



# Fundraising & Ethical Marketing Policy

## 1. Purpose

The purpose of this policy is to ensure that all Lovemore Project fundraising and marketing activities are conducted ethically, transparently, and in line with our values and legal obligations, safeguarding the dignity and rights of all people represented.

## 2. Scope

This policy applies to:

- All staff, directors, volunteers, contractors, and partners involved in fundraising, marketing, or public communications on behalf of Lovemore Project.
- All media, online content, printed materials, and verbal presentations that reference Lovemore Project.

## 3. Policy Statement

Lovemore Project is committed to:

1. Conducting fundraising and marketing that is truthful, accurate, and respectful.
2. Using funds raised only for the purposes stated at the time of solicitation.
3. Complying with all applicable laws and regulations in Australia and overseas.
4. Respecting the dignity, values, history, religion, and culture of all people we work with.
5. Being transparent about our use of donor funds and the impact of our work.

## 4. Fundraising Principles

- Accuracy – All communications must accurately represent Lovemore Project's mission, activities, and intended use of funds.
- Respect & Dignity – Avoid sensationalism, stereotyping, or images that demean the people we work with.
- Consent – Obtain informed consent for the use of images, stories, or personal information.
- Transparency – Clearly state how donations will be used and report on their use.
- Accountability – Maintain accurate records of donations and expenditures, available to donors on request.

## 5. Ethical Marketing Standards

- All marketing materials must be reviewed for accuracy and ethical compliance before release.
- Images and language must avoid perpetuating dependency narratives or “poverty porn.”
- Where stories or case studies are used, identities may be changed or anonymised for privacy and safety.
- Cultural and contextual accuracy must be checked with local partners.





## 6. Fundraising Methods

Lovemore Project will:

- Use lawful, honest, and respectful solicitation methods.
- Ensure third-party fundraisers (if engaged) operate under written agreements and follow this policy.
- Not engage in:
  - High-pressure or coercive solicitation.
  - Misrepresentation of facts or outcomes.
  - Fundraising for purposes unrelated to our charitable objects without clear disclosure.

## 7. Financial Management of Donations

- All donations will be recorded in a secure financial system.
- Restricted funds will be used only for the stated purpose unless the donor agrees otherwise.
- Financial reports will include income from fundraising and how it was used.
- All fundraising activities will comply with applicable state/territory fundraising laws.

## 8. Monitoring & Accountability

- Fundraising activities will be monitored by the Executive/Project Coordinator and reported to the Board.
- Donors will be provided with periodic updates on project progress and outcomes.
- Concerns or complaints about fundraising practices will be managed under the Complaints Handling Policy.

## 9. Related Policies

- Code of Conduct
- Privacy Policy
- Complaints Handling Policy
- MEL Policy (donor reporting and impact measurement)
- Whistleblower Policy





## 10. Review

This policy will be reviewed every three years, or sooner if:

- Legislation or donor requirements change.
- Monitoring indicates emerging issues in fundraising or marketing practices.

- Approved by: Board of Directors – Lovemore Project

- Date: \_\_\_\_\_

- Next Review: \_\_\_\_\_

