

# Donations Policy of the Cancer Society



## Introduction

The Cancer Society of New Zealand Auckland Division Incorporated has created and adopted a “Donations Policy” to illustrate the Society’s sincere commitment to the ethical practice of donor centric fundraising.

## Status

The Cancer Society of New Zealand Auckland Division Incorporated is an independent, non-government organisation whose mission is to improve community wellbeing by reducing the incidence and impact of cancer. The Society is reliant on the generosity of New Zealanders so that its services are provided free of charge and include:

- A wide range of support services (e.g. Liaison Nursing Service, 0800 Cancer Helpline, Counselling, Patient Welfare, Volunteer Driving Service, Patient Meals Service and fully subsidized accommodation at Domain Lodge for patients).
- Health Promotion initiatives aimed at reducing the incidence of some cancers (e.g. SunSmart, Smokefree and LiveSmart programmes).
- Cancer research into the development of more effective treatments for cancer (e.g. The Cancer Society is New Zealand’s largest private funder of cancer research. The Auckland Cancer Society Research Centre (ACSRC) was founded in 1956 and it has an international reputation as a leading anti-cancer drug development laboratory. To date the Centre has brought 8 new drugs to clinical trial).

This ‘Donations Policy’ has been developed by the Cancer Society to illustrate to all donors its sincere commitment to the ethical practice of fundraising and as such it pledges to:

1. Keep donors informed of the organisation’s mission and how it is actively using philanthropic income (donations) effectively and for their intended purposes.
2. Provide the identity of those serving on the organisation’s governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
3. Provide ready access to the organisation’s most recent financial statements.
4. Guarantee gifts and donations will be used for the purpose for which they were given.
5. Provide appropriate acknowledgment and recognition for all donations.
6. Ensure information about donations is handled with respect and with confidentiality to the extent provided by law.
7. Expect all relationships with individuals representing organisations of interest to the donor will be professional in nature.
8. Confirm whether those seeking donations are volunteers, employees of the organisation or hired fundraisers.
9. Provide an opportunity for their names and contact details to be deleted from future mailings.
10. Encourage questions when receiving a donation and to provide prompt, truthful and forthright answers.