## BUILDING TRUST & SUSTAINABILITY:

HOW SELF-REGULATION STRENGTHENS AND

**FUTURE-PROOFS YOUR CHARITY'S FUNDRAISING** 

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#### KIA ORA HELLO

#### WHAT WE'LL COVER

- What is self-regulation
- Why it matters
- Global context and public trust
- How self-regulation builds trust & sustainability
- Benefits for the public, charity, agencies and fundraiser

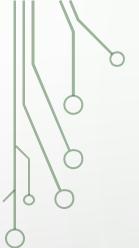
## WHAT IS SELF REGULATION?

The fact of something such as an organisation <u>regulating</u> itself without intervention from external bodies.

Charity self-regulation means charities, rather than external authorities, monitor and enforce their own adherence to legal, ethical, and operational standards, often through codes of conduct and other initiatives.

#### GOVERNMENT REGULATION VS SELF REGULATION?

- 1. Designed for the Sector by the Sector
- 2. Sector Ownership and Accountability
- 3. Greater Flexibility and Faster to Adapt
- 4. Helps Prevent Government Overreach
- 5. Build Public Trust



## WHY THIS MATTERS — TRUST, ETHICS AND SUSTAINABILITY

- 1. Trust is the foundation of fundraising
- 2. Self-regulation helps us build and maintain that trust
- 3. Supports Sustainability



## WHY THIS MATTERS — TRUST, ETHICS AND SUSTAINABILITY

#### **Activity:**

Take a moment to turn to the person next to you and discuss this question:

In your organisation, what are some of the biggest risks to public trust in fundraising? And what do you think helps build or rebuild that trust?

#### RISKS...



Charity fundraising is needed now more than ever.

However, insufficient income and reserves for the charity sector to achieve its strategic objectives and maintain its operations are at risk.



In today's rapidly evolving digital landscape, cybersecurity threats and data breaches have highlighted the risks and vulnerabilities that both charities and their donors face.



Increasing complaints from the public are eroding trust and confidence in charity fundraising and damaging the charity reputation.



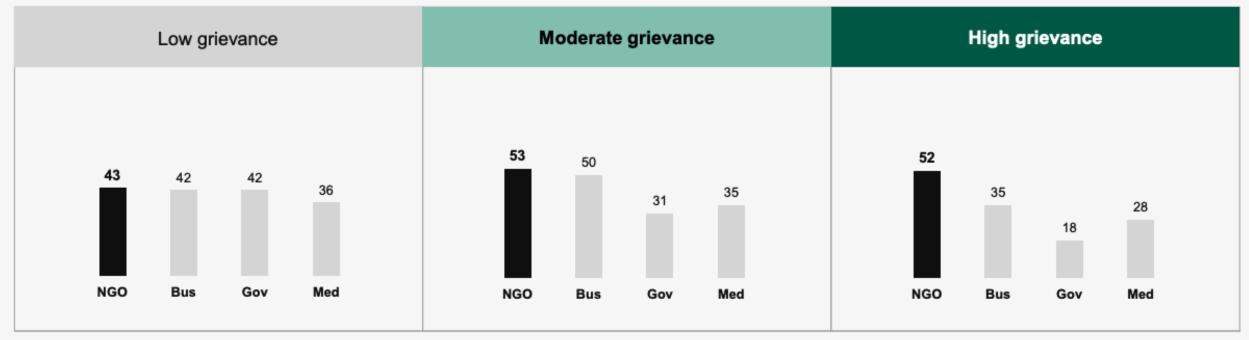
Failure to safeguard donor data and income is likely to result in negative media attention and government regulation. 2025 Edelman Trust Barometer

#### NGOs: Fight Divisiveness and Repair the Social Fabric

Percent who say, by sense of grievance

GLOBAL 24 excl. China, Saudi Arabia, Thailand, UAE

#### This institution is a unifying force that brings people together:



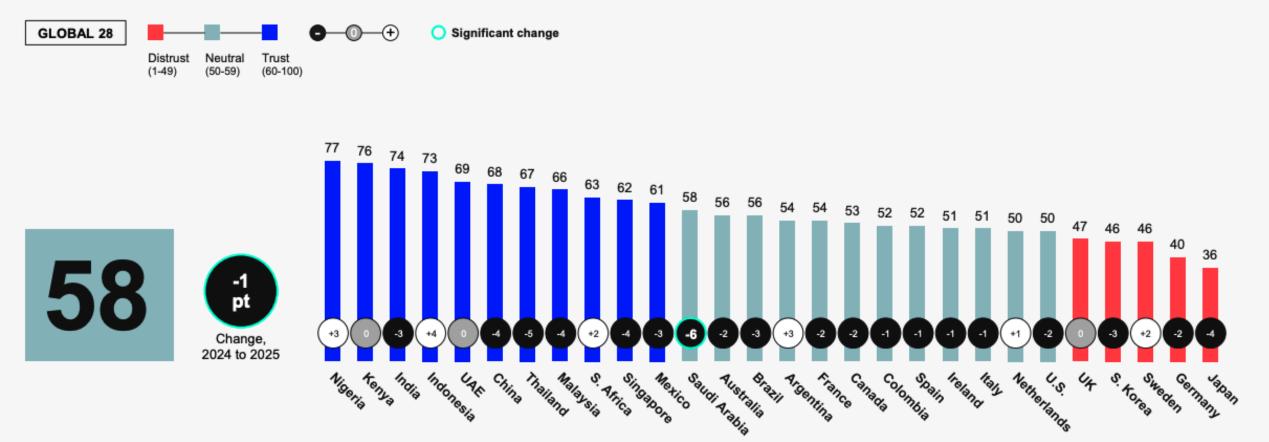
2025 Edelman Trust Barometer. [INS]\_PER\_DIM. In thinking about why you do or do not trust [INSTITUTION], please specify where you think they fall on the scale between the two opposing descriptions. 11-point scale; top 5 box, positive. Media and NGOs were only asked of half the sample. General population, 24-mkt avg., by Sense of Grievance scale. Data not collected in China and Thailand; Due to a translation inconsistency in Saudi Arabia and UAE, they have been excluded from this analysis. For full details regarding how this data was calculated and plotted, please see the Technical Appendix. "Bus" represents Business, "Gov" represents NGOs, and "Med" represents Media.



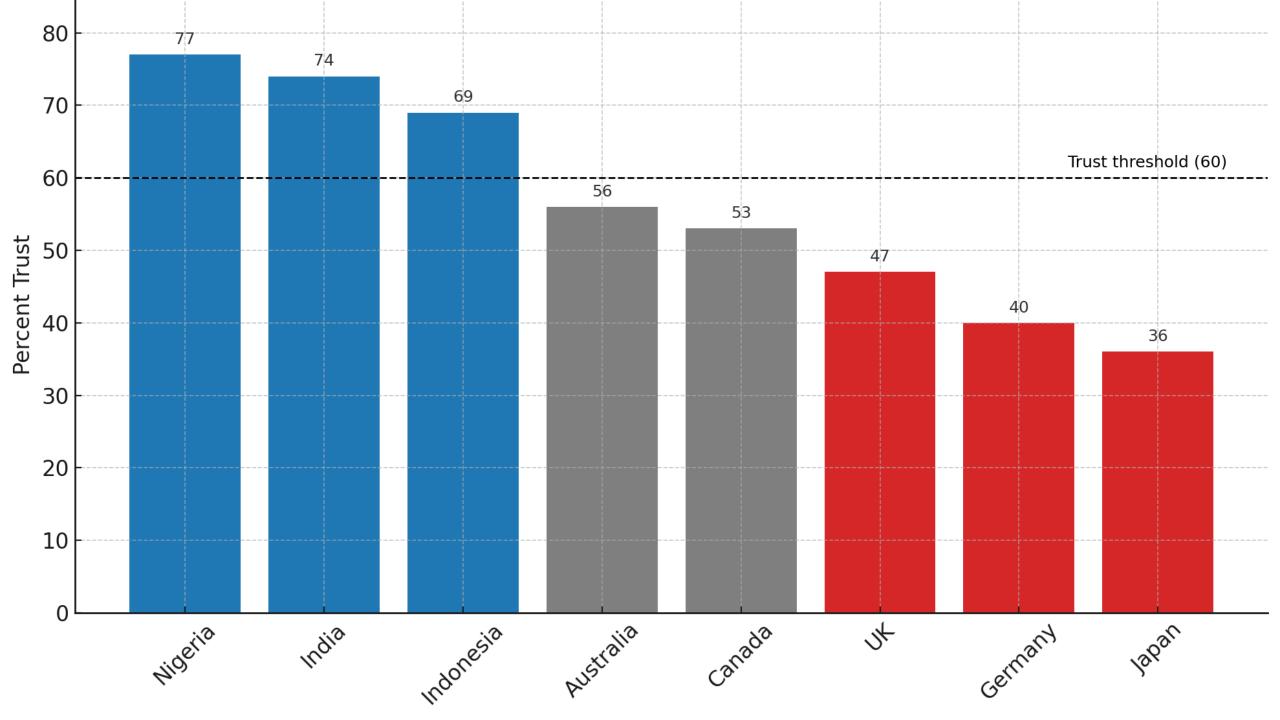
2025 Edelman Trust Barometer

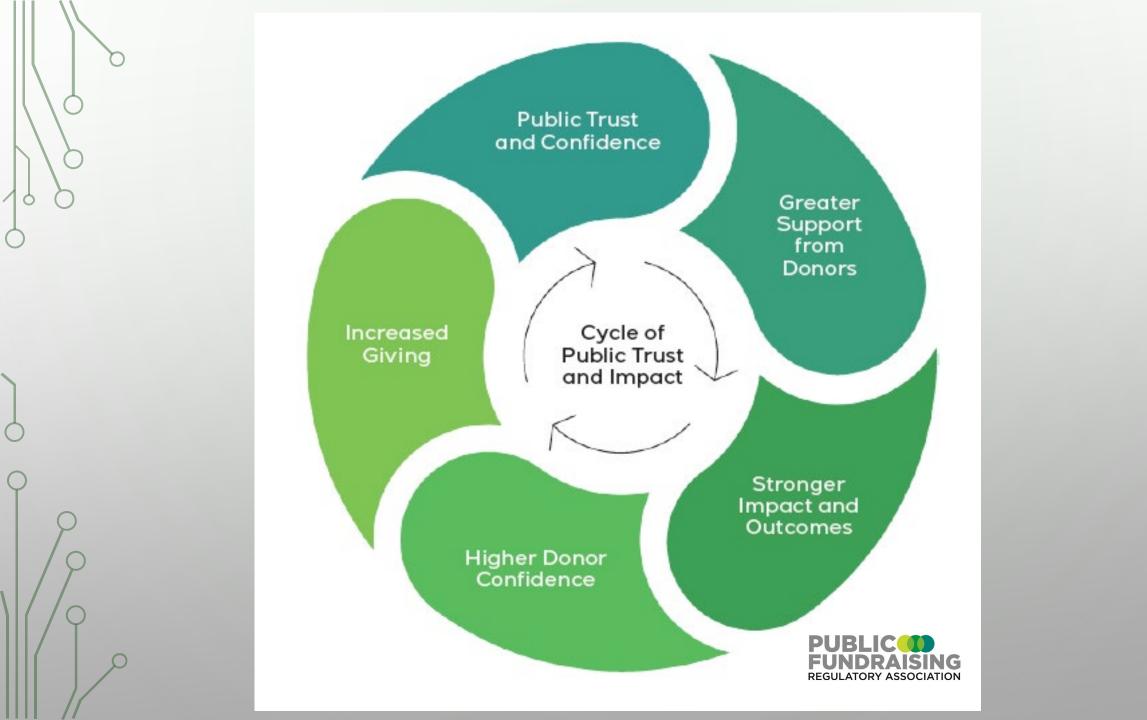
#### NGOs Trusted in 11 of 28 Countries Measured

Percent trust in NGOs









# PUBLIC ID FUNDRAISING REGULATORY ASSOCIATION

THE PFRA JOURNEY





#### 2006 | A Proactive Sector Response

- •Five charities came together to form the Public Fundraising Regulatory Association:
- •Developed sector-wide standards for face-to-face fundraising:
  - Code of Conduct
  - Site rostering and monitoring
  - Membership and accreditation
  - Mystery shopping programme
- •A charity-led model focused on building:
  - Trust
  - Accountability
  - Professionalism
  - •Long-term sustainability.





## BUILDING THE PFRA SELF-REGULATORY FRAMEWORK - A SECTOR-LED JOURNEY

#### 2011-2022 | Advocacy & Consultation

- •PFRA expanded its role from site rostering to include sector-wide advocacy
- •Worked with local councils to manage and monitor site rosters and public space access.
- •Represented members in government and policy consultations
  - •Consumer Law & Fair Trading Bills and information disclosure
- Supported key sector reviews
  - Charity Act Review
  - MasterCard merchant fee reform
- •Strengthened the sector's voice through collaboration



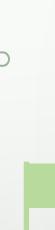


## BUILDING THE PFRA SELF-REGULATORY FRAMEWORK - A SECTOR-LED JOURNEY

#### Since 2020 | Responsive & Proactive

- 1. Adapted quickly to emerging risks
  - COVID-19, telefundraising fundraising, data protection, sector sustainability
- 2. Strengthened system and standards to support resilience and innovation:
  - Fundraising Register
  - Digitised Training
  - Public Fundraising Symposium
  - Expansion to include Telefundraising self-regulation (in pilot phase)
- PFRA continues to evolve with the sector balancing compliance, innovation and public trust





## BUILDING THE PFRA SELF-REGULATORY FRAMEWORK - A SECTOR-LED JOURNEY

#### Key Insights

1. The PFRA was created to lead, not react.

It began as a proactive, charity-led initiative to build trust, raise standards, and protect the future of fundraising and charity impact.

2. Collaboration is at the heart of our approach.

We work with councils, government, and regulators – not against them – to strengthen public trust and sector credibility.

3. Self-regulation must keep evolving.

The PFRA adapts to new risks, technologies, and fundraising channels – supporting members to stay ethical, effective and future-ready.

#### OUR IMPACT | PAST FIVE YEARS









47
Accredited & Affiliated
Members

Government, local Council
& corporate advocacy
submissions

13,752 Rostered Street Sites

Face-to-face Fundraiser of the Year Awards



1834

Fundraisers completing Code of Conduct Training



**493** 

Mystery Shops & Audits

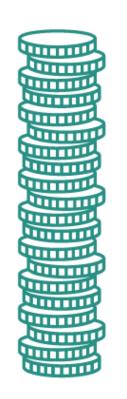


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Fundraisers de-registered for serious or gross misconduct



#### OUR IMPACT | INDUSTRY FIGURES



\$581 million NZD

over the past ten years 720,000

over the past ten years



Donors signed up

\$49 million NZD

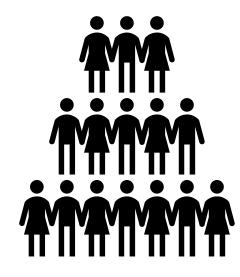
in 2023

\$29 NZD

Average monthly donation

65,000+

in 2023



On average 184 fundraisers advocate for our charity members each day.





#### KEY BENEFITS OF SELF-REGULATION

- Builds public trust & transparency
- Reduces risk of government intervention
- Strengthens credibility
- Flexibility to adapt
- Ensures sustainability

## COMING SOON | SENSE CHECK CONSULTATION PRINCIPLES-BASED CODES OF CONDUCT: A FLEXIBLE AND ETHICAL APPROACH

- Honesty Ensuring truthful and clear communication with donors.
- Respect Upholding donor rights and dignity at every interaction.
- Accountability Being answerable for fundraising practices and outcomes.
- Transparency Providing clear information on how funds are raised and used.
- Sustainability Ensuring responsible fundraising that considers long-term impact.



#### COMING SOON

## - SENSE CHECK CONSULTATION PRINCIPLES-BASED CODE OF CONDUCT

# HOW WE BUILT THE CODE

CODE AND GUIDANCE BREAKDOWN

	Global Industry Peak Bodies Reviewed					
Themes	1	2	3	4	5	6
Insurance	3					5
Risk Assessments	12					13
Complaints	48	125	2	7	4	6
Training	13	2	1	4	2	3
Fundraiser Monitoring	19	3	2	1		10
Campaign Monitoring	19	3	2	1		10
Fundraiser Payment	10			2	1	8
Contracts and Agreements	31	1	1	11	5	41
Ethics	8	5	6	3		
Accept and refusal of donations	59	3	18	1	1	15
Vulnerable Circumstances	1		1	1	1	4
Promotional Materials	132	14	9	1	1	24
Solicitation statements	11	3	6	3	3	33
International Activities	48	1	1			
Legacies			1			23
Definitions	1	22	15			
Behaviours	1	5		1		20
Conduct	147	44	77	62	71	4
Use of funds				1		16
Digital						26
Budget	29					1
Organisational Identification				64	65	
Children	56	2	1			15
Organisational responsibilities	55	7	6	13	7	
Fundraiser Identification	73	11		20	19	6
Processing Data	3	2	1		1	42

#### YOUR VOICE MATTERS

Help shape the final version of the new Code of Conduct

#### Why it matters:

- Protect public trust
- Strengthen self-regulation
- Reduce risk of external regulation

Get involved. Be heard. Help lead.

More details coming soon - stay connected.

# QUESTIONS

#### THANK YOU

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