

PRESS RELEASE

FRSB ADJUDICATION RULING: DOORSTEP FUNDRAISING COMPLAINT NOT UPHELD

HOME Fundraising are satisfied that the FRSB adjudication ruling concerning a complaint filed against doorstep fundraising activity for Marie Curie Cancer Care has not been upheld.

The decision by the FRSB Board ruled that there was no evident breach of fundraising standards, the 'respectful' principle for fundraising or inappropriate behaviour by our fundraiser.

Any complaint from a member of the public is taken very seriously and investigated by HOME Fundraising in line with our policy and standards. As a best practice provider HOME Fundraising, co-operated fully with both the FRSB and Marie Curie Cancer Care to ensure that all actions and correspondence were made to maintain the credibility of the process.

HOME Fundraising believe that the issues raised by the FRSB are wider in scope than an isolated complaint from one individual, and in-turn are quite far removed from the original complaint.

HOME Fundraising has an active voice on regulatory matters and 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.

HOME Fundraising as the largest employer of fundraisers within the UK door to door marketplace, would welcome the opportunity to be involved in a wider debate with all the regulatory bodies and other relevant stakeholders on the issues raised by the FRSB.

Dominic Will joint Managing Director of HOME Fundraising said, "We maintain a regular dialogue with the Institute of Fundraising (IoF) and look forward to contributing to any ongoing review of the Code of Fundraising Practice as it relates to door to door fundraising."

"However we believe it is in the interest of protecting fundraising income and best practice for regulatory policy to be developed from the basis of empirical evidence and not echoing a vocal minority that simply do not *like* any forms of mass market fundraising."

In 2013 HOME Fundraising recruited over 200,000 donors but still maintained a complaint level of sub 0.03% through a complaint ratio of 1 per 3,709 interactions on the door. Whilst any complaint is regrettable we believe it needs to be viewed in the wider context of our entire UK operations.

ENDS

Notes to Editors

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 fundraising 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* due out in June 2014 related to leadership principles and setting the conditions for sustainable business.

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