shadowing experience was positive and there is some commentary about the strength and potential for door-to-door fundraising for the future, the feature misrepresents HOME's payment model.

The article incorrectly states that HOME '*offers fundraisers commission, not salaries*'. This in fact should read the opposite way around, that HOME '*offers fundraisers salaries, not commission, and does not take a monthly cut of donations*.' This error has been brought to the attention of the editor, who will be making a formal correction in the online version of the article when it goes live this week and in the next print edition of the magazine.

Dominic Will, Joint Managing Director of HOME Fundraising, says: "*We remain dedicated to the business model that we have pioneered, with our people at the heart of our business. We're committed to our open door policy and pride ourselves on our openness, transparency and ethical approach to fundraising, which has led us to raise more than £685m pounds for our valued charity partners and their beneficiaries.*"

He adds: "*Today's fundraising environment and the advent of GDPR create a very different backdrop for door-to-door; one which highlights the significance and importance of direct dialogue channels. Through the power of conversation, we can initiate supporter relationships with potential far beyond monthly donations, heightening awareness of a wide range of charitable causes and providing opportunities to discuss consent for future contact.*"

For any queries about HOME's approach, please see our [Annual Review](#) or visit www.homefundraising.com

ENDS

About HOME

HOME Fundraising is more than a fundraising company. As part of an international group that includes HOME India, we have a unique leadership model and unparalleled operational infrastructure that has employed, developed and trained over 20,000 fundraisers, recruited over 1.7 million regular donors, and raised over £685m over the last 15 years, working with a range of over 40 different charities.

HOME is now the largest professional fundraising company of its type in Europe growing from 1% of the UK market share in 2002 to over 35% today in 2017.

HOME's extensive network of 16 regional offices across the UK, offers national reach providing clients with a unique offering in door to door acquisition.

HOME does not employ subcontractors or operate commission-only payment structures.

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, and in 2014 HOME were awarded a Silver for Innovation by the Institute of Fundraising's Insight in Fundraising Awards.

In December 2014, HOME Fundraising was awarded the ISO 9001:2008 Quality Management System accreditation by BSI for the recruitment of new regular donors on the doorstep. In October 2017, after an extensive audit and review process by BSI, HOME Fundraising successfully satisfied the ISO requirements, resulting in being accredited for a further three years until 2020.

In April 2016, Dominic Will, Joint Managing Director of HOME Fundraising was elected to the Institute of Fundraising Board of Trustees.

In April 2017, sister company Wisdom Fish was formally launched. The UK-based consultancy places mindfulness at the heart of the development of individuals, teams and organisational culture.

HOME Fundraising has an active voice on regulatory matters and are members of the Institute of Fundraising (IoF) and are bound by the Fundraising Regulator Code of Fundraising Practice and its rule book for door-to-door fundraising.