



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

**Annual Report 2021**

April 2020 to March 2021



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

**Annual Report 2021 prepared by  
Angela Norton, Arina Memet-Eminova and  
Hudson Taylor Chartered Accountants Limited**

[www.pfra.org.nz](http://www.pfra.org.nz)

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Public Fundraising Regulatory Association

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## About PFRA

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 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 (Oxfam Aotearoa)

**Damon Woolley** | Deputy Chair (Médecins Sans Frontières)

**Katharine Treasures** | Board Member (New Zealand Red Cross)

**Simon Quirke** | Board Member (Unicef Aotearoa)

**Kerry Johnston** | Board Member (Aida)

**Lauren James** | Board Member (Cornucopia)

## Our Staff

**Angela Norton** | National Manager

**Nicci Hughson** | Regulation & Compliance Coordinator

**Arina Memet-Eminova** | Finance Officer



# Charity Members



Auckland, Northland and Wellington Districts



# Supplier Members



# Our approach to 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.



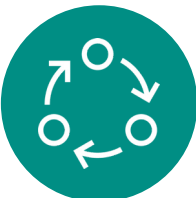
**Set professional standards**  
We set the Code of Conduct for Face to Face Fundraising and Charity Street Trading that members adhere to.



**Inform & educate**  
We collaborate with industry experts to deliver fit-for-purpose resources that create sustainable fundraising outcomes, providing 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 & 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 & investigate**  
We thoroughly investigate and manage complaints from 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

### What we did and how we added value

#### **Regulation | We deliver a robust and effective self-regulatory framework and culture of member due diligence**

- Accredited 35 members, ensuring they met the latest standards of professional fundraising.
- Carried out 98 mystery shopping and site audits experiences.
- Approved 136 fundraisers in the Fundraiser Register after they completed our online Code of Conduct and Rule Book Training Module.
- Developed COVIDSAFE Rules for fundraisers while fundraising in Alert Level 1 and 2, and sent 24 COVIDSAFE updates and communications to members.
- Rostered Charity members at 3,225 sites over 133 unique Street site locations across New Zealand.
- Monitored 1,380 unique residential suburbs for door-to-door fundraising across 43 weeks of the year
- Monitored 832 private site locations across New Zealand when fundraising activity could safely and compliantly take place under Alert Level 1 and 2.

#### **Relationship | We build confidence through purposeful relationships and communications**

- Welcomed and onboarded three new charity and agency members.
- Hosted seven online member calls and engagement sessions.
- Met with 20 members, councils and stakeholders to build intentional connections. Delivered 32 member newsletters and industry updates.



**Reputation | We proactively manage issues and potential reputational risks while responding to issues as required**

- Responded to 55 member issues and complaints. These included 21 Member compliance issues, 11 proactive red flag updates, and 23 site clash issues and COVID self-isolating issues because of monitoring door-to-door and private site locations.
- Responded to 10 council and public enquires and complaint
- De-registered one fundraiser from the Sales Assured Fundraising Register.
- Presented one fundraiser the Face-to-Face Fundraiser of the Year Award at the FINZ Conference.

**Robust Operations | We strengthen professional financial and operational policies and procedures**

- Digitised our accreditation process and the collection of member data.
- Completed a financial audit of our FY20 accounts.
- Strengthened our Business Continuity Plan to enable staff operations to be carried out remotely, as required.



## Chair's Report

Tēnā koutou,

Our Annual General Meeting gives us an opportunity to pause, reflect and look to the future. As I stop to reflect on the last year, I am proud of the work we've all achieved during these uncertain times. Member engagement through workshops, Zoom calls, strategy consultations, and COVIDSAFE regulations has brought our community together and supported some incredible fundraising outcomes for our members' causes.



Whilst this year has been successful for many in the face-to-face industry, it has also had its challenges. Borders remaining closed have significantly impacted members' ability to recruit fundraisers, which we saw highlighted in the Fundraiser Statistics Day results. This has, and continues to be a challenge; however, we now have an opportunity to review and realign our recruitment strategies and focus on a more sustainable workforce to support our programmes.

Despite fewer fundraisers on the ground last year, I am continually impressed by the quality of feedback and reporting we're seeing through our mystery shopping and site audits. A vital piece of work ensuring that members are adhering to the Code of Conduct and that what is written in policy is followed in practice.

We are not alone in the challenges we face, and like most organisations, the Board has prioritised reviewing the governance framework we have in place to support the organisation. This is not only a response to the impact of the global pandemic, but to ensure we stay resilient, agile, and effective.

This year, we have begun a journey in understanding how we can actively and intentionally incorporate bi-culturalism and reflect diversity, equity, and inclusion within our organisation. A value we hold and will work to embed in our activities and approach to regulation moving forward.

Looking forward, I am excited by the strategic framework, services, and support members will receive from the organisation. We believe it will continue to provide trust and confidence in members' public fundraising activities as we all look to stay adaptable and responsive to the ongoing changes and opportunities whilst working to create sustainable fundraising outcomes for our charity's beneficiaries and causes.

*Ngā mihi nui,*

**Chris Taylor** | Chair

## National Manager's Report

Tēnā koutou,

**I'm proud that we didn't stand still. We were adaptable to the opportunities and resilient to the challenges. And we got through it together.**

While we did have to pause Face-to-Face Fundraising for 11 weeks at various times throughout the year – we used that time to achieve some great things.



2020 was all about new ways of working and communicating, and we embraced the COVIDSAFE Rules – providing the public with trust and confidence in fundraising activities.

We continued to implement initiatives like the Fundraising Register, further strengthen professional fundraising standards, and provided an online interactive training module for Fundraisers on our Code of Conduct and Rule Book. Reporting services were increasingly digitised & streamlined along with functions to assist members and support the sustainability of the PFRA and industry.

Collecting members' weekly locations data has been pivotal in enabling us to be data-led in our approach to regulating and monitoring activity across all channels. Using data to be strategic with our mystery shopping and audits, proactive with site clashes, and responsive to potential issues.

Face-to-Face Fundraisers acquired an incredible 72,000 donors, only a few thousand shy of the year before without COVID-19. These fundraisers and donors are needed now more than ever to support our members' causes as they tackle some of this generation's most profound inequities, many of which have been exacerbated by this global pandemic.

Thank you to all members who have championed our charities causes through public fundraising ensuring this short to medium term COVID-19 pandemic doesn't impact our industry's long-term ability to advocate for our members' beneficiaries.

I'd also like to thank and acknowledge the work of the Board and PFRA Team who have provided the membership with calm, consistent stability, and dedication in what has been a challenging time to navigate.

Resilience, adaptability, and collaboration will continue to play an important role in the years to come as we embark on delivering a future fit strategic framework that supports a thriving charitable sector, funded by long-term sustainable public fundraising.

*Ngā mihi nui,*

**Angela Norton** | National Manager





## Our COVID-19 Response:

In 2020, we saw unprecedented restrictions to face-to-face fundraising with the emergence of the COVID-19. On 23 March 2020, New Zealand went into its first Alert Level 3 & 4 lockdown resulting in all face-to-face fundraising pausing for seven to 10 weeks between 1 April 2020 to 31 March 2021. During this time, Auckland experienced the greatest number of lockdown weeks across the country.

We watched as the virus impacted on our ability to connect and communicate as well as our freedom of movement. We saw face-to-face conversations and meetings move to digital video calls.

Comparatively, New Zealand has experienced less restrictions and bounced back stronger than originally anticipated. This can largely be attributed to the Government's approach to go hard and go early in eliminating the spread of the virus within the community.

When we emerged from the Alert Level 3 and 4 lockdowns, we had to learn, adapt, and pivot – all while ensuring we could continue to fundraise safely and compliantly.

### **The PFRA's response to COVID-19 has been one based on the following principles:**

- We follow Government and Ministry of Health's lead and advice and respond accordingly.
- All face-to-face fundraising is carried out safely and compliantly and in line with Alert Level rules.
- The public and our fundraisers' health and safety is always put first.
- We remain agile to always move and adapt to the evolving situation.

### **A snapshot of Our Response to the COVID-19 Crisis During 2020:**

- Recommended that charities and agency members conduct their own thorough assessment of risk and follow both the Ministry of Health and business guidelines.
- Communicated effectively and regularly with members.
- Responded quickly to Government announcements and Alert Level changes by providing members with the information they required to act and respond (we sent out 24 COVID-19 e-updates.). held two member calls, looking specifically at the Alert Level rules and guidelines and how they impact members' activities.
- Ensured that all members had appropriate media messages in place, should they need to respond to media or public enquires about their activities. developed COVIDSAFE Alert Level 1 and 2 rules, which all fundraisers were required to follow.
- Required all members to conduct regular COVIDSAFE health and safety training with every fundraiser before re-entering the field.
- Mystery shopped throughout the year to ensure members compliance to these rules and health and safety requirements.

*\*At the time of writing this update, the emergence of the Delta variant has reached our community and New Zealand is currently in an Alert Level 4 Lockdown. Under Alert Level 4, face-to-face fundraising is not permitted.*

PFRA continues to support members making the decision that is right for their organisation provided that this is in line with the recommendations and guidelines that the Ministry of Health and the Government have outlined. We will continue to support members in a safe and compliant re-entry back into the field when the Government and Ministry of Health advises that it's safe to do so.





Ed Williams (Team Leader), Jonathan Pulford and Angela Norton (PFRA National Manager)

## Face-to-Face Fundraiser of the Year

We celebrated excellence and high standards in face-to-face fundraising at the FINZ Awards, in front of the wider professional fundraising community. It was a great opportunity to recognise the work that all our face-to-face fundraisers do in inspiring donors to support our member's causes.

The judges were impressed to see such high standards of professionalism, skill, and experience in all the nominations that were put forward for this award. Well done to Parid Basha, Jonathan Pulford and Chamodh Athidiya for making it to the top three face-to-face fundraisers in New Zealand. This is an excellent achievement. Congratulations to you all.

*And the winner of the PFRA Face-To-Face Fundraiser of the Year Award is... Jonathan Pulford!*

Jonathan was new to the world of fundraising when he started with Cornucopia three years ago, having previously lived life as a youth worker and educator. His passion to help others and give back to his local community has been key to his success while fundraising for the New Zealand Red Cross, Make-a-Wish Foundation, St John Ambulance and Medecins Sans Frontieres.

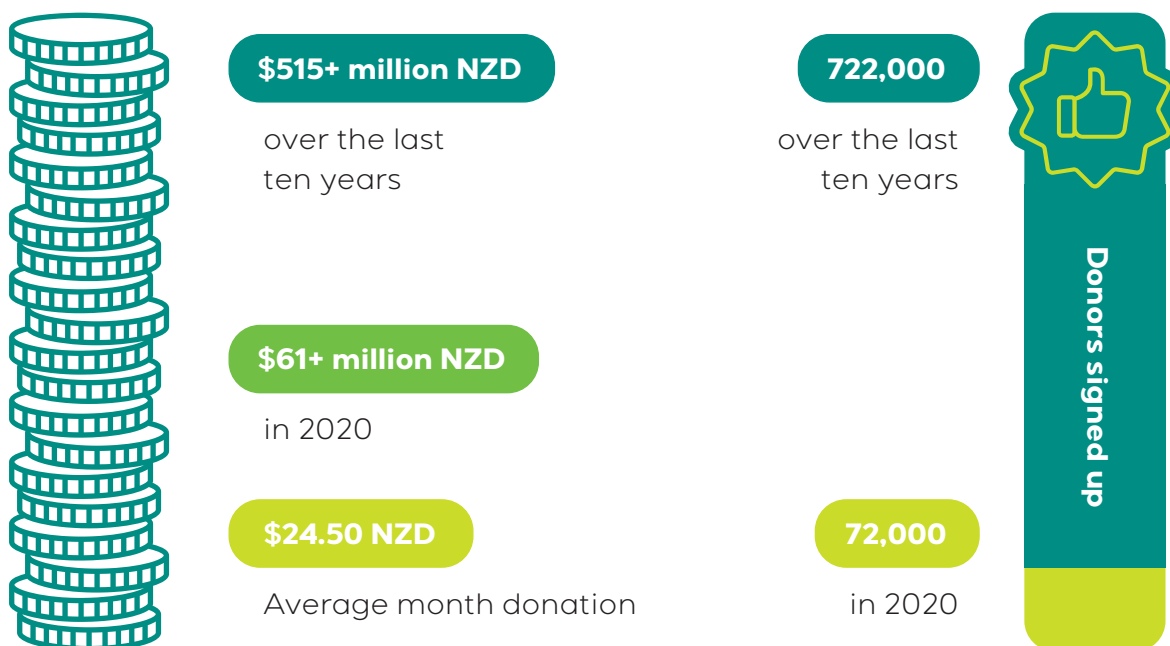
Jonathan's dedication and commitment to the causes and his team are evident in the outstanding results for recruiting and retaining donors. This has led to great returns on each charity's investment – meaning the impact they can have for their causes and beneficiaries can go further. Jonathan is a great representative for face-to-face fundraising and the causes he advocates so genuinely and compassionately for.

*Congratulations Jonathan and Cornucopia!*

## Our 2020 Industry Figures

In 2020, over 72,000 New Zealanders chose to sign up to regularly support a charity and over \$61 million was received by charities via face-to-face fundraising.

Over the last 10 years, more than 722,000 people have signed up, and over \$515 million has been received by their chosen causes through this type of fundraising.



## Fundraiser Statistics

On average, we have 180 fundraisers each day advocating for our charity members and inspiring the public to support them with a regular monthly donation.

To put a face to our fundraisers, 79 percent are New Zealand citizens or permanent residents with 17 percent identifying as Māori or Pacific Islander and 51 percent as European.





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

## **Financial Summary**

### **Statement of Financial Performance**

For the Year Ended 31st March 2021

### **Statement of Service Performance**

For the Year Ended 31st March 2021

Prepared by [Hudson Taylor Chartered Accountants Limited](#)

The Public Fundraising Regulatory Association 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, local councils, business associations, FINZ and members throughout New Zealand to regulate and monitor Face-to-Face Fundraising.

In the Financial year FY21 the organisation had 35 Accredited members that were presented by charities and agency members. To ensure members adhered to and demonstrated their commitment to professional fundraising standards the organisation carried out 98 mystery shops and site audits. Hosted 7 online members calls and engaged face-to-face with 20 members and stakeholder across New Zealand and Australia and approved 136 fundraisers as registered fundraisings in Sales Assured following the completing of their PFRA Code of Conduct and Rule Book training module.



## Description and quantification of the Entity's outputs

ENTITY OUTPUTS	2021	2020
Number of Members Accredited	35	33
Number of member events (calls and in person engagement meetings)	27	Not recorded
Number of face to face fundraiser each day on average	180	206
Number of Fundraisers completed online training	136	New activity 2021
Number of Fundraisers de-registered	1	New activity 2021
Number of issues and complaints managed	55	23
Number of unique Street Sites monitored across the year	133	131
Number of Street Sites rostered	3,225	3,635
Number of unique Private Sites monitored across the year	832	New activity 2021
Number of unique Residential Locations monitored across the year	1,380	New activity 2021
Number of Mystery Shops and Site Audits	98	Not recorded

*NB: The PFRA monitors public street sites and rosters sites using a unique set of rules to ensure fair and transparent access to safe and compliant sites while also ensuring that sites are rested.*

In 2020, the PFRA began to monitor private sites and residential activity by having members submit their locations to the PFRA weekly. By having a single reference point for all sites and member activity, this enabled the PFRA to identify and proactively manage any site and territory clashes and potential issues between members.

Monitoring residential site activity also enabled the PFRA to gain insights on territory management and saturation of the market while also supporting our ability to react quickly to any issues or complaints.

Further need-based regulation and monitoring of channel specific activity will be rolled out next year alongside our new Locations Manager System.



# Statement of Financial Performance

## Public Fundraising Regulatory Association (PFRA) For the year ended 31 March 2021

	NOTES	2021	2020
<b>Revenue</b>			
Fees, subscriptions and other revenue from members		70,250	68,800
Revenue from providing goods or services	1	150,308	187,716
Interest, dividends and other investment revenue	1	99	3,175
Other Revenue	1	-	1,100
<b>Total Revenue</b>		<b>220,656</b>	<b>260,791</b>
<b>Expenses</b>			
Volunteer and employee related costs	2	139,965	160,639
Costs related to providing goods or service	2	88,122	67,500
Other expenses	2	1,446	1,165
<b>Total Expenses</b>		<b>229,533</b>	<b>229,304</b>
<b>Surplus/(Deficit) for the Year</b>		<b>(8,876)</b>	<b>31,487</b>
<b>Income Tax Expense</b>			
Income Tax Expense	3	-	6,130
<b>Total Income Tax Expense</b>		<b>-</b>	<b>6,130</b>
<b>Surplus/(Deficit) after Tax for the Year</b>		<b>(8,876)</b>	<b>25,357</b>

# Statement of Financial Position

## Public Fundraising Regulatory Association (PFRA) As at 31 March 2021

	NOTES	31 MAR 2021	31 MAR 2020
<b>Assets</b>			
<b>Current Assets</b>			
Bank accounts and cash	4	224,716	259,623
Debtors and prepayments	4	21,775	26,634
<b>Total Current Assets</b>		<b>246,490</b>	<b>286,257</b>
<b>Non-Current Assets</b>			
Property, Plant and Equipment	5	1,301	6,059
<b>Other non-current assets</b>			
Assets			
Petty Cash		89	-
<b>Total Assets</b>		<b>89</b>	<b>-</b>
<b>Total Other non-current assets</b>		<b>89</b>	<b>-</b>
<b>Total Non-Current Assets</b>		<b>1,390</b>	<b>6,059</b>
<b>Total Assets</b>		<b>247,881</b>	<b>292,316</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Bank overdraft		2,415	-
Creditors and accrued expenses	6	10,918	10,809
Employee costs payable	6	4,184	3,243
Income Tax payable	6	(11,997)	(3,365)
Other current liabilities	6	90,587	120,979
<b>Total Current Liabilities</b>		<b>96,107</b>	<b>131,666</b>
<b>Total Liabilities</b>		<b>96,107</b>	<b>131,666</b>
<b>Net Assets</b>		<b>151,774</b>	<b>160,650</b>
<b>Accumulated Funds</b>			
Accumulated surpluses or (deficits)	7	151,774	160,650
<b>Total Accumulated Funds</b>		<b>151,774</b>	<b>160,650</b>

## Statement of Cash Flows

### Public Fundraising Regulatory Association (PFRA) For the year ended 31 March 2021

	2021	2020
<b>Cash Flows from Operating Activities</b>		
Fees, subscriptions and other receipts from members	2,750	3,250
Interest, dividends and other investment receipts	99	2,320
Receipts from providing goods or services	158,726	207,645
GST Refunds Received	17	(4,430)
Payments to suppliers and employees	(245,979)	(213,782)
Cash flows from other operating activities	(347)	-
<b>Total Cash Flows from Operating Activities</b>	<b>(84,733)</b>	<b>(4,997)</b>
<b>Cash Flows from Investing and Financing Activities</b>		
Receipts from sale of property, plant and equipment	2,290	-
Receipts from sale of investments	-	200,000
Payments to acquire property, plant and equipment	(43)	(7,061)
Payments to purchase investments	-	(100,000)
<b>Cash flows from other investing and financing activities</b>		
Income Tax	(8,633)	(25,032)
Income Received in Advance	58,869	59,500
Prepayments	(4,982)	(7)
Petty Cash	(89)	-
<b>Total Cash Flows from Investing and Financing Activities</b>	<b>47,411</b>	<b>127,399</b>
<b>Net Increase/(Decrease) in Cash</b>	<b>(37,322)</b>	<b>122,402</b>
<b>Bank Accounts and Cash</b>		
Opening cash	259,623	137,221
Closing cash	222,301	259,623
<b>Net change in cash for period</b>	<b>(37,322)</b>	<b>122,402</b>

## Future Fit Strategic Framework

The Covid-19 global pandemic has exacerbated some of this generation's most profound inequities across societies that many of our member's causes work to respond to.

It's changed the way we live, work, and communicate with each other. As a result, our industry has adapted to ensure trust and confidence in public fundraising remains strong. With safe and compliant policies and practices, charities have continued advocating for the causes and beneficiaries they represent.

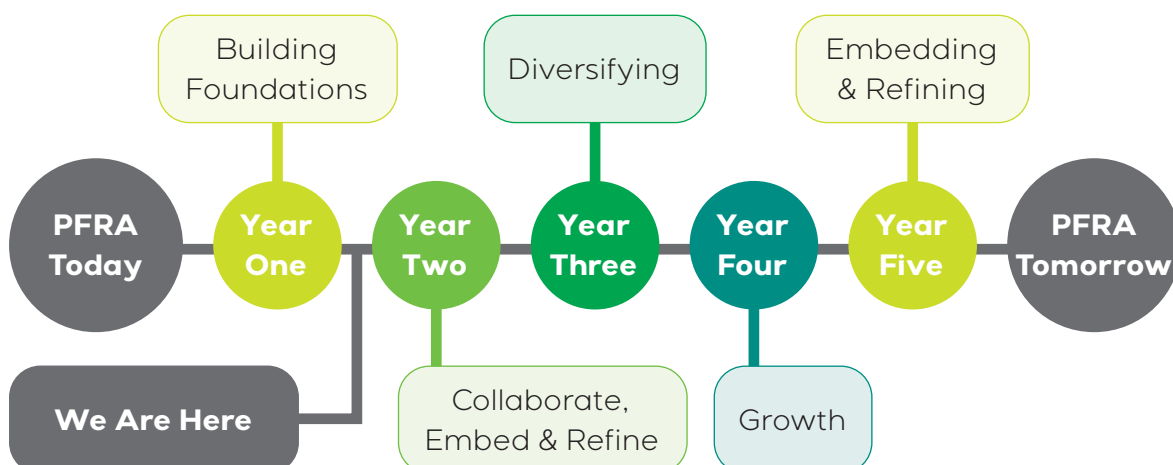
In consultation with members and stakeholders, the PFRA recognised that to be effective in our response to the changes, challenges, and opportunities in the industry, a new strategic direction is needed.

Our Five-Year Strategic Framework provides a road map for how we will collaborate with industry experts, members, and stakeholders to provide need-based regulation to support a thriving charitable sector funded by long-term sustainable public fundraising.

### Fundraising is needed now more than ever.

The PFRA exists to build public trust and confidence in members' fundraising activities, ensuring that every interaction a charity has through public fundraising with their donors is an inspirational one. Why? Because great conversations can change the world.

## PFRA Five-Year Strategic Plan

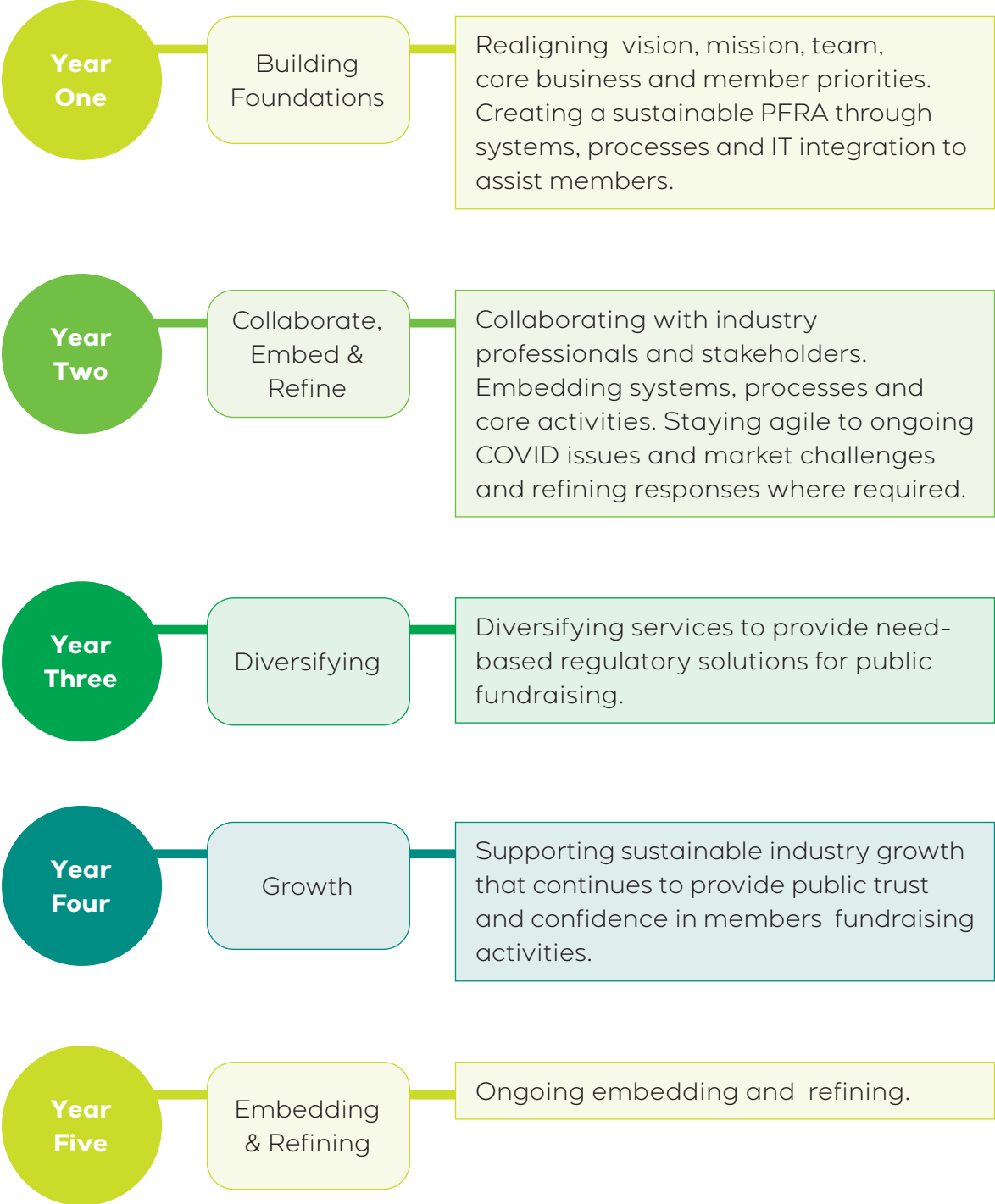


## Our Future Plans

PFRA today	PFRA tomorrow
Strong framework and mandate to regulate F2F	▶ Strong framework and mandate to regulate need-based public fundraising
Strong financial modelling for income – membership fee + user pays	▶ Strong and diversified model of sustainable income
Stable membership base “members have to belong”	▶ Active, engaged and growing membership base – “members want to belong”
Quiet in the regulatory sector, non F2F fundraising and charity sectors	▶ Advocates of our regulatory framework within regulatory sector and advocates of our members’ fundraiser activities in the public and philanthropic sectors
Invisible to non-member stakeholders	▶ Well known by non-member stakeholders as the ‘go to’ body for regulation
Reactive and slow to respond	▶ Responsive and proactive
Inefficient processes and practices	▶ Streamlined, integrated and data-led
Profitable with little value-add	▶ Financially sustainable, delivering an abundance of meaningful value-add
PFRA and its staff are unknown to members	▶ PFRA is relevantly serving members and stakeholders
Policies don’t reflect practice	▶ Best practice standards are adhered to and reflected in our policies
Take information without giving back meaningful and actionable insights	▶ Report on meaningful KPI’ that translate to our financial statement of service outputs
Exclusive, insular and self-serving	▶ Inclusive, diverse and contributing



# PFRA Five-Year Strategic Plan





**Annual Report 2021 prepared by  
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Hudson Taylor Chartered Accountants Limited**

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