



Global Fundraising Policy

February 2021

Summary

This document outlines the principles for Amnesty International's global efforts to raise funds for our vital work defending and protecting human rights. As an organisation that relies almost entirely on the incredible generosity of individuals, we need to be transparent, ethical and open in our activities to raise funds.

By inspiring people to take injustice personally, and by mobilising the humanity in everyone, together we bring the world closer to human rights enjoyed by us all. We believe that by donating funds, investing in our activities, taking part in our fundraising activities or by paying a membership fee, you are taking heartfelt action to protect human rights. Amnesty International, together with its members and financial supporters, will make every effort that is available to financially grow our human rights movement within the guidelines in this policy.

Availability

This policy is a public document and is available to any donor, member or potential supporter of Amnesty International.

Recommended Actions

This policy describes the minimum standards for Amnesty International's efforts to raise funds. All those engaged in fundraising for Amnesty International, either through management or participation, should familiarise themselves with this document.

This document also constitutes our agreement with our donors and members across the world in how we will undertake our fundraising activities.

Core Policy Principles

- Amnesty International's primary basis of financial support must remain from individuals – members, donors and supporters are our source of legitimacy as well as funding.
- Raising funds does not drive the work of Amnesty International, it drives our ability to deliver impactful work.
- Our fundraising activities will not compromise our organisational independence or credibility.
- We will inform donors, members and general public about how we are utilising the funds provided to us, and the impact that this is having or has had.
- Amnesty International will not accept funding from sources that are linked to the violation of human rights.
- Any solicited or unsolicited gift regardless of size from a corporation, union, non-profit entity or institutional source must be screened using Amnesty's Gift Screening processes before acceptance is permitted.
- In evaluating potential sources of funding, consideration should be given to the need to avoid becoming dependent on any single source of support that may be withdrawn.

Why Amnesty International Raises Funds

Amnesty International has an ambitious and targeted global plan of work to make effective lasting change to the lives of people denied their full human rights. To implement this plan, we require funds. In raising these funds, we will outline our work, impact and vision to attract as many donors and supporters as possible. We will make all efforts available to us to help the human rights movement grow. In raising funds, we are allowing supporters to take a tangible action in defence of human rights.

How We Raise Funds

Amnesty International will only employ ethical and legal fundraising techniques. Our fundraising activities will help ensure the sustainability of our human rights work and will comply with all applicable laws [including those related to privacy]. Our fundraising activities will not compromise our organisational independence or credibility.

In raising funds, Amnesty International will highlight current and planned campaigns and projects. In explaining how we work the organisation will highlight past successes of the human rights movement and of our campaigns. All fundraising materials will be accurate and truthful. We will respond appropriately to all enquiries about our fundraising materials and activities, and correct any errors or omissions made.

When cases of individuals facing human rights abuse and violations are highlighted in our fundraising activities, this will be with the informed and prior consent of the individual or their representative.

In compliance with any applicable legislation, we will enable donors, members and supporters to choose their communications and any other contacts with Amnesty International. The organisation will be respectful of the wishes of the donor. While the organisation is donor responsive, the membership will set the organisational priorities of Amnesty International in consultation with stakeholders. No funding arrangement should alter our internationally agreed plans and priorities.

Accountability

We will inform donors, members and general public about how we are utilising the funds provided to us, and the impact that this is having or has had. This includes funds used domestically and internationally by Amnesty International. Donors will be thanked for their contributions to our work in a timely and appropriate manner. All those that are engaged by Amnesty International's fundraising activities will be provided with clear ways of contacting the organisation.

Amnesty International will transparently report on its financial performance in full compliance with all applicable laws and regulations.

Amnesty International will benchmark fundraising performance against other similar organisations to ensure we are raising funds in an effective manner.

Our global governance bodies are elected by AI members who also provide oversight of elected bodies. Those that operationally manage Amnesty International's fundraising programs will ensure they provide sufficient briefing and reporting against agreed plans, strategies and targets.

Amnesty International is a signatory to [Accountable Now](#) (formerly known as the INGO Accountability Charter). This annually produced public report includes reporting of our fundraising activities.

Gifts for Identified Actions, Campaigns and Projects

Amnesty International encourages 'unrestricted donations' for our general funds. This allows Amnesty International the freedom to use funds where and when they are needed most, including responding to crisis situations or unexpected opportunities to realise positive human rights change.

Amnesty International will invite some donors to invest in particular initiatives, projects and campaigns. These 'restricted funds' must be used for the purpose for which they were provided. If excess funds for such initiatives are collected, the donor may be invited to have their financial gift returned, where this is permissible by law, or they must clearly agree for the gift to be used for another specific project or as part of general activities.

Where Our Funds Come From

Amnesty International's largest source of funds is from individual donors and members. This reflects that the organisation is a movement of people committed to protecting human rights. In addition, funds from individuals are also raised through activities such as events and sales of merchandise.

Increasingly, Amnesty International supporters are making the incredibly heartfelt decision to leave us a gift in their will. Amnesty International will provide guidance and recognition for any donor who would like to make this generous decision.

Those that support human rights and have the capacity to make significant financial gifts to Amnesty International will be encouraged to do so, subject to appropriate screening or probity checks. The organisation, or any individual country entity (section), will not rely unsustainably on any individual source of funding.

Amnesty International will make reasonable attempts to identify any individual or entity that provides financial support, and will process their personal data in compliance with applicable law and best practice.

Amnesty International entities accept restricted funds from trusts, foundations, individual major donors, corporate donors and institutional donors that do not damage the movement's reputation or conflict with our Global Fundraising Policy and Guidelines. Amnesty International entities can accept funding from bilateral donors (as defined in our Global Fundraising Guidelines) only for work that promotes human rights education.

Fundraising Guidelines

Amnesty International has a set of Global Fundraising Guidelines which are adhered to for all our fundraising activities. This covers all staff and others engaged in our work raising funds to achieve our human rights impact.

Ethical Purchasing and Use of Services

Amnesty International will prioritise the use of ethical products and services in its efforts raising funds. This includes ethical sourcing of materials, products for sale, the use of external agencies / service providers and those that provide their services free of charge (pro bono).

We will aim to ensure our fundraising activities are best practice and meet accepted human rights and other international standards. The organisation will provide donors, members and the public with the means to provide feedback if they are concerned about an association or activity that occurs in our fundraising.

To maintain our independence, Amnesty International will avoid explicitly endorsing in public any commercial product, service, organisation or business.

Your Feedback

If any members, donors, supporters or members of the public have feedback on any aspect of our fundraising activities, they should contact the local office (section) of Amnesty International.

Amnesty International warmly thanks all those that have provided financial and other support. Every success story we have is due to your deep belief in human rights and freedom.

Thank you.