

SUNDAY TELEGRAPH ARTICLE - SHELTER AND DOOR TO DOOR FUNDRAISING

HOME Fundraising statement

HOME Fundraising is the largest commercial employer of fundraisers in the UK and Europe. As an employer, we can confirm that all our 2,000 employees are employed on an hourly wage with no fundraisers on zero-hour contracts.

All employees are provided with a contract of employment which covers terms and conditions of employment together with a staff handbook detailing our code of conduct.

HOME Fundraising does not employ subcontractors and will not replicate or operate any alternative to zero-hour contracts including commission-only payment structures that remove an employers' obligation to provide any guaranteed hours to their staff.

Flexibility within the workplace in-order to safeguard the changing needs and considerations of our workforce is of paramount importance, and our Human Resources department offers a variety of formal contracts to HOME employees. In addition our in house Legal department ensures that all HOME practices comply with UK law.

HOME Fundraising believe passionately in ethical fundraising that is informed, open and professional. Our approach to donor acquisition ensures we do not target the elderly or vulnerable and have processes in place which enable us to suppress addresses / areas, HOME's donor percentages in the 65+ group validate this approach.

As a best practice supplier, 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.

All HOME fundraisers are supported by an industry leading recruitment and retention team in each of the 15 regional offices across the UK network. This is augmented by an internal communications function, a commitment to delivering values based training and a sophisticated management infrastructure programme delivering the highest levels of accountability and quality acquisition (HOME's complaint ratio is 0.03%) for many of the UK's leading fundraising charities.

The legal advice secured by HOME Fundraising Ltd, in relation to door to door fundraising and it's applicability to the 2008 Consumer Protection from Unfair Trading Regulations with due consideration of the EC guidance does not view fundraising as a commercial practice and therefore does not consider that when there is a simple donation and no associated sale of products that the regulations apply. Furthermore our view is that it would be blurring of important lines that delineate a gift from a purchase if the commercial criteria of these regulations were considered to be applicable.

It is contentious as to whether CCCZ's apply to fundraisers. HOME observe official CCCZ's, however the scheme raises social, moral and legal questions as to whether they should restrict vital fundraising activity. The same goes for stickers, our experience shows us that typically, the majority of households who display "no doorstep traders" do not apply this rationale to fundraising activity as they are sometimes active donors or volunteers and routinely choose to donate to good causes via the face to face method.

HOME Fundraising are concerned that the thinking behind the blanket application of these regulations to face to face, together with a proliferation of “no trading” door stickers would represent a significant risk to Fundraising, and the vital income provided from donations at the doorstep year on year. As always HOME Fundraising are keen to protect the right for charities to ask for donations and for face to face to remain sustainable taking account of the public interest.

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. Therefore we do not believe that D2D solicitations or complaints have risen to the levels reported by the FRSB. These figures are based on *reported* figures to the FRSB and do not give a complete or accurate figure.

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.

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

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