

The Good Sams Foundation's Fundraising Charter

The Good Sams Foundation is committed to following the Australian Council for International Development (ACFID) Fundraising Charter.

Our Commitments

We ensure that all fundraising follows ethical and legal standards.

Donation Practices

We have processes to make sure that:

- Donations align with our mission and purpose.
- All fundraising meets Australian legal requirements.
- Donor privacy is protected, as required by the Privacy Act.
- We obtain free, prior, and informed consent for all images and stories.

Truthful Fundraising Materials

All our fundraising materials:

- Clearly state our name, address, ABN (Australian Business Number), and purpose.
- Accurately represent real situations, challenges, and the people involved.
- Clearly explain the purpose of donations, if applicable.
- Avoid misleading images, exaggeration, or overstating the impact of donations.

Outsourcing Fundraising

If we outsource any fundraising work:

- Contracts meet all legal and regulatory requirements.
- Roles and responsibilities are clearly written.
- It is clear that funds go to the Good Sams Foundation.
- Contractors are clearly named and identified.

Use of Images and Messages

We **do not** use images or messages that:

- Are untrue, misleading, or manipulated.

- Put individuals at risk.
- Lack informed consent—especially when children are involved.
- Show people in a dehumanising or disrespectful way.
- Violate child protection standards (e.g. show children in a naked or sexualised way).
- Show dead or dying individuals.

Ethical Framework for Fundraising

We follow a clear, ethical decision-making process that:

- Respects the **dignity, values, culture, and beliefs** of the people we represent.
- Involves key staff from communications, planning, child protection, and leadership in decisions.
- Assigns clear responsibility for approving public materials.
- Puts the wellbeing and dignity of affected people first, while considering donor interests.