

The background features a large, stylized graphic composed of several overlapping circles and shapes. A prominent red circle is in the center, containing the main text. To its left is a blue circle, and below that is a red circle. To the right is a large red circle. At the bottom, there are two overlapping circles: one with yellow diagonal stripes and one with purple diagonal stripes. A green dotted pattern is in the top right corner. A white circle is partially visible on the left side.

If you
don't
ask,
you
don't
get...

A manifesto

for fundraising

EXCELLENT FUNDRAISING FOR A BETTER WORLD

**The Institute of Fundraising
is enormously proud of
our members: over 5,500
individuals and 400
fundraising organisations.**

The dedication and passion they show every day raises billions of pounds each year for good causes both here and around the world.



A MANIFESTO FOR FUNDRAISING

OUR SECTOR WANTS TO DO MORE

Charities are facing rising demand for their services year on year, demand which they are working hard to meet. At the same time, all political parties understand that there is a need for the voluntary sector to play a greater role in society to help meet the growing needs of individuals and communities. Charities want to be able to play this greater role, but will only be able to do so if they have a sound and sustainable basis on which they can develop. And the only thing that can deliver the scale of the resources that they need is fundraising.

Following a consultation with our members we have identified the changes and improvements that they want to see which will enable fundraising to grow and charities to do more. Over 97% of our members who responded to the consultation support this manifesto.

We want to see all political parties show that they, like us, are proud of fundraisers, recognising their invaluable contribution to our society, culture and the economy.

The Institute of Fundraising is calling on the next Government to be the best supporter of fundraising in the country. Working together, we can:

- create the best environment for fundraising
- build the capacity of charities to fundraise, and
- develop the tax system to best encourage giving and support fundraising.



OUR MISSION:

CREATING THE ENVIRONMENT AND UNDERSTANDING FOR FUNDRAISERS TO EXCEL

We will:

1. Maintain public trust and confidence in charities by setting high standards for fundraising in our Code of Fundraising Practice and growing charities' commitment to the scheme.
 2. Enable charities to develop new and sustainable funding streams by providing the strategic fundraising support they need.
 3. Enable fundraisers to be the best they can be by providing resources, skills development and qualifications.
 4. Work constructively with government to create the best possible environment for charities to raise money.
- Encourage every local authority to enter into a Site Management Agreement with the Public Fundraising Regulatory Association to ensure that street and door to door fundraising is well-regulated and further build public confidence.
 - Continue to improve the payroll giving system to make it easier for donors, employers and charities to use, embedding the principles of universality, connectivity and portability.
 - Increase the £10 limit that can be given by a single text donation so that donors who want to can give more.
 - Work with solicitors, will writers, and other partners to achieve legacy gifts to charities in wills becoming the social norm.

To be the best fundraising supporter in the country, we call on political parties to commit to:

1) Create the best environment for fundraising

- Build the potential for more money to be raised through society lotteries by reducing legislative restrictions. In particular allow the minimum percentage contribution to be achieved over three years rather than one.

2) Build the capacity of charities to fundraise

- Support small charities to diversify and increase their income streams through funding a dedicated small charities' training programme.

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- Achieve strategic investment in fundraising through facilitating partnerships with businesses, charitable trusts and government at all levels.

3) Develop the tax system to best encourage giving and support fundraising

- Review Corporate Gift Aid to evaluate whether the value of corporate donations to the voluntary sector would be increased by allowing charities to claim the tax relief.
- Simplify and reduce the burden of complex VAT charged on fundraising activities and materials.
- Increase the amount of money that can be raised through society lotteries by allowing Gift Aid to be claimed on tickets.
- Improve the Gift Aid Small Donations Scheme by removing the requirement for charities to be already registered for Gift Aid. This would allow smaller charities that need it most to be able to claim. The amount that charities can reclaim through a top-up payment should be at least doubled to £2,500 and should include non-cash donations, as well as evaluating how best to maximise take up.

- Ensure that Gift Aid works more effectively:
 - *Refine and shorten the Gift Aid declaration*
 - *Extend the carry back rules to four years*
 - *Simplify the rules for non-taxpaying spouses and civil partners*
 - *Make it simple for Higher Rate taxpayers to Gift Aid the full value of their donations*
 - *Ensure that Gift Aid can be easily claimed on donations through digital giving channels and micro donations*

Together we can create the best environment for fundraising which will enable charities to raise the funds they need and give them the best possible chance to fulfil their charitable objectives.

THE PROFESSIONAL MEMBERSHIP BODY FOR UK FUNDRAISING

WE ENABLE FUNDRAISERS TO BE THE BEST THEY CAN BE

The Institute of Fundraising (IoF) was founded in 1983 by a committed group of fundraisers getting together to tackle fundraising issues. A lot has changed since then but this founding ethos remains at the heart of what we do – *coming together to face the challenges we meet as fundraisers.*

We support members to reach their potential through:

- Setting the standards through the Code of Fundraising Practice
- Professional qualifications, training & events
- National, Regional and Special Interest Groups

Find out more about member benefits and join:
www.institute-of-fundraising.org.uk/membership



www.institute-of-fundraising.org.uk

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