

FUND RAISING POLICY

About Us:

We are a multidisciplinary charitable non-profit organization empowering and impacting unprivileged lives via our thematic verticals aligned to the United Nations SDG/s 1 to 5, 8 & 17.

1. Purpose of the Policy:

As a charitable organization, our interventions empowering and impacting unprivileged lives in India purely rely on donations through fundraising which secures our beneficiaries. We uphold any legal, statutory or regulatory requirements, and maintain our reputation and adherence to our values.

This policy was created to ensure that we maintain high standards of integrity and stewardship in both our active fundraising and related communication activities and acceptance of donations. The organisation will make every possible effort to ensure that this policy is current, relevant and used consistently to achieve this objective.

This policy sets out guidelines for due diligence in acceptance, receipting, documenting and reconciling donations received by us. Adherence to this policy is paramount to ensure that the organisation stands up to scrutiny by its stakeholders.

This Policy is reviewed every three years or more frequently as legislation, guidance from official bodies or industry best practise changes.

Helping Hand Foundation generally accepts charitable gifts in the form of cash, cheque, online transactions, gifts-in-kind of goods and services, or deferred gifts which include WILL bequests, life insurance policies, gift annuities and charitable remainder trusts. Ownership of all gifts resides with us whether they benefit the organization in general, or some purpose specified by the donor and agreed to by us.

We prefer to receive unrestricted donations to pursue our greatest needs, but may accept restricted donations after a careful process of due diligence to ensure that such specific purposes are complementary to the overall long--term goals of the organization. We reserve the rights to accept or decline any unrestricted or restricted gift.

2. Definitions :

Helping Hand Foundation fundraises through the following means:

“Sponsorship” is where a donor provides money in order to secure the education of an unprivileged student

A “donation” is a gift for which no direct benefit is sought. A donation may take various forms including cash, services or goods and can be from an individual or an organisation. A donor’s name or list of donors may be on display or included in publicity if we chooses to do so by way of thanks. It must be made clear to the donor that any decision to display or include the donor’s name is at our sole discretion. We are entitled to claim Gift Aid on donations from individuals where a Gift Aid Declaration is made that confirms that the individual is tax resident in India and has paid tax during the period in which the donation is made. Donations are not subject to VAT.

A “membership” is where an individual obtains membership of Helping Hand Foundation and pays the monthly / annual membership fees vide cheque to Helping Hand Foundation which is utilised for objects of Helping Hand Foundation benefitting unprivileged beneficiaries.

A “grant” is cash given to an individual or an organisation for a specific purpose. There is an obligation to fulfil any criteria the funding body may place upon the grant i.e. to ensure the project that is funded satisfies their aims and objectives and proceeds as outlined during the grant application process. Funding bodies usually require some level of profile in return for their grant and this should be in proportion to the size of grant and agreed in writing before accepting the grant. This is usually in the form of a logo or line credit with agreed wording in publicity. Grants should always be documented in some form of written agreement between the parties.

3. Ethical Guidelines :

We do not endorse any products and/or services of donors or sponsors.

We do not accept donations in cash or kind from companies that create products that cause physical harm to human beings or animals, as determined by the Founder / Executive Board of Trustees

Cash donations up to a maximum of INR 1500.00 only will be accepted, in keeping with the present laws of India. Donations exceeding this amount will be accepted by cheque, online donations, direct bank transfers or in kind.

We will not use any unethical or unlawful techniques to solicit funds or sell products and services.

Donations will not be accepted if they are deemed to have originated from unethical or unlawful activities as determined by us

We will not engage in any activities that involve discriminatory practices against any individual or group based on gender, sexual orientation, religious or political affiliation, citizenship, age, race or ethnicity, record of offences, disability, income or family status.

No valuable consideration or other privileges will be bestowed on a donor who could have the ability to exercise, directly or indirectly, control or significant influence over the organization.

No benefit of any kind may be provided to the donor, or to anyone designated by the donor, except where the benefit is authorised by Indian Laws (Eg: Exemptions in Income Tax U/s 80G of Income Tax Act)

We will not engage outside professional fundraisers if fees are a significant portion of the anticipated funds raised as determined by us.

4. Donor Rights :

To be informed of the organization's mission, of the way the organization intends to use donated resources, and its capacity to use donations effectively for their intended purposes.

To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgement in its stewardship responsibilities.

To have access to the organization's most recent audited financial statement.

To be assured their gifts will be used for the purposes for which they were given.

To receive appropriate acknowledgement and recognition.

To be assured that information about their donations is handled with respect and confidentiality to the extent provided by law.

To expect that all relationships with individuals representing the organization will be professional in nature.

To be informed whether those seeking donations are volunteers, employees of the organization, or hired solicitors.

To have the opportunity for their names to be deleted from mailing lists.

To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

To be assured that all online transactions and contributions occur through a safe, private and secure system that protects the donor's personal information.

To be clearly informed if a contribution goes directly to Helping Hand Foundation or is held by, or transferred through, a third party.

To have access to the organization's policies.

To have direct access to beneficiaries of the organization (unless restricted by Government rules)

To receive valid donation receipts

To receive valid receipts issued by Income Tax Portal towards exemption of Income Tax

To receive feedback on utilization of their donations vide acknowledgments and pictures.\

5. Restricted Gifts :

A restricted gift is defined as a gift that has a specific purpose specified by the donor and agreed to by us upon acceptance. We may accept and solicit restricted donations designated for a current restricted fund and approved special projects already included in the annual operating budget.

If the nature of the restricted gift involves a long-term strategic association, a formal partnership agreement will be developed and signed to define the alliance.

Documentation and financial accounting must be maintained to ensure easy verification of the use of restricted funds.

In the case of restricted donations that result in the creation of new initiatives, the organization must approve the designated donation based on the following:

Any new donor wishing to donate funds with external restrictions or for a specific purpose must outline the purpose and intent of their gift in writing.

Such gifts may not be contradictory to our mission and goals.

The donor's business and/or personal activities must be perceived to be socially responsible and not contradictory to our mission.

The gift may not result in unplanned higher operational costs or financial burden in order to actually administer/liquidate the gift.

The gift may not be restricted to the benefit of an individual or group of specific clients.

The gift must be reviewed by the executive board of trustees who will make a recommendation to determine whether to accept the restricted donation. If the donation is rejected, the Chief Functionary will inform the donor immediately and will maintain a file of the decision and due diligence proceedings to support the decision.

6. Gifts in Kind :

Gifts -in -kind goods are defined as any gift that is not cash or cheque, including securities.

We may decline acceptance of any gift--in--kind goods or services based on the following:

The gift may not result in unplanned higher operational costs or financial burden in order to store/liquidate.

The gift must be an item that can be used within a reasonable period of time by our beneficiaries

The donor's business and/or personal activities must be perceived to be socially responsible and not contradictory to our mission.

The organization should have the freedom to make decisions regarding upgrading, maintenance and ultimate disposal of the gift.

Gifts of a company's inventory or product may be accepted, however such gifts are not eligible for a tax receipt. We considers such gifts as non-qualifying because the donor is able to deduct the cost of the contribution as a business expense.

Other gifts -in -kind may be tax receipted only where we are able to substantiate the value of the gift.

We will ensure that all gifts-in- kind donors receive proper acknowledgement and recognition.

6. Fundraising Procedures :

On an annual basis, the Board of Executive Trustees, Accountants, Administration and designated staff, reviews all upcoming funding needs and agree on the best ways to reach the fundraising goals of the organisation. An annual fundraising plan will be developed, approved and implemented. Quarterly reviews will be undertaken by the Chief Functionary / fundraising Team, designated staff and Trustees to assess the success of the fundraising work to date, with an eye to enhancing and improving current and future fund development initiatives.

The Board of Trustees, Chief Functionary, designated staff and Fundraising team, fundraising and communications volunteers and others as appropriate will be provided a copy of all policies and procedures related to fundraising activities to ensure compliance across the organisation.

All grant applications and letters of solicitation or acknowledgement sent by us must be sent on our letterhead, be reviewed and signed by the Chief Functionary or his/her designee. Once the grant has been received regular updates/reports have to be sent to the donor as per the guidelines laid down.

Upon receipt, all monetary donations shall be forwarded to the Chief Functionary / accounting team for recording purposes. After funds have been accounted for by the appropriate team, All monetary donations are recorded and deposited according to accounting procedures and thank you correspondences will be shared with the donor as per the guidelines laid down in the donor acknowledgement section of this document. All donor-designated restrictions (eg. Non-disclosure of name and email id, non-enrollment to the mailing list, etc) shall be communicated to the Chief Functionary so that they may be recorded and actioned appropriately. All requests for donors to remain anonymous shall be honoured by flagging the gift in the donor database as appropriate. All donors will fill in the online or printed donor form at the time the donation is made.

7. Donor Privacy:

Any information supplied to us by donors will be used solely to fulfil the donation and shall not be shared for any reason unless permission is granted by the donor to share such information. All requests to remain anonymous shall be honoured.

We do not sell or share donor lists. Donors who share their postal address or email address may be contacted periodically for donation solicitation purposes, with information regarding upcoming events All donors have the option of being placed on a mailing list which grants us permission to contact them. Donors may request to be permanently removed from the mailing list by contacting us via email, phone or postal mail. All requests will be removed from our mailing list and shall be honoured. Donor names may be included in the annual reports unless they wish to remain anonymous

Donors who share their telephone number may request that they may not be contacted on telephone fundraising purposes.

7. General Gift Acceptance Policy :

Gifts may take a variety of forms. Many are outright gifts by living donors. Some are bequests or testamentary gifts that take effect upon the donor's death.

We may accept the following types of contributions:

Cash: The organisation may accept outright cash gifts for a maximum amount of INR 1500.00 per day from an unique individual donor.

Cheques, Online Transfers, and UPI: The organisation may accept donations via cheque, online transfer, or UPI based on the profile held by the donor. Indian passport holders only donate through the Indian account (SBI)

Publicly-Traded Securities: We may accept gifts of publicly-traded stocks and bonds at fair market values as determined under National Securities Exchange and Income Tax Department. Gifts of publicly traded securities will generally be sold as soon as possible, and the fund the donor established will be credited with the proceeds from the sale, after commissions and expenses, if any. .

Tangible Personal Property: Tangible personal property may be accepted as a gift, provided that (i) such property is saleable and (ii) the donor agrees that the property can be sold at our discretion. The donor is responsible for obtaining a qualified appraisal prior to completing the gift.

Life Insurance Policies: We may accept gifts of life insurance policies, provided that We and the donor reach a prior written agreement about arrangements for the payment of any required premiums.

Real Estate Property: All proposed gifts of real estate must be evaluated and satisfy our due diligence requirements

We reserve the right to refuse any proposed gift. Gifts which may not be directly or indirectly subjected by a donor to any material restriction or condition that would prevent the organisation from freely and effectively employing the transferred assets, or the income derived therefrom, in furtherance of its exempt purposes.

8. Fundraising Events :

Special events are defined as activities that the organisation plans and conducts in order to raise funds.

The following will be considered when planning special events:

- The cost to raise funds should be no more than 40% and ideally significantly lower than the expected income to be generated. Rare exceptions may be given if the event is deemed to have significant public relations benefit.
- The amount of manpower time invested in the event versus the overall anticipated revenue will be considered.
- All required licences and permits will be obtained and are the responsibility of the key organisers.
- Only if money is collected by us will individual receipts be issued. If money is collected by a third party then only one receipt will be issued for the final amount to the third party.
- We will not pay non-refundable deposits.
- Formal written MoU will need to be signed between us and the organizer or third part with details of the amount to be received as donations, expenses, fees, time by which the donations will be given to us etc.
- All photographs taken during the event should be as per the guidelines laid out in our child protection policy.

At least one photograph must be captured with the event banner, Sethu Standee, hosts, sponsors/donors & participants, which is to be used for our website, annual report and other official communication.

Third party events can be planned and conducted by an outside organisation, company or group of individuals where all or a portion of the funds raised are donated to us. Our staff and volunteers may assist in planning and executing these events periodically and usually at least one individual from Helping Hand Foundation will attend to represent the organization.

Third party events are encouraged, and the revenue accepted as long as the events and the donor's business their personal activities are perceived to be socially responsible and not contradictory to our mission and ethical guidelines of laid down in this policy. Third party organisers are required to review our Fundraising policy and complete a planning proposal prior to the event.

9. Corpus Donation :

We accept donations of any amount vide non-cash modes under written acknowledgement from donors towards Corpus, same is not utilized for objects of the organization, but the income generated through it in form of Bank interest / dividends are recognized as “income”, hence may be utilised for our interventions.

10. CSR Donation :

All corporate donors making a CSR donation, need to share the following to help assess whether the donation should be accepted :

1. Whether your company is a foreign company or corporation i.e. registered or incorporated outside India:
2. Whether your company is branch of a foreign company or corporation:
3. Whether your company is part of a foreign multinational corporation (MNC):
4. Whether your company is a subsidiary of a foreign company or of a foreign multi-national corporation:
5. Whether more than 50% of the company’s nominal capital is held by foreigners (including foreign citizens, foreign governments, foreign corporations, FII’s, foreign companies, foreign MNC’s or their subsidiaries or foreign trusts / firms etc.)
6. Whether the foreign shareholding in 5 above exceeds FEMA/ FDI norms

Changes To this policy

As and when the need arises, Helping Hand Foundation may alter its privacy practices in accordance with the latest technology and trends. We strive to provide you with timely notice of these changes. You may reach out to us if you have any queries about any changes made to our practices.

“END OF POLICY”

Last Reviewed on dt: 01.04.2022

Approved by : Chief Functionary & Board of Trustees

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