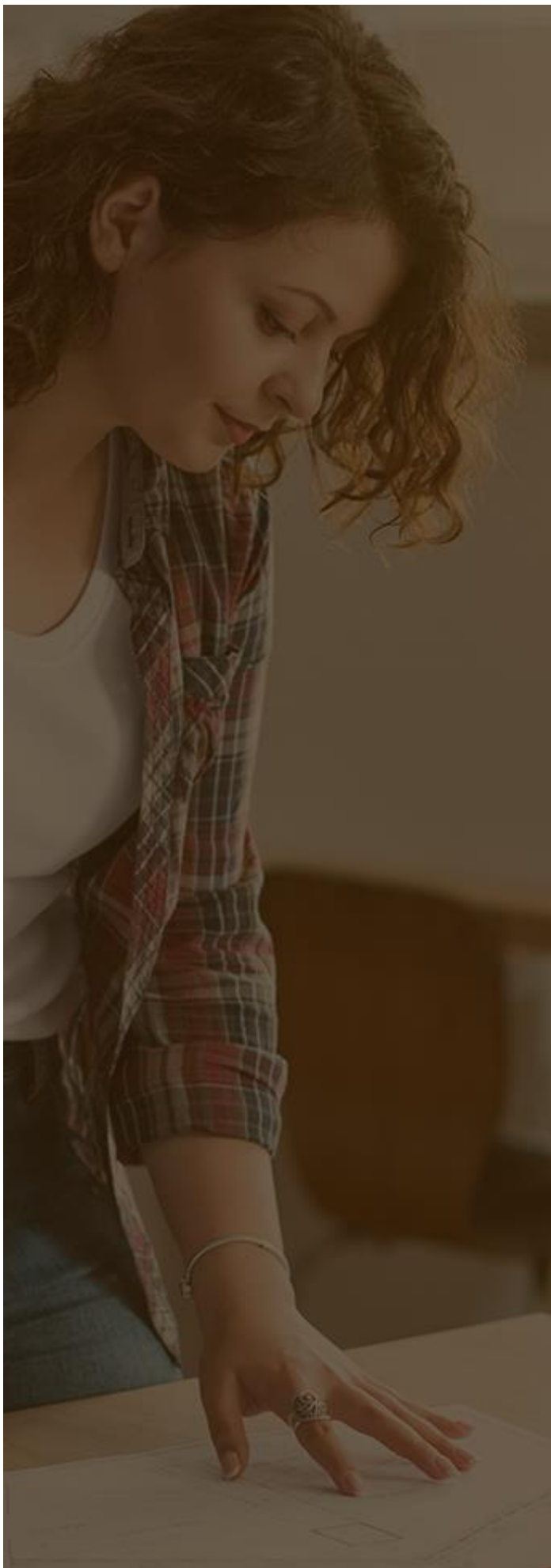




# SEAPC LIMITED

**MARKETING,  
COMMUNICATIONS AND  
FUNDRAISING POLICY**



## Table of Contents

<b>1. Document Information</b> .....	4
<b>2. Purpose</b> .....	4
<b>3. Scope</b> .....	5
<b>4. Policy</b> .....	6
<b>5. Communications and Marketing activities</b> 6	
5.1. Transparency.....	7
5.2. Accuracy.....	7
5.3. Integrity and Ethics .....	7
5.4. Supporters/Sponsors .....	8
5.5. Branding and Visual Identity .....	8
5.6. Mandatories.....	8
5.7. Acknowledgment and Attribution.....	8
5.8. Privacy and Data Security.....	9
5.9. Media Releases, Media Advisories, and Public Statements .....	9
5.10. Social Media .....	9
5.11. Collection, Storage, and Use of Stories, Photos, and Video .....	9
<b>6. Fundraising</b> .....	10
6.1. All fundraising communications.....	10
6.2. Use of funds .....	10
6.3. Fundraising for emergencies.....	10
6.4. Acceptance and refusal of donations	11
6.5. Receipts .....	11
6.6. Payment Card Industry Data Security Standards.....	11
6.7. Outsourcing .....	12
<b>7. Advocacy and campaigns</b> .....	12
<b>8. Compliance with this policy</b> .....	12
<b>9. Annex 1. Resource and Reference List</b> ...	13
<b>10. Marketing Checklist</b> .....	13
<b>11. Fundraising Application Request Form</b>	16





## I. Document Information

Title:	Marketing, Communications and Fundraising Policy
Approved By:	SEAPC Limited Board
Policy Owner:	Nina Chen
Policy Delegate:	Nil
Date Issued:	20 May 2024
Last Date Revised:	20 May 2024
Last Review Date:	25 May 2024
Next Review Date:	July 2025
Version Number:	1
Publication Status:	Internal Use and External Use

## 2. Purpose

The purpose of SEAPC Limited's (referred to as SEAPC) marketing, communication, and fundraising activities is to empower passionate individuals, including SEAPC's supporters and potential supporters, to give, fundraise, and take action in fulfilling SEAPC's purpose. These invaluable contributions can manifest as financial donations, fundraising events, volunteerism, advocacy efforts, and campaigns, providing the necessary resources for SEAPC to carry out its vital work and achieve its mission.

These activities also acknowledge the significant contribution of institutional donors, including governments, multilateral agencies, Non-Governmental Organisations (NGOs), philanthropic institutions, and other entities, in achieving humanitarian and development outcomes.

SEAPC recognises that:

- Supporter and institutional donor relationships evolve over time and require careful nurturing to maximise support over the long term.

- These relationships are built on trust, necessitating ethical and sustainable fundraising practices to foster ongoing relationships of trust, confidence, and mutual respect.
- Fundraising incurs costs, including investment in communication, relationship-building, and storytelling. A positive return on investment ensures more resources for program work.
- Fundraising efforts yield results over time, with the fundraising ratio in a given year not fully reflecting the total return on investment. Lifetime value provides a more accurate measure.
- Maximising net fundraising contributions to programs, rather than minimising fundraising costs, best serves SEAPC's purpose and obligations to beneficiaries and donors.

SEAPC ensures that its fundraising activities are relevant and aligned with its charitable purpose and activities written in the Benevolent Relief Plan, other strategic plans and operational objectives. Fundraising strategies are designed to meet the needs of beneficiaries while aligning with supporter and institutional donor expectations. SEAPC commits to treating supporters, sponsors, donors, and fundraising participants ethically and with the utmost respect, adhering to its obligations as a registered charitable organisation in Australia. Compliance with this policy is crucial for SEAPC to sustain funding, protect stakeholders, manage risks, and foster enduring relationships of trust and accountability.

The objective of this policy is to provide guidance to ensure SEAPC staff, representatives, and volunteers carry out marketing, communication, and fundraising activities ethically and effectively. These activities should align with SEAPC's mission, vision, purpose, and values, in compliance with all relevant SEAPC policies. Additionally, they must meet our obligations under Commonwealth, State, and Territory legislation. Furthermore, as a recipient of funds from the Australian Government, SEAPC ensures that its activities comply with the requirements associated with this funding.

### 3. Scope

This policy applies to the creation of all marketing, communication, and fundraising materials, as well as any related activities, conducted by SEAPC staff, representatives, suppliers, and volunteers,

regardless of whether they are in printed, electronic, or verbal format. Certain sections of this policy also extend to SEAPC's partners when specified.

## 4. Policy

SEAPC will ensure that all marketing, communication, and fundraising activities have clear objectives aligned with its strategic goals, meticulously planned, and executed to a high standard. SEAPC will regularly monitor, evaluate, and learn from the progress of these activities, adjusting its approach to maximise effectiveness.

SEAPC's marketing, communication, and fundraising strategies will be guided by evidence, best practices, and benchmarked against past performance and industry standards. SEAPC aims to maintain a balanced fundraising portfolio with diverse income streams and a broad supporter and institutional donor base, managing risk and maximising returns.

Strategies for engaging institutional donors will be informed by research into their policies and funding preferences, aiming to maximise the lifetime value of SEAPC's supporter and institutional donor base while ensuring an acceptable return on investment. SEAPC prioritises high productivity, effective outcomes, low costs, equitable distribution, and ethical practice.

The overall investment in marketing, communication, and fundraising, as well as the fundraising ratio, will be approved by the SEAPC Board during each strategic planning and budgeting cycle, reviewed annually as part of the budget approval process. SEAPC will establish adequate procedures and record-keeping to demonstrate compliance with this policy, including compliance checklists to be completed before the approval and distribution of marketing, communication, and fundraising content/materials.

## 5. Communications and Marketing activities

SEAPC's marketing, communications, and fundraising endeavours will embody its vision, purpose, and values, upholding the highest standards of ethics, transparency, accuracy, truthfulness, and integrity. SEAPC will operate openly, honestly, and with respect towards professional fundraising, maintaining responsibility for public trust. It will treat donors and beneficiaries with utmost regard for their privacy and confidentiality, fostering a culture of integrity that encourages others to uphold similar high standards.



## 5.1. Transparency

SEAPC will operate transparently, fostering accountability to all stakeholders by openly sharing information about its work, including fundraising, financial management, and fund allocation. It will proactively provide accurate, timely, and accessible information about its activities to stakeholders, seeking their inputs and feedback. SEAPC will regularly report back on project outcomes and lessons learned through various channels, including its website, newsletters, promotional materials, and annual reports. The Annual Report will adhere to ACFID requirements, providing comprehensive financial statements and reports on fundraising expenditure for public scrutiny. SEAPC's website will serve as a repository of information about the organisation, its governance, policies, and processes, ensuring stakeholders can hold SEAPC accountable.

## 5.2. Accuracy

SEAPC's public communications will be truthful, accurately representing the organisation and its work without seeking to deceive or mislead. Marketing, communication, and fundraising content will be sourced and used ethically, consistent with SEAPC's purpose and values, and will accurately describe its work and the role of partners. Images and messages will truthfully depict the context, situation, and intended meaning of information provided by affected people, avoiding omissions, exaggerations, or misleading portrayals. Facts or statements will be rigorously verified for accuracy before publication. When communicating about SEAPC's work within alliances or networks, materials will clearly distinguish between SEAPC's activities and those of the broader network.

## 5.3. Integrity and Ethics

SEAPC's marketing, communication, and fundraising activities will be conducted with integrity and adhere to the highest ethical standards, avoiding actions that may discredit fundraising efforts. Images and messages will promote partners and beneficiaries as active agents, respecting their dignity, values, and cultural backgrounds. Communications will not discriminate based on ethnicity, faith, sexuality, or socio-economic status, nor will they sensationalise challenges faced in developing countries. SEAPC will obtain free, prior, and informed consent from individuals depicted in communications, ensuring their safety, rights, and dignity are protected. Communications will refrain from using language or imagery that may demean or dehumanise individuals or groups, and will avoid negative comments about other organisations.

## 5.4. Supporters/Sponsors

- i. SEAPC will uphold respectful relationships with its supporters, ensuring prompt and courteous responses to their requests and preferences. SEAPC will comply with supporters' decisions regarding donations, solicitations, and communication methods. If requested, SEAPC will assist supporters in ceasing solicitations, provide information about contact details' sources, and offer avenues for complaints. SEAPC will refrain from exerting undue influence, harassment, or coercion on supporters, maintaining professional conduct and respecting their rights to seek advice or involve trusted advisors in donation decisions. SEAPC will ensure transparency in communication and obtain consent before publicly recognising supporters' donations.

## 5.5. Branding and Visual Identity

- i. A robust brand is vital for SEAPC to garner and retain public support, ensuring consistency across all communications. SEAPC will adhere to visual identity guidelines, prominently featuring its logo in all communications. Additionally, SEAPC will observe co-branding requirements. All SEAPC products will be distinctly recognisable, prioritising brand integrity over individual product visual appeal. URLs for SEAPC products should incorporate 'SEAPC' where feasible, promoting brand association and recognition.

## 5.6. Mandatories

- i. SEAPC's communications will prominently display essential information, including its logo, contact details, and ABN. Compliance with these mandates ensures transparency and accessibility to stakeholders.

## 5.7. Acknowledgment and Attribution

- i. SEAPC is committed to acknowledging institutional donors' support, including the Australian Government's assistance, both domestically and internationally. SEAPC will adhere to branding requirements outlined in contractual agreements with donors, maximising recognition of their contributions and enhancing accountability and transparency.



## 5.8. Privacy and Data Security

- i. Privacy is paramount for SEAPC, which is dedicated to responsible collection, storage, and use of personal information. SEAPC will adhere to privacy policies and data handling procedures, ensuring compliance with Australian Privacy Principles and PCI legislation. Robust security measures will safeguard donor information, maintaining confidentiality and integrity.

## 5.9. Media Releases, Media Advisories, and Public Statements

- i. SEAPC engages with the media to raise awareness and drive action on relevant issues. All media releases and public statements must receive approval from designated authorities within SEAPC, ensuring alignment with organisational policies and values. Statements related to institutional donor-funded initiatives will acknowledge donor support, fostering transparency and accountability.

## 5.10. Social Media

- i. Social media channels serve as crucial communication platforms for SEAPC, fostering engagement and dialogue with supporters and stakeholders. SEAPC will appoint moderators to ensure compliance with organisational policies and safeguarding procedures. Transparency, responsiveness, and adherence to privacy regulations will guide SEAPC's social media interactions.

## 5.11. Collection, Storage, and Use of Stories, Photos, and Video

- i. SEAPC will follow stringent guidelines for collecting, storing, and using beneficiary and supporter stories, photos, and videos, ensuring respect for dignity, privacy, and cultural sensitivities. Compliance with child safeguarding policies and informed consent procedures will be mandatory, promoting ethical and responsible communication practices.

## 6. Fundraising

### 6.1. All fundraising communications

SEAPC is committed to upholding best practice standards in fundraising and will adhere to the ACFID Fundraising Charter and FIA Code. Specific fundraising activities will be guided by the relevant FIA Code Practice Notes as applicable. SEAPC will comply with all applicable fundraising legislation, including provisions outlined in the Competition and Consumer Act 2010 (Cth) and equivalent State or Territory legislation, particularly those concerning misleading and deceptive conduct and false representations.

### 6.2. Use of funds

Supporters will receive information about the purposes for which funds are being raised and will have access to information on programs supported by their donations. SEAPC's fundraising solicitations will clearly specify if there is a specific purpose for the donations. In public fundraising for a specific purpose, SEAPC will have a plan in place for handling any excess funds and will communicate this to donors. Funds from institutional donors will be used as per the signed agreement with the donor. SEAPC will maintain financial records that allow verification of supporter fund allocation and will provide this information upon request. After receiving a donation, SEAPC will not change the conditions of the donation without first communicating any changes to the supporter. If a supporter requests their donation to be used for a specific purpose other than a current approved fundraising appeal, the decision will be handled in line with SEAPC's policy on Acceptance and Refusal of Donations.

### 6.3. Fundraising for emergencies

SEAPC will follow its Emergency Response Procedures when determining whether to launch a fundraising appeal for a specific emergency and the scale of that appeal. Fundraising appeals may target supporters, the general public, and institutional donors. SEAPC will adhere to emergency fundraising guidelines to ensure compliance with ACFID requirements for fundraising during emergencies. If fundraising as part of an active Emergency Appeal Alliance (EAA) appeal, SEAPC will meet the requirements for fundraising during an EAA activation. A realistic fundraising target will be set, taking into account the program's needs. Once the target is reached, SEAPC will cease

soliciting funds until further assessment by the Act for Peace Emergency Response Management Team.

## 6.4. Acceptance and refusal of donations

The policy on Acceptance and Refusal of Donations provides guidelines for SEAPC to make consistent decisions regarding accepting or refusing donations from supporters or organizations. These decisions will support SEAPC's purpose and align with its Code of Good Practice. The SEAPC Board will decide on accepting or refusing donations over \$500,000, while donations between \$50,000 and \$500,000, with conditions attached, or from certain entities, may be decided by the SEAPC CEO. Donations below \$50,000 with attached conditions will be decided by the SEAPC Head of Programs and Partnerships. Authorized decision-makers will consider SEAPC's purpose, legal obligations, reputational risks, and potential adverse reactions from supporters when deciding to accept or refuse a donation. Donations may be refused if they are opposed to SEAPC's purpose, pose reputational risks, incur costs greater than the donation's value, lead to a decline in SEAPC's assets, or have conditions contrary to SEAPC's policies or priorities. Donations will also be refused if there is a reasonable belief that the supporter is vulnerable or lacks decision-making capacity. Personal interests will not influence the decision, and decision-makers will not benefit personally from donations.

## 6.5. Receipts

SEAPC will implement procedures for the receipting and recording of donations, ensuring adherence to internal control practices. Payments received via mail or electronically will be properly recorded and reconciled, with an appropriate audit trail maintained. Receipts will be sent to all supporters, providing details of their donation, including the date, amount, supporter's name and contact details, SEAPC's Australian Business Number, payment method, and frequency. Receipts will be dispatched promptly after receiving the donation.

## 6.6. Payment Card Industry Data Security Standards

SEAPC will maintain robust procedures to comply with the Payment Card Industry (PCI) Data Security Standard (DSS), ensuring a secure environment for processing, storing, and transmitting credit card information. Adequate training on PCI compliance will be provided to relevant staff, contractors, and others as necessary, with strict enforcement of adherence to these procedures.

## 6.7. Outsourcing

SEAPC will establish written contracts with all relevant parties in its Supply Chain, outlining responsibilities and complying with applicable laws and regulations. Quotations will be obtained and documented for significant purchases where possible, following value-for-money principles. All parties in the Supply Chain will be aware of SEAPC's obligations under the FIA Code and will not engage in activities that could breach the Code. Contractors will identify themselves clearly when communicating with donors or prospective donors, and SEAPC will be identified as the beneficiary of the funds. Contractors will sign compliance documentation, including SEAPC's Child Safeguarding Code of Conduct, Privacy Policy, and Confidentiality Agreement. SEAPC will ensure that supplier costs incurred in fundraising are proportional to the funds raised and represent fair market value for services provided.

## 7. Advocacy and campaigns

In addition to the requirements outlined in this policy, any marketing and communications activities related to advocacy or campaigns undertaken by SEAPC will comply with SEAPC's Advocacy policy.

## 8. Compliance with this policy

Compliance with SEAPC's Marketing, Communications, and Fundraising policy, as well as other policies relating to the accuracy, timeliness, and accessibility of information, will be enforced through staff and volunteer inductions, training, and the mandatory signing of SEAPC's Code of Conduct and Child Protection and Privacy Policy. Marketing & Communications checklists must be completed before communications are published, and performance management/disciplinary action will be taken against staff and volunteers failing to comply. Any breach of SEAPC's policies will be subject to appropriate performance management or disciplinary procedures, including suspension and dismissal.



## 9. Annex I. Resource and Reference List

Fundraising Institute Australia

Australian Council for International Development

The Australian Charities and Not-for-profits Commission (ACNC)

Australian Competition & Consumer Commission

The PCI Security Standards Council

The Office of the Australian Information Commissioner (OAIC)

Federal, State, and Territory Resources and References

## 10. Marketing Checklist

Here's a checklist for approving marketing materials based on the content provided:

Compliance with Fundraising Standards:

1. Does the marketing material adhere to the ACFID Fundraising Charter and FIA Code?
2. Is it aligned with relevant FIA Code Practice Notes?
3. Does it comply with applicable fundraising legislation, including provisions in the Competition and Consumer Act 2010 (Cth) and State or Territory equivalent legislation?

Clarity on Use of Funds:

4. Does the material clearly communicate the purposes for which funds are being raised?
5. Are supporters provided with information on programs supported by their donations?
6. If there is a specific purpose for donations, is it clearly stated?

7. Is there a plan for handling any excess funds raised publicly, and is it communicated to donors?

Emergency Fundraising Guidelines:

8. If applicable, does the material follow SEAPC's Emergency Response Procedures for fundraising during emergencies?
9. Is there a realistic fundraising target set, considering the needs of the program?
10. Will fundraising cease once the target is reached until further assessment?

Acceptance and Refusal of Donations:

11. Is there a clear process outlined for accepting or refusing donations?
12. Are decision-making criteria defined, particularly for donations over \$500,000 or with specific conditions attached?
13. Does the material ensure that SEAPC's purpose will be best met by accepting or refusing the donation?
14. Is there consideration of legal obligations, reputational risks, and potential adverse reactions from supporters?

Receipting Procedures:

15. Are there documented procedures for receipting and recording donations?
16. Is there a mechanism to send receipts promptly to all supporters, including necessary details of their donations?

Payment Card Industry Data Security Standards (PCI DSS):

17. Are robust procedures in place to comply with PCI DSS for handling credit card information?
18. Is there adequate training provided to staff, contractors, and others involved in payment processing?

Outsourcing Compliance:

19. Are written contracts in place with relevant parties in the Supply Chain, outlining responsibilities and compliance with laws and regulations?
20. Is there awareness among all parties of SEAPC's obligations under the FIA Code?

21. Are contractors compliant with SEAPC's policies, including Child Safeguarding, Privacy, and Confidentiality?

Advocacy and Campaign Compliance:

22. If applicable, does the material comply with SEAPC's Advocacy policy in addition to other requirements?

Overall Compliance:

23. Has the material undergone a review to ensure compliance with SEAPC's Marketing, Communications, and Fundraising policy?
24. Have Marketing & Communications checklists been completed before publishing?
25. Is there a mechanism for performance management/disciplinary action against non-compliance?

References and Resources:

26. Have relevant resources and references been consulted and incorporated into the material as needed?
27. Have all materials included abn and legal name of SEAPC as well as an alliances if applicable?
28. This checklist can serve as a guide for ensuring that marketing materials meet SEAPC's standards and regulatory requirements.

## II. Fundraising Application Request Form

<b>Organisation/Individual Details:</b>	
<i>Please provide details of the person who is requesting for the fundraiser.</i>	
Organisation/Individual Name:	
Address:	
City, State, Postcode:	
Website:	
Contact Person:	
Title:	
Phone Number:	
Email Address:	
<b>Fundraising Project Details:</b>	
Project Title:	
Project Start Date:	
Project End Date:	
Total Fundraising Goal:	
Amount Requested:	
Brief Description of the Project: (Provide a concise summary of the project for which you are seeking funds. Include the purpose, objectives, and target beneficiaries.)	
<b>Project Need and Impact:</b>	
Need for the Request/Project: (Explain why this request or/and project is necessary and what specific needs it addresses.)	
Target Beneficiaries:	



<p>(Describe who will benefit from the project and how many individuals or groups will be impacted. Please provide details for each individual)</p>	
<p>Are these target beneficiaries already apart of SEAPC or its related entities? E.g. are they a resident in the current children's home or a SEAPC facility? Please specify the name and location of the facility if applicable.</p>	
<p>Expected Outcomes: (Outline the anticipated outcomes and benefits of the request/project.)</p>	
<p><b>Project Budget:</b></p>	
<p>Total Project Cost:</p>	
<p>Amount Already Secured:</p>	
<p>Breakdown of Expenses: (Provide a detailed breakdown of the expenses associated with the project.)</p>	
<p>Expense Amount Description</p>	
<p><b>Supporting Information:</b></p>	
<p>Previous Fundraising Efforts: (Detail any previous fundraising efforts for this or similar projects and their outcomes.)</p>	
<p>Project Management Plan:</p>	

<p>(Describe how the project will be managed, including key milestones and timelines.)</p>	
<p>Community Involvement: (Explain how the community or stakeholders are involved in or supportive of this project.)</p>	
<p>Evaluation Plan: (Outline how you will measure the success and impact of the project.)</p>	
<p>Have you attached invoices from 3 different suppliers for each of the budget described above? You must provide valid evidence to proof the budget. If no, please explain why.</p>	
<p><b>Declaration:</b></p>	
<p>I, the undersigned, certify that the information provided in this application is true and correct to the best of my knowledge. I understand that providing false or misleading information may result in the rejection of this application and potential disqualification from future funding opportunities.</p>	
<p>Name:</p>	
<p>Title:</p>	
<p>Signature:</p>	
<p>Date:</p>	



**END OF DOCUMENT**