



PUBLIC FUNDRAISING REGULATORY ASSOCIATION

Annual Report 2023

1 April 2022 to 31 March 2023



Annual Report FY23 prepared by
Angela Norton, Arina Memet-Eminova and
Hudson Taylor Chartered Accountants Limited

www.pfra.org.nz



Public Fundraising Regulatory Association

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About the Public Fundraising Regulatory Association

The Public Fundraising Regulatory Association (PFRA) was established by charities in 2007 as a national body to provide trust and confidence in public fundraising through effective regulation.

The PFRA works closely with the Government, local councils, business associations, Fundraising Institute of New Zealand (FINZ) and members throughout New Zealand to regulate and monitor face-to-face fundraising.

“ We raise professional and regulatory standards to ensure the long-term sustainability of the industry. ”

Our vision

A thriving charitable sector, funded by long-term sustainable public fundraising.

Our purpose

To build public trust and confidence in members' fundraising activities through regulatory solutions, founded and motivated by best practice standards and industry sustainability.

Our values

Fair | *regulation should be fair and transparent*

Accountable | *members should be accountable for their activities and actions*

Sustainable | *programmes should create a sustainable outcome for everyone*

Impactful | *fundraising should create a positive difference*



Our Board

Chris Taylor | Chair (Mental Health Foundation)

Angela Janse van Rensburg | Deputy Chair (Oxfam Aotearoa)

Damon Woolley | Charity Member (Médecins Sans Frontières)

Simon Quirke | Charity Member (UNICEF Aotearoa)

Janice Sturmeay | Charity Member (Barnardos)

Nadia Steenkamp | Supplier Member (Public Outreach) (maternity leave)

Kerry Johnstone | Supplier Member (maternity cover)

Liam Malcolm | Supplier Member

Lauren James | Independent Member

Our staff

Angela Norton | National Manager

Nicci Hughson | Regulation and Compliance Coordinator

Arina Memet-Eminova | Finance Officer



Charity members



Supplier members



Our approach to self-regulation

In our approach to regulation, we collaborate with members, local councils, business associations and government. We do this to protect the long-term sustainability of public fundraising.



Set professional standards

We set the Code of Conduct for Face-to-Face Fundraising and Charity Street Trading that members adhere to.



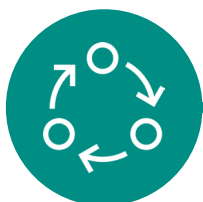
Inform and educate

We collaborate with industry experts to deliver fit-for-purpose resources that create sustainable fundraising outcomes, providing the public with trust and confidence in charity fundraising.



Member accreditation

We check members' adherence to the Code of Conduct and that industry best practice standards are demonstrated in both policy and practice.



Monitor and promote compliance

We monitor and promote high standards of fundraiser compliance to the Code of Conduct, and ensure fundraising sites are fairly rostered and rested.



Inquire and investigate

We thoroughly investigate and manage complaints from the public, site managers, members, and fundraisers through our complaints process.



Accountability

We hold members accountable for breaches to the Code of Conduct by issuing fines, penalties, and de-registration for serious misconduct.



Snapshot of success – Regulation



39

Accredited Members +
4 new members in FY23



116

Mystery Shops
and Audits



364

Fundraiser Code of
Conduct training



3,357

Rostered
Street Sites



846

Unique Residential
Suburbs monitored



701

Unique Private
Sites monitored



5

Online member
engagement sessions



24

Member and
Stakeholder meetings



48

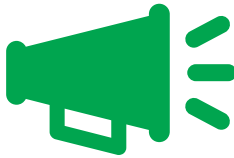
Newsletter
and Updates

Snapshot of success - Reputation



1

Face-to-face Fundraiser of the Year Award



2

Advocacy submissions on the Charity Amendment Act and MasterCard Merchant changes



43

Issues and Complaints



4

Fundraiser De-registration



29

Do not knock Red Flag addresses



Chair's report

Tēnā koutou,

We began the FY23 year cautiously and conservatively, while hopeful that the vaccine and easing of restrictions would support the rebuilding of the industry. The challenge persisted when recruitment of fundraisers across our industry remained slower than anticipated, and adverse weather conditions over the summer impacted fundraisers' efforts to engage with the public.

During this time, the Board's focus remained steadfast on ensuring that our regulatory approach was, and continues to be, fit-for-purpose and appropriate for the environment in which we are operating. This has been reflected in the activities the teams have focused on. From providing alerts and messaging around keeping fundraisers safe, to carrying out Fundraiser Register Audits. During the past year, there has been a notable improvement in following the Fundraiser Register & Code of Conduct, with compliance checks averaging 48% compliance at the start, and now increasing to an impressive 98% compliance across our agency members.

While we budgeted for another financial loss this year, the risk mitigations we factored into the budget to limit a growing deficit were effective when pledge recruitment figures showed trends that were lower than forecast. Expenses were continuously monitored and reduced, including a full review of staff resourcing, which resulted in reduced hours for the team. We understand that these measures will only be beneficial in the short term, but are necessary nonetheless. Increasing income from membership fees and services remains the primary source to support our mid to long-term financial sustainability, with these fee increases now being realised in the FY24 financial year.

Following the organisation's strategic plan, we recognise the need to not only diversify the services we offer for need-based public fundraising regulation in the industry but also to diversify our income sources to support this work. We are collaborating with industry stakeholders to better understand data protection and strengthen public trust in fundraising activities. This work has led us to host the inaugural Public Fundraising Symposium: Getting it Right (Regulation & Best Practice) event in July, which is designed to further strengthen members' understanding, policies, and practices around public fundraising.

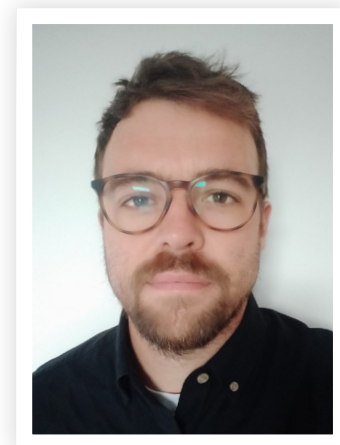
From a Board Governance perspective, we welcomed Angela Janse Van Rensburg (Oxfam) as the new Deputy Chair, and we said goodbye to Simon Quirke (UNICEF) as he returned home to Ireland with his family. We co-opted Liam Malcom (Cornucopia) and Kerry Johnston (Aida) back into supplier member roles following Lauren James' completion of her time with Cornucopia and Nadia Steenkamp taking a temporary absence from the board for maternity leave. We are fortunate, however, to retain Lauren as an independent board member who continues to bring a wealth of knowledge and expertise that is still required on the Board.

As we look to the future, we are mindful of succession planning and creating an environment of good governance, which is important to me personally and part of the legacy I wish to leave the organisation. Therefore, in my final year as a board member, I will be stepping down as Chair and taking on the role of Deputy Chair. I will continue to support the smooth transition of leadership while advocating for the strengthening of our regulatory framework. I will also take the lead in revising our Constitution in light of the changes to the Incorporated Society Act that we must comply with in the future.

Thank you again for your ongoing support. I look forward to working with members on this project over the coming year.

Ngā mihi nui,

Chris Taylor | Chair



National Manager's report

Tēnā koutou,

The past few years have been tough for the industry, but the last 12 months have been especially difficult. Yet, despite the challenges, outstanding fundraising and outcomes have still been achieved.

While we have seen the easing of Covid-19 restrictions, the opening of the borders and the start of a return to a new normal - the decline of face-to-face fundraisers working in our industry has continued to strongly impact our member efforts to recruit donors. In spite of this, our members have continued to strongly advocate for their causes and beneficiaries and recruited over 50,000 donors this past financial year.

While a key indicator of industry activity looks at donor recruitment numbers, the work of our membership organisation and services to members continues to reach beyond the initial sign-up of donor acquisition. The PFRA continues to focus on raising professional and regulatory standards and strengthening our framework around regulating need-based public fundraising activities. I'm proud to share, that our highlights for the year reflect and continue to build on this focus.



FY23 Highlights

1. This year's Face-to-Face Fundraiser of the Year Award recognised high standards of professionalism and quality donor recruitment and was held in person for the first time in three years at the FINZ Awards Gala. Congratulations to the winner - Jess Impson Davey, and fellow nominees Peter Narbutas & Andrew Robinson, all worthy recipients of this award recognition.
2. Global Advocacy with industry bodies against MasterCards changes to payment terms. We have strongly advocated for our members through global collaboration with industry bodies to share concerns about the new payment processing requirements that MasterCard is introducing. The proposed changes would require charities to provide monthly donation receipts and opt-out instructions, which could have had a major impact on their fundraising income. MasterCard listened to feedback and revised their terms for charities, lightening the administrative burden and compliance costs.
3. Attending FIA Conference in Melbourne provided an opportunity to reconnect with industry colleagues and stakeholders face-to-face again. It provided an opportunity to further network and highlight activities we are working on and to gather collaborative support and engagement in the digital and donor data regulatory framework we're commencing.
4. We are progressing our diversification strategy to support need-based public funding efforts in digital fundraising and donor data regulations. As part of our commitment to this area of fundraising, we have been collaborating with experts to develop a digital data fundraising regulations framework that supports compliance across tele fundraising, online and lead-generation fundraising. This is an important area of focus for us as we recognise the significant role that data and digital fundraising play in the fundraising landscape and the need to ensure that our regulatory framework is fit for purpose in this space.

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What's next for PFRA?

We're excited about the year ahead and the many opportunities that lie ahead for our organisation and its members. We are proud to be participating in the first global Face-to-face Fundraising Congress in Vienna, where we will have the opportunity to share our experiences and learn from others in the industry. We are also looking forward to our Public Fundraising Symposium, where we will be providing the industry with the tools and guidance they need to ensure that they are complying with the latest regulatory requirements and best practices across public fundraising.

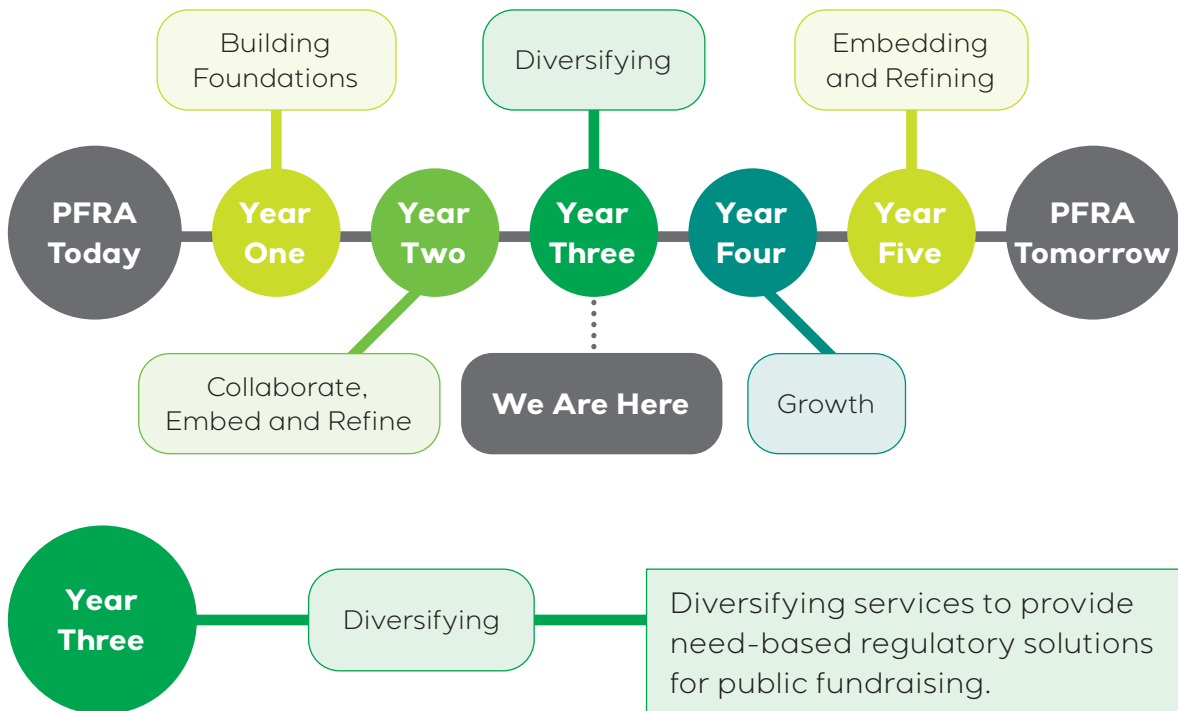
We look forward to continuing to work with our members to strengthen our organisation's governance and self-regulation framework, support post-COVID rebuilding within the industry, and develop a digital data fundraising regulations framework that supports compliance across all fundraising channels.

Thank you for your ongoing support.

Ngā mihi nui,

Angela Norton | National Manager

PFRA five-year strategic plan



Fundraiser of the year award

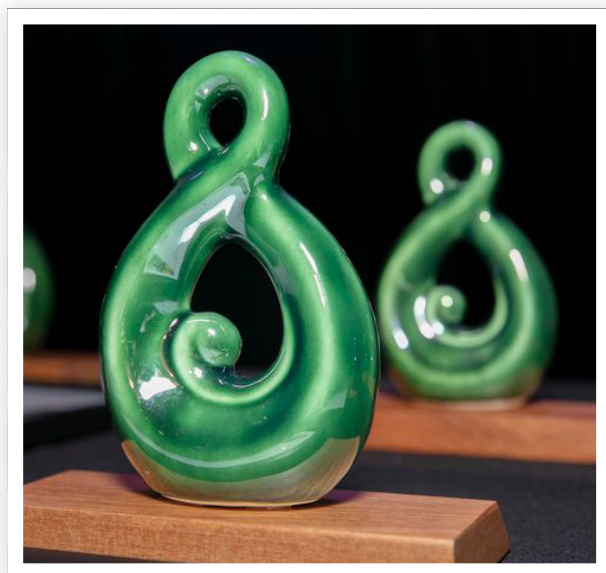
Congratulations to Jessica Impson Davey from Surge Direct who was named the PFRA Face-to-Face Fundraiser of the Year 2022.

In a challenging environment of lockdowns, staff shortages, mask-wearing and the rest... Jess demonstrated an outstanding ability to overcome these obstacles with incredible professionalism and positivity!

Not only did she managed to recruit and inspire over 500 regular giving donors for her charities with impressive donor retention rates to match, she also went gone the extra mile to support her team and colleagues during these times too.

Jess hosted online quiz nights and virtual training sessions with her team during lockdowns and kept team morale high to ensuring when they did return to work under the Orange traffic light setting - they were all prepared & compliant with the new rules and ways of keeping the public and themselves safe.

Jess is genuinely passionate about the charities she represents and fostering a team with that same passion, ethic and enthusiasm.



Congratulations Jess and thank you for all you're doing to inspire and support charities through great professional face-to-face fundraising practices.

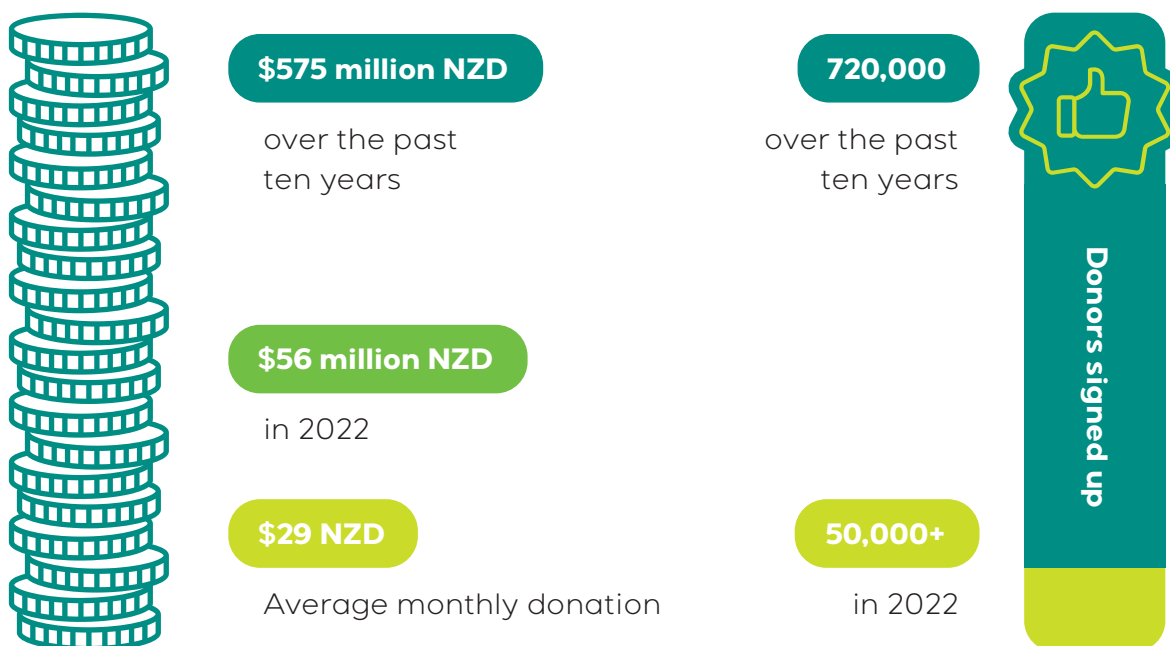
Congratulations to our other finalists Peter Narbutas (Cornucopia) and Andrew Robinson (GIG), both of whom showed great standards of professionalism and achievements.



Our 2022 industry figures

In 2022, more than 50,000 New Zealanders chose to sign up to regularly support a charity and more than \$53 million was received by charities via face-to-face fundraising.

In the past decade, more than 720,000 people have signed up, and more than \$575 million has been received by their chosen causes through this type of fundraising.



Fundraiser statistics

On average during the year, 133 fundraisers advocated for our charity members each day, inspiring the public to support them with a regular monthly donation.

To put a face to our fundraisers, 72 per cent are New Zealand citizens or permanent residents – with 23 per cent identifying as Māori or Pacific peoples, and 66 per cent as European.

PUBLIC **FUNDRAISING** **REGULATORY ASSOCIATION**

Financial Summary

Statement of Financial Performance

For the Year Ended 31 March 2023

Statement of Service Performance

For the Year Ended 31 March 2023

Prepared by Hudson Taylor Chartered Accountants Limited

The Public Fundraising Regulatory Association (PFRA) is the national body specifically established by charities in 2007 to provide trust and confidence in public fundraising through effective regulation. We raise professional and regulatory standards to ensure the long-term sustainability of the industry.

The PFRA works closely with government agencies, local councils, business associations, the Fundraising Institute of New Zealand (FINZ) and members throughout New Zealand to regulate and monitor face-to-face fundraising.

In the financial year 2022/23 the organisation had 38 accredited members that were represented by charities and agency members. To ensure members adhered to and demonstrated their commitment to professional fundraising standards, the organisation carried out 116 mystery shops and audits. It hosted five online member calls and engaged face-to-face with 24 members and stakeholders across New Zealand and Australia. More than 364 fundraisers completed the online PFRA Code of Conduct and Rule Book training module and became approved fundraisers in the Sales Assured Fundraiser Register.



Description and quantification of our outputs

ENTITY OUTPUTS	2022	2023
Members accredited	35	38
Member and stakeholder events (online and in-person engagements)	20	29
Average number of face-to-face fundraisers working each day	113	133
Fundraisers completed online training	410	364
Fundraisers de-registered	4	4
Issues and complaints managed	234	43
Unique street sites monitored across the year	133	133
Street sites rostered throughout the year	3,535	3,357
Unique private sites monitored across the year	806	701
Unique residential locations monitored across the year	1,121	846
Number of mystery shops and site audits undertaken	77	116
Local council public submissions presented	1	2

NB: In FY22, issues and complaints increased significantly due to members identifying temporary Red Flag Addresses where people were self-isolating. The PFRA used these alerts to notify other members, so they can avoid the addresses. With the government and Ministry of Health relaxing Covid-19 restrictions in FY23, PFRA members were no longer required to report these types of issues.

Statement of Financial Performance

Public Fundraising Regulatory Association (PFRA) For the year ended 31 March 2023

	2023	2022
Revenue		
Fees, subscriptions and good or services form members	216,792	212,297
Interest, dividends and other investment revenue	1,644	185
Other Revenue	12,052	24,805
Total Revenue	230,488	237,288
Expenses		
Volunteer and employee related costs	186,029	178,598
Costs related to providing goods or services	56,797	90,778
Total Expenses	242,826	269,376
Surplus/(Deficit) for the Year	(12,338)	(32,088)
Surplus/(Deficit) after Tax for the Year	(12,338)	(32,088)

Statement of Financial Position

Public Fundraising Regulatory Association (PFRA) As at 31 March 2023

	31 MAR 2023	31 MAR 2022
Assets		
Current Assets		
Bank accounts and cash	88,263	100,396
Debtors and prepayments	31,698	34,200
Other Current Assets	-	3
Total Current Assets	119,961	134,599
Non-Current Assets		
Property, Plant and Equipment	310	632
Term Deposit	100,000	100,000
Total Non-Current Assets	100,310	100,632
Total Assets	220,271	235,231
Liabilities		
Current Liabilities		
Bank overdraft	608	486
Creditors and accrued expenses	2,703	9,412
Employee costs payable	6,786	8,801
Income Tax payable	(12,049)	(11,909)
Other current liabilities	114,875	108,756
Total Current Liabilities	112,924	115,546
Total Liabilities	112,924	115,546
Net Assets	107,347	119,686
Accumulated Funds		
Accumulated surpluses or (deficits)	107,347	119,686
Total Accumulated Funds	107,347	119,686

Statement of Cash Flows

Public Fundraising Regulatory Association (PFRA) For the year ended 31 March 2023

	2023	2022
Cash Flows from Operating Activities		
Fees, subscriptions and other receipts from members	(36)	3,833
Interest, dividends and other investment receipts	1,644	185
Receipts from providing goods or services	149,768	154,877
GST Refunds Received	818	(1,729)
Payments to suppliers and employees	(250,157)	(263,632)
Total Cash Flows from Operating Activities	(97,963)	(106,466)
Cash Flows from Investing and Financing Activities		
Payments to purchase investments	-	(100,000)
Cash flows from other investing and financing activities		
Income tax	(139)	(52)
Income received in advance	82,676	84,155
Prepayments	3,168	(115)
Petty cash	-	92
Advance to staff	3	(3)
Total Cash Flows from Investing and Financing Activities	85,708	(15,923)
Net Increase/(Decrease) in Cash	(12,255)	(122,389)
Bank Accounts and Cash		
Opening cash	99,912	222,301
Closing cash	87,657	99,912
Net change in cash for period	(12,255)	(122,389)





HELP US RESPOND RAPIDLY TO MEDICAL NEED.

BECOME A GOLD PARTNER TODAY

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