

## TRADE AID NEW ZEALAND INC (TANZ) FUNDRAISING POLICY 2018

**PURPOSE:** To clarify the situations and conditions when fundraising does, or does not, fit within acceptable Trade Aid practice.

**PRINCIPLE:** Trade Aid is a development organisation which achieves its aims through fair trade activities. We recognise the need to maintain internal practices – and by association, a desire to influence external perceptions of our organisation – that differentiate our work from that of fundraising charities. At the same time, we recognise that there are a small number of ways through which we can legitimately accept support that sit outside our everyday trading activity but which maintain the dignity of our fair trade ethos.

POLICY PRACTICE	POLICY EXPLANATION
Trade Aid does not solicit donations from the public (eg through fundraising events organised within or outside of the Movement). Unsolicited donations from the public may be accepted, and used as appropriate, taking into account the donor's intentions.	Fair trade strives to build, and to be seen to be building, an alternative trading model based on paying fair and sustainable prices to producers. By soliciting donations Trade Aid would be perpetuating an understanding that such acts of charity are an appropriate way to counter unjust trading systems. At the same time, we respect the desire of donors who wish to make unsolicited donations to support our work and channel their contributions in support of the enhancement of our vision.
Trade Aid may accept unsolicited donations (monetary or otherwise) from companies, including those with whom we usually do business (eg free food for an exhibition opening, discounted office equipment, free advertising space).	It can be appropriate to accept free, cheap or discounted rates from businesses whose values reflect those of Trade Aid. Businesses that we have existing commercial relationships with are especially likely to meet this criterion. We would not accept donations from businesses who may misuse our brand through their self-promotion of any association with Trade Aid.
Trade Aid does not generally engage in fundraising activities on behalf of other organisations unless it is part of a Movement-wide initiative.	It is important to remain focused on our core purpose of improving producers' lives through our trading relationships and raising the level of trade justice. Fundraising for other organisations (eg by putting a collection box on a shop counter) is not in accordance with this core purpose. On the other hand, the sale of our products to be used in fundraising activities by other organisations (eg local school chocolate fundraising) is consistent with our core purpose.

<p>Trade Aid may solicit and accept funding from third parties for capacity building for our Partners.</p>	<p>Trade Aid is committed to capacity building with its Partners, and may accept rebates, donations, profit-sharing and may solicit funds from Governmental and non-Governmental sources in order to support capacity building directly. This process will be managed by Trade Aid Importers Limited. One example is the profit sharing by coffee roasters who buy green coffee through Trade Aid, using the Next Generation Coffee Fund. In line with Trade Aid's own practice of sharing profits with our trading partners, and recognising specific circumstances under which it is appropriate for Trade Aid to solicit funding which will improve the sustainability of particular trading partners, we offer trade customers the ability to make similar contributions. The ability of these customers to promote such contributions is managed through licensing agreements, by Trade Aid Importers.</p> <p>Another example is where Trade Aid may apply for funds from trusts, charities and contestable Government funds for direct use in capacity building.</p>
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## **RELATED DOCUMENTS**

Trade Aid Movement Charter

## **DOCUMENT MANAGEMENT**

Document number: 03

Policy Owner: Trade Aid New Zealand Inc.

Date of review: 2018