



FundRaising
Standards Board

FUNDRAISING STANDARDS BOARD ANNUAL REVIEW

FEBRUARY 2008/2009

BUILDING CONFIDENCE

www.frsb.org.uk

www.givewithconfidence.org.uk

give with confidence

OUR AMBITION

To increase and maintain public confidence in fundraising in order to protect and develop the £10bn that the public gives to good causes every year.

THE FUNDRAISING STANDARDS BOARD

The Fundraising Standards Board (FRSB) runs a transparent and independent self-regulatory scheme for fundraising, encouraging high standards. Our members champion and promote best fundraising practice so that the public can continue to give with confidence.

We encourage all charities and fundraising organisations to become members of the FRSB scheme and commit to adopting our fundraising promise and the Institute of Fundraising's Codes of Fundraising Practice. Our visible symbol is the give with confidence tick logo which our members use on their marketing and fundraising materials. This is the public's mark of reassurance; a sign of the charity's commitment to best practice in all its fundraising activities.

Essential to the scheme is the reassurance provided to the public through our ability to independently handle concerns or complaints they might have about our member's fundraising and our authority to resolve them. This also includes the right to censure poor practice and work with the member to ensure change and compliance with the guidelines.

www.frsb.org.uk

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We joined the FRSB because as a small charity we wanted to keep in step with those that lead fundraising. So many charities now belong, we needed to be a member too so that we didn't appear to be behind them. It also gives our standards perceived parity with the big fundraising charities. Membership will change the way we work. Whilst we operated to high standards before this gives us a framework which will be helpful.



Rachel Ward
Nelson Mandela Children's Fund (UK)

“

Earlier this year I was fortunate to visit a WRVS project at Velindre Hospital, Cardiff, and meet the volunteers who run it. WRVS has signed up to the Fundraising Standards Board (FRSB) tick scheme letting all their customers, volunteer staff and supporters know that they are committed to high standards and best practice.

We are a nation of committed and enterprising fundraisers and in these challenging economic times it is crucial that people can give with confidence and continue to support their favourite charities. The FRSB is doing great work encouraging self-regulation in the sector and I hope that work continues with more organisations becoming members. Through the FRSB the sector as a whole can demonstrate its commitment to high standards and best practice.

”

Kevin Brennan MP,
Minister for the Third Sector

From left to right:
Kevin Brennan MP, Minister for the Third Sector
Michael Dent, Relationship Development Manager, WRVS



CHAIRMAN'S REPORT

We are pleased to present our second Annual Review since the Fundraising Standards Board was launched to the public in 2007. We report on a year of growth and development for self-regulation in the sector; building the FRSB brand, our membership and the development of fundraising standards. All of which contributes to public confidence in the sector.

We are now a financially independent organisation and are grateful to the Office of the Third Sector (OTS) and the Scottish Government who funded our initial development. This start-up funding now has to be replaced by growth of membership income which is integral to the success of self-regulation and sustainability of the scheme. We are also grateful to the Institute of Fundraising for their continued support.

In early 2009 we launched a recruitment campaign which is showing early success in pushing our membership over 1,000 organisations at the time of writing. This represents nearly 40% of the £10bn voluntary income raised annually in the UK. Whilst pleased with progress, we acknowledge the need to attract more members to secure the scheme's long-term financial future.

Building public awareness of the FRSB scheme and what it stands for is a priority. Our members contribute hugely to this by widespread use of the 'give with confidence' scheme logo on their fundraising materials and elsewhere. To work well, the self-regulation of fundraising needs public awareness and greater charity membership across all areas including the arts, education and health. We are therefore dependent on our membership to provide exposure for the scheme brand and an explanation of the FRSB role to the donor public. We are impressed that many of our members, both large and small, are doing this well but we need to maximize every opportunity to promote awareness of the scheme.

A priority for the FRSB board is to encourage best practice in fundraising activities which in turn will grow and maintain public confidence in fundraising. The level of complaints we receive is largely dictated by the effectiveness of our member charities, as we only handle escalated cases. This report shows that our members are handling complaints well at stage 1 of the process.

During the year we received 20 escalated complaints and were able to achieve satisfactory resolution of most of these at stage 2, with many resulting in agreed improvements to fundraising communications and technique. We work closely with the member where there's been an escalated complaint to try to resolve the issues at this stage of our process. One stage 2 complaint was escalated to stage 3 for adjudication and was resolved without the need for further action.

We have also been working with members to make the annual complaints report more consistent and meaningful. Understandably, with more members reporting and an improved process, we have seen an increase in the number of complaints received and successfully dealt with by members. Therefore the figures we have reported cannot be compared to last year. Importantly, this year we have put these into context showing how small the proportions of complaints are compared to overall fundraising activity.

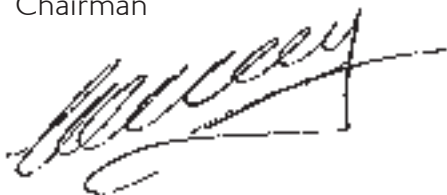
Through its constitution the FRSB is restricted to handling only complaints from members. However, there is a growing number of non-member complaints that reach us, which is something that we will address in the future. In the meantime we are referring these complaints to other bodies.

It is often said that self-regulation is a privilege, not a right. Our sector has been given the privilege to make it work and although good progress has been made, it is important to seize this opportunity and demonstrate that the fundraising community can operate an effective and viable scheme to maintain and build public trust and confidence. The alternatives – statutory intervention or no regulation at all – surely reinforces the need for self-regulation as the best way forward.

Finally, I would like to thank my colleagues on the Board, the Executive team and the many representative bodies and government departments that we interact with whose support is invaluable.

More recently we welcomed a new Chief Executive, Alistair McLean, who joined in early 2009. My colleagues and I look forward to working with Alistair on the development of the FRSB and wish him every success in the future. I would also like to thank Jon Scourse, our previous CE for his work and passion in building a strong foundation for the FRSB and self-regulation.

Colin Lloyd
Chairman



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The FRSB scheme is the charity sector's insurance policy for putting clear water between those fundraising organisations that practice and champion best fundraising practice and those do not. We continue to encourage our members to support and promote the scheme and all that it stands for. If charities are going to sustain their fundraising income over the next few years, holding on to and strengthening trust is going to be essential if the public is going to continue to give to good causes with confidence.

”

Paul Amadi Chairman:
Institute of Fundraising



LOOKING FORWARD

As we continue to grow public awareness of the FRSB, I believe that our fundamental responsibility is two-fold. Firstly, it is to represent the voice of the public in areas of fundraising and secondly, to work closely with our members to help them meet and maintain the highest standards in fundraising.

We will continue to represent the voice of the public by undertaking more research into the public's views and experiences of fundraising when appropriate and where complaints arise, deal with them in a fair, proportionate and transparent manner. For our members, the newly established Advisory Forum will play a key role in representing their views and assisting the FRSB in developing its strategy.

This dual function of working with members and protecting the interests of the public, far from being a conflict, is fundamental to strong and successful self-regulation.

Our work with members is underpinned by our determination to encourage all fundraising organisations, big and small, to meet and maintain the highest standards and best practice in fundraising. The FRSB does not exist merely to record and deal with complaints when they arise, we exist to drive best practice and high standards in fundraising. By so doing we are encouraging people to give with confidence.

We are encouraging the giving public to be confident in our regulation and be reassured that an FRSB scheme member is an organisation that they can trust and be confident in. By creating this platform of confidence, it will increase the opportunity for the charity to raise the level of donation and by definition 'encourage giving'.

Our new give with confidence marque is not only providing members with a much clearer message to promote to the public about what membership of the FRSB scheme stands for, but as our tick logo appears on an increasing amount of fundraising material throughout the UK, it is sending a strong message to those organisations that have not yet joined that they are missing out on of the benefits of the scheme.

In these difficult economic times it is even more important that the giving public is reassured that the favourite good cause to which they donate meets and maintains the highest standards and best practice in fundraising. By being a member of the FRSB scheme you are making that very public statement and this will become an important factor in the future when grant givers, companies and major donors, along with their advisors, are considering their decisions over where to invest their support.

We look forward to meeting the challenges for the sector and continuing to work closely with our existing and new members and with all those sector organisations whose support is important to our development.

Alistair McLean
Chief Executive





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The NCVO believes passionately in the independence of the voluntary and community sector. Funding remains one of the sector's biggest concerns, and in order to sustain fundraising income over the next few years, we need to hold on to and strengthen public trust. We wholeheartedly support self-regulation of fundraising through our membership of the FRSB.

”

Richard Williams, Director of Enterprise
National Council for Voluntary Organisations (NCVO)

BUILDING THE BRAND

71% of the public would trust a charity more if it was displaying the FRSB tick according to research we have undertaken. Furthermore, 37% would give more money to a charity if they knew it was an FRSB member¹.

Public awareness of the scheme and who our members are is essential to the success of self-regulation. With an increasing membership of charities and fundraising organisations, there has been a corresponding increase in members' use of the FRSB tick logo on their fundraising materials such as direct marketing appeals, press advertising and on their websites. We estimate there have been 50 million opportunities to see our tick logo on members materials in the last 12 months.

A new 'give with confidence' marquee has been introduced to be used as an alternative to the original FRSB tick logo. This additional logo with its strong messaging provides an easy to use mark of reassurance to show supporters their commitment to best fundraising practice.



¹ nfpSynergy Scottish Charity Engagement Monitor (SCEM) October 2008
Research conducted by nfpSynergy in its Scottish Charity Engagement Monitor in October 2008 with 1000 members of the Scottish public.

BUILDING CONFIDENCE

www.givewithconfidence.org.uk

This is our newest website for the public, launched in early 2009, providing valuable information for the giving public. It is a much more user friendly place to go and visitors to the site can check if their favourite good cause has joined the FRSB scheme, as well as finding out about the different ways people can give money, goods and time to charity. And if they have a concern about how a charity is fundraising, there is advice on what to do and how to have a complaint investigated by the FRSB.

By the end of February, the new site had received over 3,000 visitors and achieved nearly 14,500 page views.

With our existing members commitment to promote their FRSB scheme membership on their websites, and with all the new members coming on board, this will help drive more traffic to this new public website.



The Mary Rose Trust has joined the FRSB as a public statement about our commitment to the highest standards of fundraising. We have a huge task in hand and, in this uncertain economic climate, those who give need to know that they are donating to organisations that have nothing to hide. We are delighted to be members and with the roll out of our public campaign later this year, we'll be proud to feature the FRSB logo on our literature.



Lucy Hone
Fundraising Manager
The Mary Rose Trust

BUILDING MEMBERSHIP

Building membership continued to be a priority. We are now financially independent but with declining Government grants need to ensure self-sustainability. A review of membership fees resulted in changes to the fee scales and a structure that is more equitable and proportionate to the level of income raised. The membership fee was increased for the larger charities, with little or no increase for smaller fundraising organisations. This was not something we did lightly. Only 10% of our membership was affected significantly and we acknowledge the continued support of these members. The new fees came into effect from October 2008.

Total membership edged towards the 1,000 mark, reaching 977 by the end of February. Of these 96% are fundraising organisations and 4% suppliers to the sector, such as face-to-face and telemarketing companies.

An advocate membership category was launched during the year. Open to organisations that support fundraising or have an advisory role to those working in fundraising, they act as advocates for the FRSB by promoting the scheme to their members or organisations they come into contact with. 12 such organisations have already joined including the Institute of Fundraising, the Public Fundraising Regulatory Association (PFRA) and the Scottish Council for Voluntary Organisations (SCVO).

Our main focus for recruitment is aimed at £1m+ organisations. A recruitment campaign aimed at this group is showing encouraging results and this will broaden our representative coverage of the UK's voluntary income. We have an increasing number of supplier members; these companies often represent the face of the charity that they are working for to the giving public. We now, therefore, encourage our members to ensure that any supplier company they work with is also a member of the FRSB scheme.

LISTENING TO AND WORKING WITH OUR MEMBERS

During the year, we have listened and responded to our members' views and how they could be more involved in and contribute to different aspects of the FRSB's work.

We have:

- Launched the give with confidence marque – giving a clearer public statement about what the scheme stands for;
- Launched an on-line membership application process – already the majority of new applications come through this route; and
- Agreed to establish a **Members' Advisory Forum**. The first meeting will take place in the spring.



My initial impression is that this forum won't simply end up as an ineffective 'talking-shop'. As a fundraising agency we seldom have a direct opportunity to express our views, voice our needs or concerns or to directly feedback into regulatory issues. We regard FRSB membership as an important asset and believe the Advisory Forum offers an effective environment in which to help shape the future of the scheme and is the key to ensuring all sectors of the industry have a real opportunity to participate in a truly meaningful way.

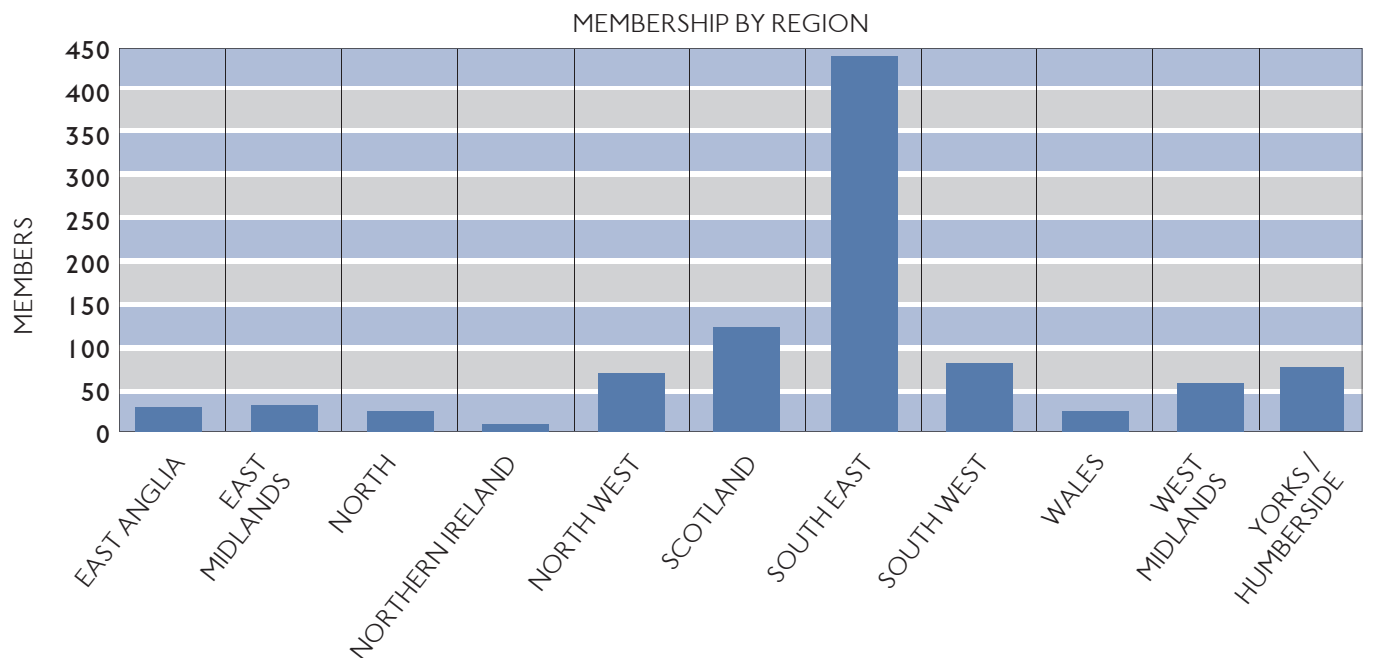
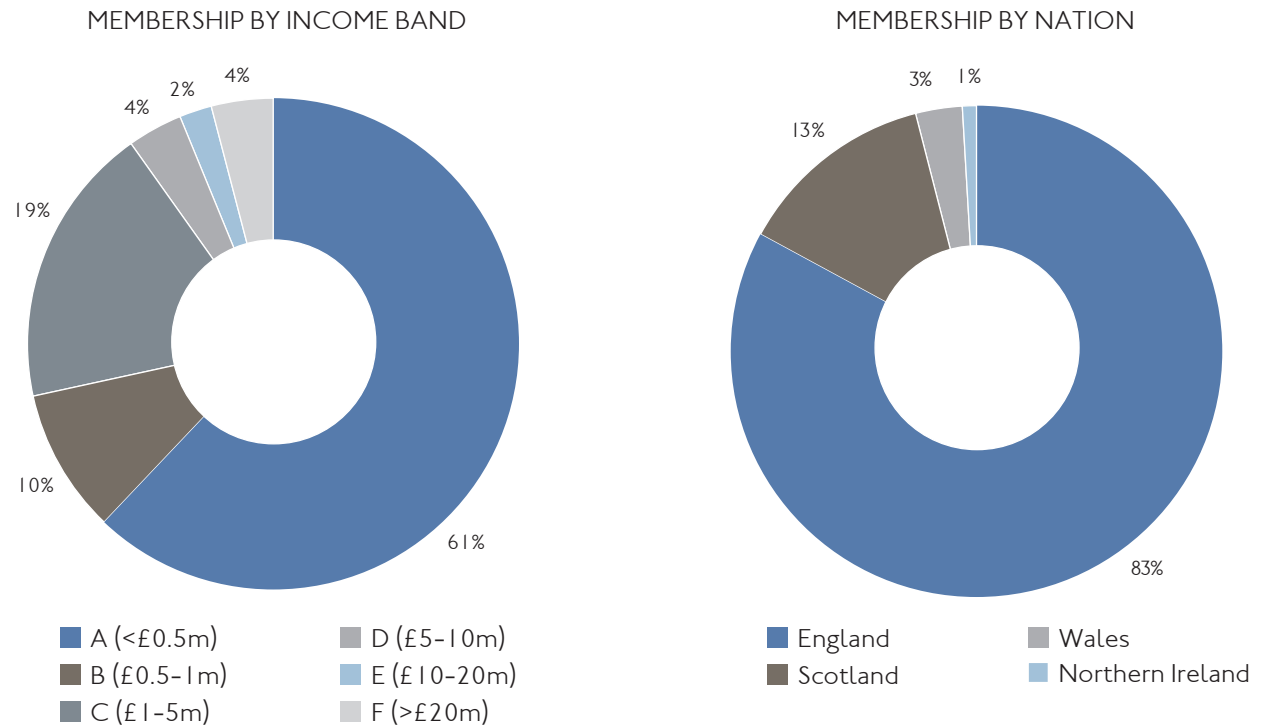
Ian Sarsfield, Relationship Manager
CMFundraising



Geographical distribution of the membership shows that 83% are located within England, 13% from Scotland, 1% from Northern Ireland and 3% from Wales. Over half the membership is based in the South East and West of England; reflecting the distribution of the charity sector as a whole.

Since our previous review, our increased membership now represents nearly 40% of all UK voluntary income. A great achievement for such a young organisation.

- 71% of our charity members raise under £1m and 29% raise over £1m a year
- All of the CAF² top 15 fundraising charities are scheme members
- 70% of the CAF top 50 fundraising charities (excluding Dioceses and Church Trusts) are scheme members.



² Charity Trends 2007, Charities Aid Foundation, CaritasData, London

BUILDING STANDARDS

The FRSB complaints and adjudication process is a positive resource for members – a well handled complaint can turn an unhappy donor into a lifelong supporter. Over the last year, we have worked with members to achieve greater clarity in complaints reporting and handling. Understandably, this has led to the reporting to us of a larger volume of stage 1 complaints³ received, but more importantly, dealt with. We congratulate scheme members for reaching so many satisfactory outcomes with the public. It is important to point out that the figures reported this year should not be compared to those reported in the previous annual review. During the year we have dealt with and resolved a greater number of complaints escalated to stage 2 of our complaints process.

COMPLAINTS HANDLING - WORKING WITH OUR MEMBERS

To achieve our aim of helping to improve and maintain high standards of fundraising, we worked with members in Scotland in 2008 to test run the framework for a complaints handling workshop.

Feedback from the three pilots was instrumental in the development of this project with additional workshops being held which provided a platform for building a catalogue of member driven ideas about how to identify and deal with negative feedback about fundraising. These have been brought together with our own experiences of handling complaints to form a useful members' complaints manual.

The workshops also provided members with the opportunity to feedback on how we can assist further with making complaints handling easier. We have worked closely with participants to develop better guidance on handling complaints under the FRSB process. We also know from feedback that many of our members have reviewed and improved their supporter care services. All of which is contributing to maintaining and building standards.

ANNUAL COMPLAINTS RETURN

Members are obliged to complete and submit an annual return which provides information on how many complaints over a range of fundraising methods they have received and successfully dealt with over the past year. These complaints represent stage 1 in our process. This data, when accumulated, provides useful information that we can feed back to members about trends and the areas of fundraising that seem to be causing the public most concern.

The workshops also provided an opportunity to clarify how to identify complaints relevant to the scheme and how to complete the annual complaints return that members submit to us. The revised return is providing a much clearer picture of concerns and complaints being raised by the public. This year, we also asked our members to provide information on the volume of activity across the various fundraising methods employed. We can now put volume of complaints into context with the volume of activity.

³ For details of the FRSB complaints process go to www.frsb.org.uk/content/being-a-member

2008 COMPLAINTS REPORT

An increase in the number of members and a better understanding of the process has resulted in a more detailed and comprehensive annual return for this period leaving us unable to compare these results with last years.

Although more complaints have been reported by our members, as a percentage of the total volume of activity, the level of complaints is extremely low.

General observations:

- Of just under 500 million contacts, 26,349 complaints received. This represents 0.005% of the total volume of activity reported
- Direct mail is reported as generating the most complaints but they equate to less than 0.04% of items sent
- Despite negative media coverage of street fundraising, it only generated 379 complaints in 12 months
- Events seem to generate high volumes as a percentage of events held. However, as a percentage of the total number of people attending events it is likely to be an extremely small number
- Despite an increase in ASA complaints, members have received very few direct response TV complaints
- Of all of these complaints only 20 were escalated to stage 2 and only 1 for a full adjudication

| Type of activity | Reported volume of activity | Volume explained (numbers of) | Complaints as % of volume | No of complaints per activity |
|-------------------------|-----------------------------|-------------------------------|---------------------------|-------------------------------|
| Addressed direct mail | 53,062,800 | Pieces mailed | 0.04% | 19,608 |
| Telemarketing | 4,192,967 | Calls made | 0.07% | 2,772 |
| House to house | 66,786,440 | Households visited | 0.00% | 1,308 |
| Events | 2,820 | Events held | 15.43% | 435 |
| Street | 649,055 | Supporters signed up | 0.06% | 379 |
| Raffles & lotteries | 26,864,712 | Tickets sold | 0.00% | 362 |
| Door drops | 92,490,521 | Door drops | 0.00% | 360 |
| Legacies | n/a | n/a | n/a | 304 |
| Data protection | n/a | n/a | n/a | 238 |
| Emails | 10,324,626 | Emails sent | 0.00% | 211 |
| Direct response TV | 1,564,369 | Adverts broadcast | 0.00% | 58 |
| Total complaints | | | | 26,349 |

(Source: 515 member annual returns for period Jan – Dec 2008; 59% returned out of 871 members who have been part of the scheme for longer than 6 months).

The summarised table above shows the proportion of complaints against various fundraising methods reported by our members.

For a full breakdown of the annual complaints return please visit our website at: www.frsb.org.uk/content/news

BUILDING STANDARDS

ESCALATED COMPLAINTS

More complaints have been escalated to the second stage of our complaints process than in our first year of operation. We work collaboratively and closely with the member concerned to attempt a resolution of the complaint at this stage of the process. We believe that it is not in any member's interest for a complaint to be escalated to stage 3 of our process with the potential risk to corporate reputation that this could result in.

During 2008/09 we have resolved 20 complaints at stage 2 concerning a varied range of issues and sizes of organisations. One was escalated to stage 3 for final adjudication.

ISSUES RAISED IN STAGE 2 ESCALATED COMPLAINTS:

- Complaints regarding direct mail practice with more specific concerns centred on enclosures
- Issues relating to copy and the appropriateness of images used as part of web campaigns
- Statements and claims made on appeal leaflets.

NON-MEMBER COMPLAINTS

We are receiving and dealing with an increased number of complaints concerning organisations that are not members of the scheme plus general issues or questions about fundraising.

- We worked closely with the Information Commissioner's Office on issues relating to persistent mailing after receiving five complaints about one organisation that repeatedly failed to remove individuals from its mailing list
- At least two of the five cases related to persistent mailings after the charity had been informed that the addressees were deceased. The Information Commissioner's Office advised us of two cases which it was able to pursue and resolve
- A number of concerns were raised regarding enclosures and general advice was given on how to tackle unwanted direct mail
- Issues relating to governance and allegation of illegal activity were referred to the Charity Commission.

An objective of the FRSB complaints process is to maintain and improve fundraising standards. One of the members that we worked with during the year to resolve a complaint escalated to stage 2 was the British Heart Foundation. The following case study from the charity illustrates how processes can be developed as a result of working together leading to improved donor care and supplier relationships.

A more detailed version is available at www.frsb.org.uk/content/news

“ We have learnt some valuable lessons from this complaint and as a result will provide a better response to our supporters in the future. The FRSB has helped to improve our approach and were helpful in advising the best course of action. Being a member of the FRSB has certainly helped us to improve our approach to supporter care.

Aneesha Moreira, Director of Fundraising,
British Heart Foundation

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IMPROVING STANDARDS: LEARNING FROM COMPLAINTS



BRITISH HEART FOUNDATION

One of the complaints we received went to stage 2 of the FRSB process when a resolution could not be reached.

The Issues

- Permission to contact a registered member of the Telephone Preference Scheme (TPS), lifestyle survey, frequency of calls (allegedly 5 calls made) and ability to register concern with supplier
- Supplier reported that records differed from the complainant's account regarding frequency of calls and the data provided was of individuals who expressed a wish to potentially support the charity through a lifestyle survey.

The FRSB asked to see

- The lifestyle guide completed by the complainant to see if consent for contact had been given and a hard copy of the supplier's call log to clarify the number of calls made.

This showed that:

Questions had been answered about charities but no permission given to share details with third parties and that only two telephone calls had been made.

We apologised to the complainant for contact without his consent and reassured him of our commitment to best practice and high standards. He was satisfied with our responses and the complaint was resolved at stage 2.

What we learnt from this

BHF is always working to improve processes and, in response to this complaint and in discussion with FRSB, we have implemented the following:

- An audit of supplier's data inputting
- Periodic random checks of records to ascertain data entry is correct
- Review of caller training (with supplier) on a regular basis
- Sought clarification with supplier on best practice amongst other charity clients in respect of screening data from bespoke survey questions against the TPS.

FRSB IN SCOTLAND

The FRSB maintains a Scottish office in Edinburgh. Around 140 charities, fundraising organisations and suppliers operating in Scotland have joined the scheme. Advocate membership has been well received with six organisations signing up.

A grant from the Scottish Government has greatly contributed to the development of the scheme in Scotland and similarly to England, this grant support will soon end and self-sufficiency through increased membership, becomes increasingly important.



The Scottish Government supports the work of the Fundraising Standards Board in Scotland and is delighted to see its membership increasing. This highlights the importance which fundraising organisations place in ensuring the Scottish public has greater confidence in knowing that their donations are being collected fairly. The growing success of the Fundraising Standards Board, along with the implementation of the Charities and Trustee Investment (Scotland) Act 2005, further establishes a robust and proportionate regulatory regime for charities, and provides greater transparency and reassurance to the public.

Fergus Ewing, Minister for Community Safety,
The Scottish Government



I've been reading about the FRSB in the third sector press. I don't believe charities need another layer of compulsory regulation and this approach makes better sense and it's sufficient to restore public confidence in the sector. Participation in the scheme is likely to result in better outcomes in terms of fundraising too. One of the things that was attractive about being a member is that we already operate to high standards and so participation is a way of demonstrating that to our supporters.

John Eden,
Scottish Huntington's Association



FRSB IN NORTHERN IRELAND

Northern Ireland activity is managed by the FRSB Scottish office. To date there are nine members in the province but the potential for increased membership will develop over the next few years as the regulatory climate changes.

A long awaited new Charities Act (NI) 2008 has received Royal Assent and a new Charity Commission for Northern Ireland will be established during 2009. According to NIVCA, which is represented on the FRSB Board, it is envisaged that charities will not be required to register with the new Charity Commission until the spring of 2010 with the first reporting requirements happening the following year in April 2011. The new rules for fundraising and public collections are not likely to take effect until 2011.

FRSB IN WALES

Around 30 organisations in Wales have signed up to the FRSB but this will soon be boosted as a result of a three year grant from the Welsh Assembly Government of £115,000. This will fund a part-time manager to be based in Wales who will raise awareness of the FRSB and recruit more Welsh fundraising organisations to the scheme.



Through the core funding awarded to the Fundraising Standards Board, the Welsh Assembly Government is supporting the development of self-regulation of fundraising in Wales. We look forward to welcoming the establishment of an FRSB presence in Wales and seeing an increase in the number of fundraising organisations signing up the scheme, so that more people can give with confidence to good causes.

Dr Brian Gibbons AM,
Minister for Social Justice
and Regeneration,
Welsh Assembly Government



Llywodraeth Cynulliad Cymru
Welsh Assembly Government



As a result of joining the FRSB, we have gained by looking at our complaints procedure and making it much more open. It has given fundraisers a greater understanding of the potential pitfalls of fundraising. As we do more things in fundraising we are able to monitor the amount of complaints received around new activity and deal with them appropriately.

Claudia McVie, Tenovus



FINANCIAL REPORT

The Fundraising Standards Board is a Community Interest Company (CIC), limited by guarantee. The accounts for 2007-8 are summarised below. The full report and accounts report is available at: www.frsb.org.uk/content/about-us/financials-annual-review.

INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 30 JUNE 2008

| | 2008 (£) | 2007 (£) |
|--|------------------|----------------|
| Income | | |
| Subscriptions | 172,757 | 38,696 |
| Grants receivable | 331,395 | 627,176 |
| Donations | - | 13,500 |
| | 504,152 | 679,372 |
| Administration expenses * | (647,445) | (547,349) |
| Operating (deficit)/surplus | (143,293) | 132,023 |
| Interest receivable | 11,137 | 8,418 |
| (Deficit)/surplus before tax | (132,156) | 140,441 |
| Taxation | (2,255) | (1,619) |
| Retained (deficit)/surplus for the year** | (134,411) | 138,822 |

* includes expenditure of £331,395 of grant income received as specified under the terms of the grant for establishing the scheme

** The deficit of £134,411 in y/e 2008 relates to the surplus in y/e 2007 and is merely an issue of timing and at the close of the financial period 2008, the FRSB had net assets of £3,490

Directors

Colin Lloyd
Chairman and lay board member

Richard Crossley
Lay board member

Elaine Stallard
Lay board member

Roy Thompson
Lay board member

John Wenger
Treasurer and lay board member

Zöe Willems
Lay Board Member

Peter Vicary-Smith (resigned March 2008)
Anna Butterworth (appointed March 2008)
Representing Which?

Michael Aldridge
Representing PFRA

Lindsay Boswell (resigned Dec 2008)
Andrew Nebel (appointed Dec 2008)
Representing Institute of Fundraising

Paula Reynolds (appointed June 2008)
Representing NICVA

Richard Williams (appointed June 2008)
Representing NCVO

Lawrence Simanowitz
Representing Charity Law Association

Resigned

Stephen Maxwell (resigned Nov 2008)
Representing the SCVO

Graham Benfield (resigned June 2008)
Representing WCVA

(Both resigned according to agreed rotation of national voluntary organisations)

Chief Executive

Jon Scourse (until December 2008)
Alistair McLean (from February 2009)

Registered Office

1st Floor, 89 Albert Embankment, London SE1 7TJ

Fundraising Standards Board cic

Company limited by guarantee,
registered in England

Registered number: 05842626



THE FUNDRAISING PROMISE

The Fundraising Standards Board's Fundraising Promise is a commitment made to the public by members of the scheme. Compiled in consultation with fundraisers and the public, it is based on six key pledges that centre on respect, honesty, accountability and transparency. The Fundraising Promise represents a commitment to the highest standards of good practice, and to ensuring that all fundraising activities are open, legal and fair.

- We are Committed to High Standards
- We are Honest and Open
- We are Clear
- We are Respectful
- We are Fair and Reasonable
- We are Accountable

give with confidence

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FundRaising
Standards Board

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