



ETHICS IN FUNDRAISING

What does it mean?
How do I practice?

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WHAT IS ETHICS?

- Ethics is a set of beliefs about right and wrong.
- Integrity is an important element of being ethical in your behavior.
- Philosophical Theories
- Modern Use of Ethics



BELIEFS ARE DEPENDENT ON...

- Education
- Family Background
- Religious Background
- Personal Experience



ETHICS IN FUNDRAISING

- Association of Fundraising Professionals
 - Code of Ethics
 - Donor Bill of Rights



AFP CODE OF ETHICS

The Association of Fundraising Professionals (AFP) serves the public trust by promoting ethical and effective fundraising. AFP members are guided in their ethical decision-making by the AFP Code of Ethical Principles and Standards, which is grounded in a set of values that fundraisers aspire to honor in their lives and work. When these values are evident in our fundraising practice, we believe that our work leads to integrity in our personal, professional, organizational and public lives.



VALUES PROMOTED BY THE AFP CODE OF ETHICS

An ethical fundraiser aspires to:

- * **Observe and adhere** to the AFP Code and all relevant laws and regulations
- * **Build personal confidence** and public support by being trustworthy in all circumstances
- * **Practice honesty** in relationships
- * **Be accountable** for professional, organizational and public behavior
- * **Be transparent** and forthcoming in all dealings and,
- * **Be courageous** in serving the public trust.

We strive to live out these values, which are at the heart of our public character as philanthropic fundraisers, and to grow in our ethical understanding and practice.



QUESTION OF ETHICS?

- Ethics comes into question when we have to make a decision between two difficult options.



HOW TO DECIDE

- Is your fundraising activity doing more good than not?
- Do you have any individual self-interest in making your fundraising decision?



HOW TO DECIDE

- Do you benefit more than your:
 - Organization
 - Donors
 - Community
- Are you violating anyone's fundamental rights?
- Is your fundraising activity discriminating to:
 - The community
 - Your donors



ETHICS CASE STUDY: TROUBLE BREWING?

- Should an institution accept a gift from a company that produces alcoholic beverages?
- Complicating the issue is that this institution seeks to recruit Muslim students, whose religion forbids alcohol consumption. The gift is large, but so is the reputation of the university.
- R.J.Reynolds

ETHICS CASE STUDY: TALKING HEAD

- When the new head of an independent school excitedly tells a donor that his gift will be the largest ever to the school, it turns out that's not accurate. The development officer has to decide how to correct this misinformation with the donor, without risking the gift. What would you do?



DONOR RECOGNITION

- **Garth Brooks**--Integris Canadian Valley Regional Hospital
- Brooks claims he made the \$500,000 donation to Integris Canadian Valley Regional Hospital in Yukon because he believed at least some part of the facility would be named after his mother. He has sued to have the money returned.
- Integris has said the donation was an "unconditional" gift and it has done nothing wrong by not naming a building after Colleen Brooks.



DONOR RECOGNITION

- What are the ethical concerns in this case?
- What could have been done differently?
- What can we take away from the case and learn from?



ARE YOU FUNDRAISING ETHICALLY?

- Refer to your Organization's literature and policies.
- Ask yourself if you would advise others to act as you have acted.
- Act with integrity.

