



FUNDRAISING REGULATOR

The independent regulator of charitable fundraising
in England, Wales and Northern Ireland

ANNUAL REVIEW 2017/2018



Stephen Dunmore
Former Chief Executive

“2017/18 has been a successful year for the Fundraising Regulator. We have continued to build our profile across the sector with over 3000 charities and agencies choosing to register with us, including 1500 levy payers. Through our complaints handling and the Fundraising Preference Service we have begun to build a strong relationship with the public. The Code of Fundraising Practice has been developed in several areas following open consultations and, working with the Institute of Fundraising, we have issued detailed guidance for fundraisers on the GDPR. Our close working relations with fellow regulators, umbrella bodies and many individual charities are an essential element of our approach. My thanks go to all of them and to the public whose complaints, concerns and feedback inform our regulation.”

“The Fundraising Regulator is two years old and my aim is to continue to build an effective regulatory system that supports charitable fundraising. Towards the end of this annual review you will find a glimpse of our plans for the next financial year, including a full review of the Code and a new website. We also hope to expand our reach, raising greater awareness among fundraisers and the public of the standards expected of fundraisers across the UK, how we work with fundraisers and the public, and the regulatory support we can offer in England, Wales and Northern Ireland. I look forward to leading the team as we work to achieve these goals.”



Gerald Oppenheim
Chief Executive

HIGHLIGHTS 2017/2018

**Over
3000**

organisations
committed to
best practice
fundraising

**Fundraising Preference
Service**

launched successfully
July 2017

**1,101 COMPLAINTS
RESOLVED**

8

updates
published to
the Code of
Fundraising
Practice in
consultation
with the sector

GOVERNANCE

The following members served on the board during 2017/2018:

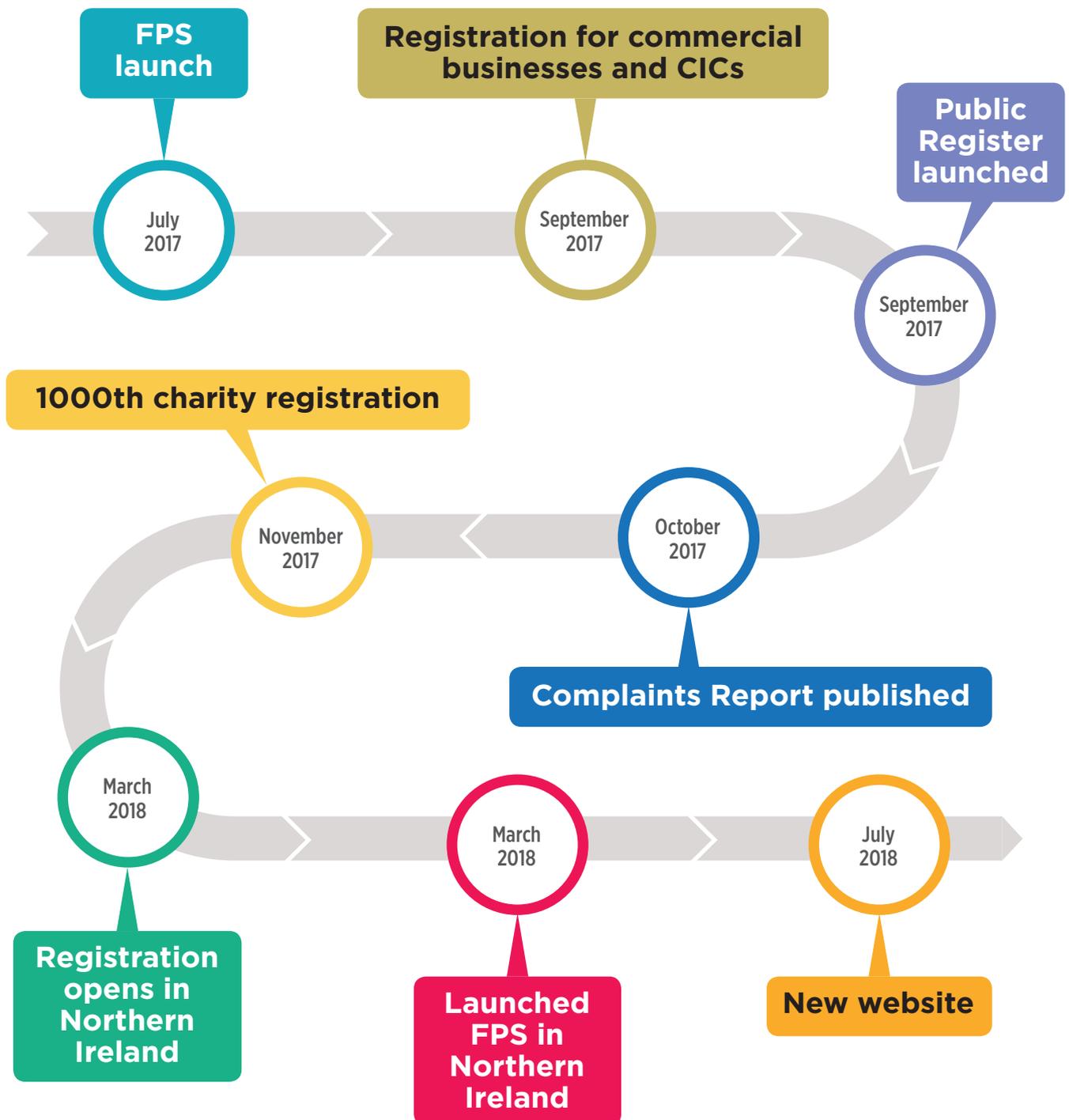
Lord Michael Grade
CHAIR

Margaret Moore
VICE CHAIR

Suzanne McCarthy
Sacha Deshmukh
Michael Smyth
Jenny Williams

David Cunningham
Richard Newton
Walter Radar
Lucy Caldicott

MAJOR EVENTS



COMPLAINTS & INVESTIGATIONS

1,080
COMPLAINTS
RECEIVED

81% of investigations upheld meaning we identified a breach of the Code

Almost **20%** increase in complaints received*

*since October 2017

1,101
COMPLAINTS
RESOLVED*

*includes outstanding complaints from 2016/17

55 investigations closed

The highest numbers of breaches we identified were related to poor complaint handling or a failure to properly monitor third parties

LEVY & REGISTRATION

Money received 2017/18

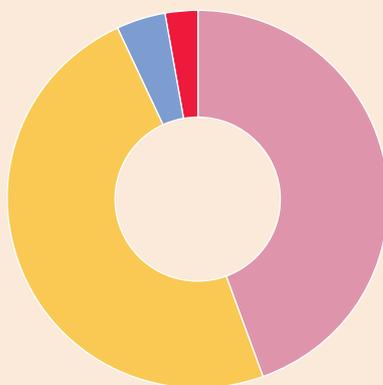
Levy 1:
£866,012

Levy 2:
£951,790

Agency registration:
£79,850

Charity registration:
£50,168

Total:
£1,947,820



- Levy 1
- Levy 2
- Agency registration
- Charity registration

Money spent 2017/18

COST CENTRE	£
Casework & Adjudications	£185,501
IT Projects	£81,654
Secretariat	£117,673
Policy & Communications	£201,067
FPS	£475,076
Finance & Levy	£236,259
Professional Fees	£59,734
Board and Governance	£133,821
Administration	£77,552
Premises	£107,700
Public Engagement	£148,577
Total	£1,824,613

Please note: these figures are subject to audit

ENGAGEMENT



2,494
Twitter followers



4,853
Email subscribers



1,325
Enquiries answered



170,765
website visitors



FUNDRAISING PREFERENCE SERVICE

to end of March 2018

Requests made on behalf of another person

4,492

Individuals that have used the service

5,702

Requests made to stop communication from charities

16,989

SMALLER CHARITIES

We have been working to raise awareness of fundraising standards among smaller fundraising charities, and to engage them in conversations about how we can best support good practice in their fundraising.

1,405 new registrations received from smaller charities

24 organisations took part in two separate round-table events

Six “bite-sized” guidance briefings published on GDPR and Charitable Fundraising with the Institute of Fundraising

FUNDRAISING PLATFORMS

Use of fundraising platforms to fundraise has increased amongst members of the public. The Code has been updated to ensure fundraising on online platforms commands public trust and confidence.

20 fundraising platforms took part in three separate meetings to discuss how regulation can ensure transparency for users

11 new standards added to the Code for fundraising platforms and those using them to fundraise

FUNDRAISING STANDARDS

We have made several changes to the fundraising standards in the Code and rulebooks this year. We consulted openly, inviting feedback from fundraisers and other interested organisations, and seeking views from the general public.

Consultations

We published three consultations on topics including:

- **Data protection and GDPR**
- **Complaints handling**
- **Online fundraising platforms**

Changes

Changes resulting from our consultations included:

- **New sections on Data Protection and Direct Marketing**
- **Compliance with the Fundraising Preference Service**
- **Clearer requirements on fundraising using static collections**

LOOKING FORWARD

Review of the Code

Later this year we will launch a review of the Code of Fundraising Practice to ensure it is as user-friendly as possible. The review will focus on the presentation, clarity, and accessibility of the Code and will be published for open consultation. Our Standards Committee is overseeing the work to ensure the changes we make are relevant to users and in line with our regulatory aims.

A New Website

Since our launch in July 2016 we have grown rapidly, and our current website no longer meets our needs. In July we will launch a new website that will focus on the quality of the user experience, whether a fundraiser or member of the public.