



DONATION AND FUNDRAISING POLICY



info@py.org.pk, www.py.org.pk



TABLE OF CONTENTS

1.	INTRODUCTION TO DONATION AND FUNDRAISING POLICY	4
2.	PRINCIPLES OF ETHICAL FUNDRAISING	4
3.	DONATION ACCEPTANCE POLICY	5
4.	FUNDRAISING STRATEGIES AND PRACTICES	5
5.	DONOR RELATIONS AND COMMUNICATION	6
6.	FINANCIAL MANAGEMENT AND REPORTING	6
7.	PARTNERSHIPS AND COLLABORATIONS	7
8.	MONITORING AND EVALUATION OF FUNDRAISING ACTIVITIES	7
9.	TRAINING AND CAPACITY BUILDING FOR FUNDRAISING	8
10.	POLICY REVIEW AND REVISION	8
11.	CONCLUSION	8

Approval Statement

Policy Title: Donation and Fundraising Policy

Policy Code: PY20002006

Approval Date: December 10, 2024

Statement of Approval:

The Board of Directors of Peace by Youth (PY) formally approves the adoption and implementation of the Donation and Fundraising Policy. This revised policy has been reviewed and endorsed as a fundamental framework for guiding PY's donation and fundraising activities with integrity, transparency, and accountability.

The Donation and Fundraising Policy is essential for ensuring alignment with PY's mission of empowering youth, fostering peace, and advancing socio-economic development. It provides comprehensive guidelines for ethical fundraising, donor relations, financial management, and the acceptance and utilization of donations. By adhering to this policy, PY reinforces trust with donors, stakeholders, and communities while maximizing the impact of its programs and initiatives.

Implementation and Review:

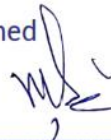
This policy will be disseminated to all relevant stakeholders and applied consistently across PY's operations. It will undergo periodic review and updates to ensure alignment with evolving best practices, organizational priorities, and donor expectations.

Signatures:

Chairperson, Board of Directors

Name:

Nisar Ahmed



Signature:

Date:

December 10, 2024.

Secretary, Board of Directors

Name:

Hina Jamil



Signature:

Date:

December 10, 2024.

1. INTRODUCTION TO DONATION AND FUNDRAISING POLICY

PURPOSE AND SCOPE:

The Donation and Fundraising Policy of Peace by Youth (PY) outlines the principles and procedures governing the organization's fundraising activities and the acceptance and management of donations. This policy is designed to ensure ethical practices, transparency, and accountability in all fundraising and donation activities. It applies to all staff, volunteers, and partners engaged in fundraising and donation management on behalf of PY.

IMPORTANCE OF DONATIONS AND FUNDRAISING IN PY'S MISSION:

Donations and fundraising are vital for sustaining and advancing PY's mission to empower youth, promote social justice, and foster peace and harmony. These financial contributions support PY's various programs, initiatives, and operational costs. A robust donation and fundraising strategy enables PY to plan effectively, expand its reach, and deepen its impact. This policy ensures that all fundraising efforts align with PY's values, mission, and strategic goals, while also respecting the intentions and rights of donors. Through transparent and responsible fundraising practices, PY seeks to build and maintain trust with its donors, stakeholders, and the communities it serves.

2. PRINCIPLES OF ETHICAL FUNDRAISING

COMPLIANCE WITH LEGAL AND ETHICAL STANDARDS:

Peace by Youth (PY) rigorously adheres to legal and ethical standards in its fundraising activities, ensuring full compliance with the applicable laws and regulations governing charitable donations. This commitment extends beyond mere legal adherence, embodying the highest standards of integrity and honesty in all fundraising practices. PY recognizes that the trust and confidence of donors, partners, and the public are fundamental to its success and sustainability. In its dedication to ethical fundraising, PY is committed to complete transparency and accountability in the handling and use of donations. This means that every contribution is used responsibly, in a manner that aligns with both the donor's intentions and the organization's strategic needs and objectives. PY's approach involves a careful and respectful management of donor funds, ensuring that these resources are directed towards creating the most significant impact in line with its mission.

PY's fundraising strategy is structured to avoid any conflict of interest and to prevent any form of undue influence or expectation from donors. Regular audits and financial reviews are part of PY's operational routine, serving as a critical mechanism to uphold these ethical standards. These practices demonstrate PY's dedication to not only meeting but exceeding the standards set by regulatory bodies, thereby reinforcing its position as a trustworthy and principled organization in the realm of nonprofit fundraising.

TRANSPARENCY AND ACCOUNTABILITY:

Transparency and accountability are foundational to the fundraising activities of Peace by Youth (PY). This commitment to openness involves clearly communicating to donors and stakeholders how their contributions are utilized. PY prioritizes regular and detailed financial reporting, ensuring that both internal stakeholders and donors are well-informed about the allocation and impact of funds. This level of transparency fosters trust and confidence among donors, reinforcing PY's accountability. Moreover, PY ensures that all promotional materials and fundraising appeals accurately and honestly represent the organization's activities, goals, and

needs. This approach not only builds credibility but also aligns PY's fundraising efforts with its broader mission and values, creating a relationship of trust and integrity with its supporters.

DONOR PRIVACY AND DATA PROTECTION:

Protecting donor privacy and data is a critical aspect of PY's ethical fundraising principles. The organization is committed to safeguarding personal information of its donors, adhering to privacy laws and best practices in data management. PY ensures that donor information is not shared without explicit consent and is used solely for the purpose it was collected. This policy extends to ensuring the security of online donation platforms and maintaining confidentiality in all donor communications. Donor privacy is respected at all times, with clear policies on the collection, use, and storage of personal data.

3. DONATION ACCEPTANCE POLICY

TYPES OF ACCEPTABLE DONATIONS:

Peace by Youth (PY) accepts various forms of donations to support its mission. These include monetary contributions, in-kind donations such as goods and services, and legacy gifts or bequests. PY also welcomes donations through fundraising events, corporate sponsorships, and grants from foundations. The organization ensures that all donations align with its values and objectives, and positively contribute to its programs and initiatives.

CRITERIA FOR DONATION ACCEPTANCE:

PY adheres to specific criteria for accepting donations to ensure alignment with its mission and ethical standards. Donations must be legal, ethical, and not result in a conflict of interest. PY reserves the right to refuse donations that come with conditions that could compromise its values, independence, or objectives. The source of funds is carefully considered to avoid any association with activities that contradict the organization's principles.

PROCEDURES FOR DONATION PROCESSING:

Upon receipt of a donation, PY follows a structured procedure for processing and acknowledging the contribution. This includes issuing official receipts, recording the donation in financial records, and directing the funds or goods to the intended programs. Donors are provided with clear information on how their contributions will be used, and PY commits to honoring any specific donor requests or restrictions on the use of their donation. Regular updates on the impact of their contributions are shared with donors to maintain transparency and accountability.

4. FUNDRAISING STRATEGIES AND PRACTICES

OVERVIEW OF FUNDRAISING METHODS:

Peace by Youth (PY) employs a variety of fundraising methods to support its initiatives. This includes traditional methods such as direct mail campaigns, telemarketing, and personal solicitations, as well as modern approaches like online fundraising and social media campaigns. PY also engages in grant writing to secure funds from foundations and government programs, and organizes fundraising events like galas, charity runs, and auctions.

GUIDELINES FOR ONLINE FUNDRAISING AND SOCIAL MEDIA CAMPAIGNS:

For online fundraising and social media campaigns, PY adheres to guidelines that ensure these efforts are effective, respectful, and align with the organization's image. This includes clear messaging, transparency about the use of funds, regular updates on campaign progress, and

engagement strategies that resonate with the target audience. PY is also committed to data security and privacy in all online transactions.

EVENT-BASED FUNDRAISING GUIDELINES:

Event-based fundraising, a key component of PY's strategy, is conducted under specific guidelines. These events are planned to reflect PY's mission and values, ensuring they are accessible, inclusive, and environmentally responsible. PY ensures that all event-related activities are cost-effective and have a clear plan for engaging participants, sponsors, and the media. The organization also ensures compliance with all relevant health, safety, and legal requirements.

5. DONOR RELATIONS AND COMMUNICATION

ACKNOWLEDGMENT OF DONATIONS:

Peace by Youth (PY) ensures timely and proper acknowledgment of all donations. This acknowledgment includes issuing official receipts, personalized thank-you notes, or acknowledgment letters. PY recognizes the importance of expressing gratitude to its donors, understanding that this fosters a lasting relationship. Each donation, regardless of size, is valued and acknowledged with equal importance.

DONOR RECOGNITION AND APPRECIATION:

PY has a structured system for donor recognition and appreciation. This system includes listing donors in annual reports, featuring them in newsletters, and acknowledging them at PY events, depending on the donor's preference for public recognition. Special appreciation events or programs are also organized to honor significant contributions.

ONGOING DONOR ENGAGEMENT STRATEGIES:

PY engages donors continuously through regular updates about the organization's activities, outcomes of funded projects, and invitations to events. The organization maintains an ongoing dialogue with donors through newsletters, social media, and personal communications. PY also seeks donor feedback on its programs and uses this input to enhance its work. This approach ensures that donors feel connected and informed about the impact of their contributions.

6. FINANCIAL MANAGEMENT AND REPORTING

ALLOCATION OF FUNDS:

Peace by Youth (PY) utilizes a strategic and thoughtful approach in the allocation of funds, ensuring that every donation is used in an efficient and impactful manner. This approach is deeply aligned with the organization's mission and the specific objectives of each contribution. PY prioritizes making allocation decisions based on programmatic needs and the intentions of its donors, focusing on maximizing the effectiveness and impact of its projects. This methodical approach to fund allocation allows PY to address the most pressing needs while honoring the wishes and goals of its contributors, ensuring that each donation achieves its maximum potential in supporting PY's various initiatives.

FINANCIAL TRANSPARENCY AND REPORTING TO DONORS:

Peace by Youth (PY) is deeply committed to maintaining financial transparency in its operations. The organization regularly shares detailed financial reports with its donors, providing a clear breakdown of income, expenditures, and the progress of various initiatives that have been funded.

through donations. PY values open and honest communication regarding its financial practices, ensuring that donors are fully informed about how their contributions are being utilized. This commitment to transparency not only builds trust but also reinforces PY's accountability to its donors and the community it serves.

AUDIT AND COMPLIANCE PROCEDURES:

Peace by Youth (PY) rigorously adheres to stringent audit and compliance procedures. The organization conducts annual audits through independent external auditors to ensure financial integrity and compliance with relevant laws and regulations. Continuously reviewing and updating its financial practices, PY upholds the highest standards of accountability and governance. This commitment to rigorous oversight is a crucial aspect of PY's dedication to transparency and responsible management.

7. PARTNERSHIPS AND COLLABORATIONS

COLLABORATING WITH CORPORATE SPONSORS:

Peace by Youth (PY) actively collaborates with corporate sponsors to support its programs. These collaborations are based on shared values and objectives, with clear agreements detailing the roles, expectations, and benefits for each party. PY ensures that corporate partnerships align with its mission and enhance its capacity to serve the community.

ENGAGING WITH COMMUNITY GROUPS AND LOCAL BUSINESSES:

PY engages with local community groups and businesses to foster community-based support. These partnerships focus on mutual benefit, where local entities contribute to PY's initiatives while also gaining exposure and fulfillment of their social responsibility goals.

PARTNER ROLES AND RESPONSIBILITIES:

In all partnerships, PY clearly defines the roles and responsibilities of each party. This includes outlining the scope of work, resource contributions, timelines, and mechanisms for communication and feedback. PY maintains open communication with all partners to ensure collaborative efforts are effective and aligned with the organization's objectives.

8. MONITORING AND EVALUATION OF FUNDRAISING ACTIVITIES

ASSESSING FUNDRAISING EFFECTIVENESS:

Peace by Youth (PY) regularly assesses the effectiveness of its fundraising activities. This includes analyzing fundraising campaigns' performance against set targets, evaluating return on investment, and understanding donor engagement levels.

ADJUSTING STRATEGIES BASED ON FEEDBACK:

PY is responsive to feedback from donors, participants, and staff involved in fundraising activities. The organization uses this feedback to refine and improve its fundraising strategies, ensuring they remain effective and relevant.

BEST PRACTICES AND CONTINUOUS IMPROVEMENT:

PY is committed to adopting best practices in fundraising and continuously seeks to improve its methods. This involves staying updated on industry trends, learning from successful campaigns, and implementing innovative fundraising approaches.

9. TRAINING AND CAPACITY BUILDING FOR FUNDRAISING

TRAINING PROGRAMS FOR STAFF AND VOLUNTEERS:

Peace by Youth (PY) offers comprehensive training programs for staff and volunteers focused on fundraising skills and strategies. These programs cover various aspects of fundraising, including campaign planning, donor engagement, and effective communication.

DEVELOPING FUNDRAISING SKILLS AND KNOWLEDGE:

PY emphasizes the development of specific skills and knowledge essential for successful fundraising. This includes training in digital fundraising tools, understanding donor psychology, and learning effective storytelling techniques.

ADAPTING TO CHANGING FUNDRAISING LANDSCAPES:

PY recognizes the dynamic nature of fundraising and ensures its team is equipped to adapt to changing landscapes. This includes staying abreast of new fundraising trends, technologies, and regulatory changes, ensuring PY's fundraising strategies remain innovative and effective.

10. POLICY REVIEW AND REVISION

REGULAR REVIEW SCHEDULE:

Peace by Youth (PY) establishes a regular review schedule for its Donation and Fundraising Policy. The policy is reviewed periodically to ensure it remains relevant and effective, considering the organization's evolving needs and the changing fundraising landscape.

UPDATING POLICY IN RESPONSE TO EMERGING TRENDS:

PY is committed to updating its policy in response to new fundraising trends, technological advancements, and regulatory changes. This proactive approach ensures that the organization's fundraising practices remain current and effective.

STAKEHOLDER INVOLVEMENT IN POLICY UPDATES:

PY involves various stakeholders, including staff, donors, and partners, in the policy review and update process. This inclusive approach ensures a diverse range of perspectives are considered, leading to a well-rounded and effective policy.

11. CONCLUSION

In concluding the Donation and Fundraising Policy, Peace by Youth (PY) reaffirms its steadfast commitment to responsible and ethical fundraising practices. PY pledges to continue prioritizing transparency, donor respect, and ethical standards in all its fundraising efforts. Looking to the future, PY sets its sights on expanding its fundraising capabilities and innovating its approaches to meet evolving challenges. The organization remains dedicated to enhancing its impact through effective fundraising, ensuring the fulfillment of its mission and vision.