

**June 2013**

**HOME Fundraising Statement**

- **The Public Administration Select Committee report into the Charities Act 2006**
- **FRSB Complaints Report 2013**

HOME Fundraising welcomes the Public Administration Select Committee's recommendation to continue with the self-regulatory environment over the next five years in the context of face-to face fundraising channels.

We acknowledge that self-regulation needs to continue to be enhanced and that areas of the public collections regime need clarification. We remain of the view however that that self-regulation will ultimately be the best vehicle to deliver confidence and accountability to members of the public, rather than the potentially costly and rigid option of statutory regulation.

Regarding the release of the FRSB's Complaints Report 2013, we welcome the objective of improved reporting on complaints across the fundraising industry – indeed this chimes with the overall aims of the self-regulatory system – however we are somewhat sceptical of the assertion that complaints relating to door-to-door (D2D) fundraising doubled in real terms over the last 12 months.

From HOME's perspective we have noticed no uplift in the ratio of complaints against activity in the past four years which remain extremely low at just one complaint per 3,700 engagements at the doorstep. This compares very favourably with other forms of fundraising and demonstrates the continued willingness of the public to engage with door to door fundraisers when their approach is professional, well informed and ethical.

Naturally we cannot comment on activity outside of our own organisation, however we feel the figures quoted in the report and its promotion are highly likely to be more indicative of a growing number of charities reporting their figures to the FRSB, rather than a significant actual industry-wide increase in complaints. For example, the report shows D2D volumes almost doubling since 2010. That may be the reality in terms of the increased numbers reported to the FRSB compared with previous years, however it is certainly not the reality regarding actual fundraising activity to have taken place between 2010 and 2012 which has seen a more moderate increase.

Given the importance of D2D fundraising to many of the UK's leading charities and the context of low numbers of complaints against the high volumes of donors and the hundreds of millions of pounds this channel generates year on year, we find it disappointing that the FRSB chooses to single out the medium in its promotion of its 2013 report and present figures that are arguably completely out of context.

Whilst the empirical and anecdotal evidence from our own activity does not lead us to conclude there is a decrease in public confidence for this type of fundraising, our commitment to best practice remains as strong as ever. Our operations have been subject to a full external audit during the past 12 months and we continue to develop innovative quality

control systems in the field through a robust management infrastructure and significant investment in mobile technology.

We also look forward to continuing our working relationship with the FRSB, PFRA and Institute of Fundraising to help ensure that collectively [agencies, charities, regulatory bodies and other stakeholders] there is accountability and a commitment to best practice underpinned by the Institute of Fundraising codes of conduct.

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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 £300 million over the last 11 years, working with a range of over 40 different charities and will recruit their 1 millionth supporter this year.

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 many of the UK's leading blue chip charities.

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 later this year related to leadership principles and setting the conditions for sustainable business.

For more information please contact:

David Mbaziira  
Head of External Communications  
HOME Fundraising Ltd  
[David.mbaziira@homefundraising.com](mailto:David.mbaziira@homefundraising.com)  
07506 553 892  
0207 089 4411