



PUBLIC FUNDRAISING REGULATORY ASSOCIATION

Annual Report 2025

1 April 2024 to 31 March 2025

Contents

About the Public Fundraising Regulatory Association	2
Our Board and Staff	5
Board Chair Report – Ange Janse van Rensburg	6
National Manager Report – Angela Norton	7
Accredited Charity, Agency, and Affiliated Members	8
Our Approach to Self-Regulation	10
Regulatory Achievements in Focus	11
Snapshot of Success	12
Our Industry Figures	13
Advocacy and Action	14
Self-Regulation Framework	15
Fundraiser of the Year Award	16
Public Fundraising Symposium	17
Financial Summary	19
Description and quantification of our outputs	20
Statement of Financial Performance	21
Statement of Financial Position	22
Statement of Cash Flow	23
Reflecting on Our Progress	24

About the Public Fundraising Regulatory Association

Established in 2007 by the charitable sector, the Public Fundraising Regulatory Association (PFRA) is the national body dedicated to building trust and confidence in public fundraising through robust self-regulation. We work to raise professional and regulatory standards, ensuring the long-term sustainability and integrity of face-to-face fundraising in New Zealand.

“ 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 Work

PFRA collaborates with government agencies, local councils, business associations, the public, and its members to monitor, support, and regulate face-to-face fundraising activity across the country.

In the 2024/25 financial year, PFRA grew its network to 54 Accredited and Affiliated members, up from 41 the previous year - demonstrating increased engagement and alignment with sector-wide self-regulation.

To uphold standards and maintain public trust, we delivered the following outcomes:

- ▶ 116 mystery shops and audits were conducted to assess compliance and reinforce best practice across face-to-face fundraising channels.
- ▶ We hosted our second annual Public Fundraising Symposium, bringing together members from across New Zealand and Australia for a day of learning, discussion, and practical workshops focused on fundraising regulation, compliance and best practice.
- ▶ A record 588 fundraisers completed the PFRA's online Code of Conduct and Rule Book training module, becoming approved fundraisers on the Sales Assured Fundraiser Register - a 25% increase on the previous year, reflecting strong uptake of our training resources.

Our Work

PFRA also continued to advocate for a fair and sustainable regulatory environment. In FY25, we made two formal submissions:

- ▶ On the proposed Privacy Amendment Act, highlighting the potential implications for face-to-face and tele fundraising practices.
- ▶ In response to the Inland Revenue Department's consultation on Tax and the Not-for-Profit Sector, where we represented sector concerns about the operational impact and public benefit framing of proposed changes.

Through this work, PFRA continues to lead a transparent, accountable, and high-performing public fundraising sector, supporting both charities and the communities they serve.



Our Board

- Angela Janse van Rensburg** | Chair (Oxfam Aotearoa)
- Anneke Liefing** | Charity Member (Amnesty International Aotearoa)
- Damon Woolley** | Charity Member (Médecins Sans Frontières)
- Camilla Bell** | Charity Member (Hato Hone St John)
- Liam Malcolm** | Supplier Member
- Sarah Hand** | Supplier Member
- John Henton** | Independent Member
- Lauren James** | Independent Member

Our Staff

- Angela Norton** | National Manager
- Nicci Hughson** | Regulation and Compliance Coordinator
- Sam Neary** | Marketing, Communications and Events Coordinator
- Finance and Accounts** | Admin Army

Board Chair Report

As Chair of the Public Fundraising Regulatory Association (PFRA), I'm pleased to reflect on a year of strong collaboration and steady progress. It's been a time of focused development, deepening our regulatory approach, growing our member base, and laying important groundwork for the future.



Key organisational achievements

This year, we were pleased to welcome new Board members, Camilla Bell, John Henton and Sarah Hand, whose perspectives have already contributed greatly to our ongoing work. We continued the review of our Constitution to ensure alignment with the Incorporated Societies Act, while preserving the PFRA's purpose as a charity-led, locally governed organisation that protects public trust and confidence in charity fundraising, and reflects the values and needs of its members.

We've seen continued growth in membership, with 54 Accredited and Affiliated organisations now part of the PFRA. This growth reflects a strong level of sector confidence in the work we're doing to uphold standards, protect public trust, and provide meaningful support to fundraisers and fundraising organisations.

A key focus this year has been the co-development of a new principles-based Code of Conduct (the Code) and the broader self-regulatory framework that will sit alongside it. These changes are part of a shift in how we regulate - focusing not just on the method of fundraising, but on how we build relationships and uphold trust with the public across all interactions.

Looking ahead, financial sustainability remains a key focus. The expansion of our framework brings increased responsibilities - in monitoring, training, and sector support - and it's clear that we'll need to update our funding model to meet these needs. We'll be inviting members to have their say on what that looks like, and how it can continue to support the collective values we hold.

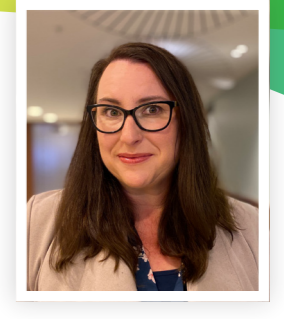
We're proud of the engagement we've had throughout this work - and we're not finished yet. Later this year, we'll be inviting members to sense check the final phase of the Code development, and we encourage all members to take part.

Thank you to our members, partners, and Board for your continued support and leadership. The year ahead holds exciting opportunities, and with the strength of our community, we're ready to take the next steps forward.

Ange Janse van Rensburg | Board Chair

National Manager Report

As the National Manager of the Public Fundraising Regulatory Association (PFRA), I am thrilled to share with you the key highlights of our past year and outline our operational priorities for the year ahead. Our journey has been one of growth, resilience, and unwavering commitment to excellence in fundraising.



Key highlights of the year

This past year has been one of the most engaged and rewarding periods in the PFRA's journey. With members at the heart of our work, we've made real progress in developing a modernised framework for public fundraising that reflects both the needs of the sector and the expectations of the public.

The Early Adopter Group for Telefundraising and Face-to-Face Fundraising Review Group have played a major role in shaping this progress. Their insight, time, and commitment have been central to the development of a new principles-based Code of Conduct (the Code), and the supporting guidance, training, and accreditation materials that will help bring it to life. This framework sets out clear, values-driven expectations - not based on fundraising channels, but grounded in the quality and integrity of engagement with the public.

We've also seen record levels of member involvement across other areas. This includes 588 fundraisers completing our training module, strong participation in direct meetings and working sessions, and meaningful sector input into our submissions on the Privacy Amendment Act and the IRD's review of Tax and the Not-for-Profit Sector.

These achievements reflect a sector that cares deeply about the way it fundraises, and about protecting the trust of the communities it serves. Our role is to support that by setting clear standards, monitoring activities, holding members accountable while also working along side them to respond to emerging needs.

Over the coming months, we'll continue this work through a final consultation on the Code. This is an important opportunity for all members to provide input and help shape a framework that works across the diversity of our sector. We'll also begin consultation on an updated funding model to ensure the PFRA is well-resourced to support members into the future.

As always, thank you to our members for your openness, leadership, and collaboration. What we've developed this year reflects the strength of our sector - and with continued input and engagement, we'll be well placed to implement a framework that supports sustainable, ethical, and effective fundraising across New Zealand.

Angela Norton | National Manager

Accredited Charity Members



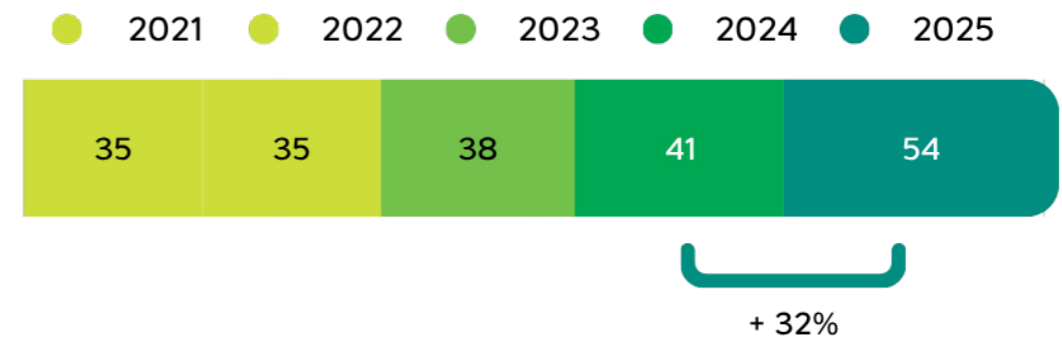
Accredited Agency Members



Affiliated Members



Membership Increase



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.

	<p>Set professional standards</p> <p>We set the Code of Conduct for Face-to-Face Fundraising and Charity Street Trading that members adhere to.</p>
	<p>Inform and educate</p> <p>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.</p>
	<p>Member accreditation</p> <p>We check members' adherence to the Code of Conduct and that industry best practice standards are demonstrated in both policy and practice.</p>
	<p>Monitor and promote compliance</p> <p>We monitor and promote high standards of fundraiser compliance to the Code of Conduct, and ensure fundraising sites are fairly rostered and rested.</p>
	<p>Inquire and investigate</p> <p>We thoroughly investigate and manage complaints from the public, site managers, members, and fundraisers through our complaints process.</p>
	<p>Accountability</p> <p>We hold members accountable for breaches to the Code of Conduct by issuing fines, penalties, and de-registration for serious misconduct.</p>

Regulatory Achievements in Focus

 54 Accredited & Affiliated Members	 116 Mystery Shops and Audits	 588 Fundraiser Code of Conduct courses completed
 1,879 Rostered Street Sites	 1,302 Unique Residential Suburbs monitored	 1,018 Unique private sites monitored
 36 Online member engagement sessions	 55 Member and Stakeholder meetings	 63 Newsletter and Updates

Snapshot of Success



1
Face-to-face Fundraiser
of the Year Award



100+
Attendees at the inaugural
Public Fundraising Symposium



29
Issues and
Complaints



1
Fundraiser
De-registration



31
Do not knock
Red Flag addresses

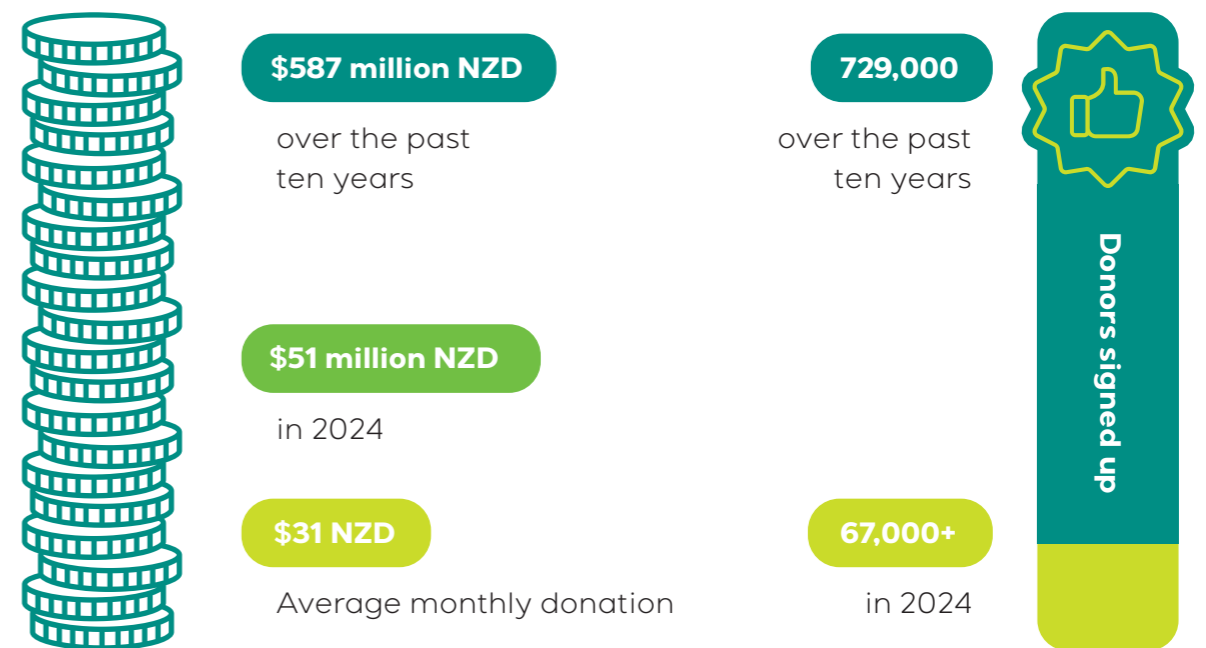
PFRA Five-Year Strategic Plan



Our Industry Figures

In 2024, more than 67,000 New Zealanders pledged a regular donation to support a charity member and more than \$51 million was received by charities via Face-to-Face Fundraising.

In the past decade, more than 729,000 people have pledged their support, and more than \$587 million has been received by their chosen cause through this type of fundraising.



Fundraiser Statistics

On average during the year 166 fundraisers advocate for our charity members each day, inspiring the public to support them with a regular monthly donation.

To put a face to our fundraisers, 74 per cent are New Zealand citizens or permanent residents – with 21 per cent identifying as Māori or Pacific peoples, and 48 per cent as European.

Advocacy and Action

We're proud to represent the voices of our members and help ensure the fundraising sector remains sustainable, transparent, and focused on delivering meaningful outcomes for the communities we support.

In 2024/25 the PFRA developed two key submissions on the Privacy Amendment Bill and the Inland Revenue's proposed changes to Taxation legislation for the Not-For-Profit Sector.

June 2024 | Privacy Amendment Bill

The Bill proposed changes to the Privacy Act 2020, including new disclosure requirements on organisations that collect personal information from any source other than the individual concerned.

The PFRA's submission acknowledged the need for transparency and individual rights concerning personal data. It also sought clarification on sections on how the bill would affect charities and their activities, focusing on costs related to revising data handling practices, and updating privacy policies and consent mechanisms.

The submission also sought to highlight the complex data supply chains that charities often operate within, and sought further information on the bills impact to these processes.

March 2025 | Inland Revenue's Consultation: Taxation and the Not-For-Profit Sector

A big thank you to our members for your input and feedback on Inland Revenue's recent consultation on Taxation and the Not-for-Profit Sector.

In our submission, we:

- Reframed tax concessions as a public benefit, not a cost
- Highlighted the operational challenges of real-time donation receipting and emphasised the value of annual receipts for donor experience and engagement
- Recommended a voluntary, opt-in approach to any real-time systems, alongside clear post-consultation guidance
- Called for fair treatment and retention of Fringe Benefit Tax exemptions

Ongoing Monitoring and Sector Engagement

Both the Privacy Amendment Bill and the Inland Revenue's proposed changes to taxation in the Not-for-Profit Sector are still under review by their respective regulatory authorities. The PFRA will continue to monitor developments closely and engage with the relevant authorities. We are committed to supporting our members through any legislative changes, including providing guidance and advocating for fair and practical outcomes for the fundraising sector.

Self-Regulation Framework

Early Adopters Group

In 2024 a dedicated group of Early Adopters (EAG) worked to develop New Zealand's first-ever self-regulatory framework for telefundraising.

Early adopter organisations played a crucial role in shaping and influencing the development of the self-regulatory framework. Their valuable input helped to tailor the framework to effectively meet the needs and concerns of charities engaged in telefundraising and lead generation.

Thank You to all the incredible individuals and organisations who have contributed to this groundbreaking initiative.

Anneke Liefing, Amnesty International

Bonar Bell, Amnesty International

Camilla Bell, Hato Hone St John

Christopher Bennett,

Starship Foundation

Damon Woolley, Médecins Sans

Frontières

Gina Tinning, World Vision

Jane Carlson, Breast Cancer Foundation

Joe Lomax, Save the Children NZ

Michael Yurak, Family for Every Child

Rebecca Wood, Hato Hone St John

Ashley Rose, Mondial Fundraising

Cristian O'Sullivan,

Mondial Fundraising

Daniel Turner, Unity4

Jaime Dalgarno, Mondial Fundraising

Liam Malcolm, Cornucopia PO

Mel Jenkins, Raisers Hub



Pictured from left: Elana Fatu, Kyle Mackie, Peter Narbutas

Fundraiser of the Year Award

We were pleased to present the Face-to-Face Fundraiser of the Year Award at the Public Fundraising Symposium 2024. Thank you to everyone who celebrated with us.

Congratulations to Kyle Mackie from Xplore Services who was named the PFRA Face-to-Face Fundraiser of the Year.

Kyle was also nominated for the award in 2023, recognising his high-quality donations for the charities he represents - NZ for UNHCR, Médecins Sans Frontières, and Amnesty International.

Kyle Mackie was employed in the position of Face to Face Frontliner and fundraised for Aotearoa New Zealand for UNHCR campaign. In 2023, Kyle solicited over 1000 regular donors, demonstrating solid quality in donor recruitment, high retention rates, and standards of professionalism and fundraising. *Below is what our donors said about Kyle and his work:*

"Kyle was real and passionate. Truthful. He was not what I call your "normal typical run-of-the-mill desperate" salesperson. You have a winner on your team. Very rare."

"I had a chat with [Kyle] your amazing representative regarding this wonderful initiative. He was absolutely amazing, hence, why I signed up for a monthly donation on the spot. "

- Siobhan Hanbury (NZ for UNHCR)

Congratulations Kyle 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 Elana Fatu (Community Solutions) and Peter Narbutas (Cornucopia Consultancy), both of whom showed great standards of professionalism and achievements.

2024 Public Fundraising Symposium

In 2024, over 100 fundraising professionals attended the second annual Public Fundraising Symposium.

The Public Fundraising Symposium is an event designed to help charities and their partners build and sustain compliant and sustainable public fundraising programmes. It brings together experts from the fields of fundraising, compliance, data protection, law, finance and human resources to provide a comprehensive overview of the regulatory landscape and best practices for public fundraising.

Getting it Right: Regulation and Best Practice



PUBLIC FUNDRAISING REGULATORY ASSOCIATION

Financial Summary

Statement of Financial Performance

For the Year Ended 31 March 2025

Statement of Service Performance

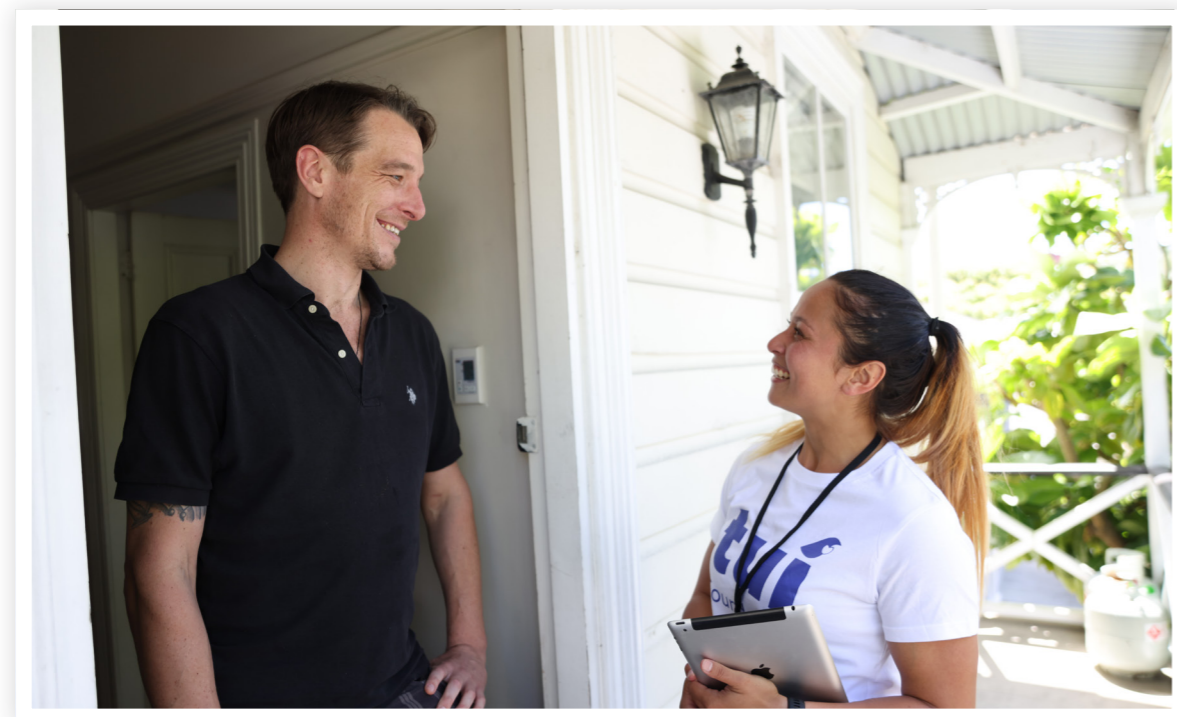
For the Year Ended 31 March 2025

Prepared by Hudson Taylor Chartered Accountants Limited

The Public Fundraising Regulatory Association (PFRA), established by charities in 2006, is the national body that ensures trust and confidence in public fundraising through effective regulation. We raise professional and regulatory standards to ensure the industry's long-term sustainability.

The PFRA collaborates closely with government agencies, local councils, business associations, and members throughout New Zealand to regulate and monitor face-to-face fundraising.

In the 2024/25 financial year, the organisation had 54 Accredited and Affiliated members representing charities and agencies. To ensure members adhered to and demonstrated their commitment to professional fundraising standards, the organisation conducted 116 mystery shops and audits. It hosted its second Public Fundraising Symposium, where members from across New Zealand and Australia gathered for a day of learning and workshops focused on fundraising regulation and compliance. More than 588 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	FY25	FY24
Accredited and Affiliated Members	54	41
Member and stakeholder events (online and in-person engagements)	91	42
Average number of face-to-face fundraisers working each day	166	184
Fundraisers completed online training	588	472
Fundraisers de-registered	1	3
Issues and complaints managed	60	42
Unique street sites monitored across the year	133	133
Rostered Street sites throughout the year	1,879	2,278
Unique private sites monitored across the year	1,018	886
Unique residential locations monitored across the year	1,302	780
Number of mystery shops and site audits undertaken	116	83
Policy Submissions: Local and Central Government	2	-

Statement of Financial Performance

Public Fundraising Regulatory Association (PFRA) For the year ended 31 March 2025

	FY25	FY24
Revenue		
Fees, subscriptions and good or services form members	316,200	266,281
Interest, dividends and other investment revenue	7,362	4,478
Other Revenue	-	1,492
Total Revenue	323,561	272,251
Expenses		
Volunteer and employee related costs	206,032	184,680
Costs related to providing goods or services	108,100	74,858
Total Expenses	314,132	259,538
Surplus/(Deficit) for the Year	9,429	12,713
Surplus/(Deficit) after Tax for the Year	9,429	12,713

Statement of Financial Position

Public Fundraising Regulatory Association (PFRA) As at 31 March 2025

	31 MAR 2025	31 Mar 2024
Assets		
Current Assets		
Bank accounts and cash	105,544	139,002
Debtors and prepayments	77,419	57,756
Total Current Assets	182,962	196,759
Non-Current Assets		
Property, Plant and Equipment	3,313	153
Term Deposit	100,000	100,000
Total Non-Current Assets	103,313	100,153
Total Assets	286,275	296,911
Liabilities		
Current Liabilities		
Bank overdraft	1,727	429
Creditors and accrued expenses	5,182	20,694
Employee costs payable	7,794	4,284
Income Tax payable	(15,364)	(12,481)
Other current liabilities	157,446	163,925
Total Current Liabilities	156,786	176,851
Total Liabilities	156,786	176,851
Net Assets	129,490	120,061
Accumulated Funds		
Accumulated surpluses or (deficits)	129,490	120,061
Total Accumulated Funds	129,490	120,061

Statement of Cash Flows

Public Fundraising Regulatory Association (PFRA) For the year ended 31 March 2025

	FY25	FY24
Cash Flows from Operating Activities		
Fees, subscriptions and other receipts from members	-	36
Interest, dividends and other investment receipts	7,362	4,478
Receipts from providing goods or services	236,897	166,976
GST Refunds Received	(10,353)	6,650
Payments to suppliers and employees	(323,674)	(245,878)
Total Cash Flows from Operating Activities	(89,768)	(67,738)
Cash Flows from Investing and Financing Activities		
Payments to purchase investments	(3,612)	-
Cash flows from other investing and financing activities		
Income tax	(2,883)	(432)
Accrued income	-	150
Income received in advance	48,868	132,991
Overpayments to Refund or Credit	(45)	-
Prepayments	12,684	(14,053)
Total Cash Flows from Investing and Financing Activities	55,012	118,656
Net Increase/(Decrease) in Cash	(34,756)	50,918
Bank Accounts and Cash		
Opening cash	138,575	87,657
Closing cash	103,819	138,575
Net change in cash for period	(34,756)	50,918

Reflecting on Our Progress

This table captures the PFRA as it was five years ago - at a pivotal point in our development. It reflects the aspirations and challenges identified during our last strategic review. Since then, we've made significant strides toward realising the vision outlined here. For an up-to-date view of our future direction and priorities, refer to Building the Future of Public Fundraising Together – A Strategic Vision 2025.

PFRA 2020	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's that translate to our financial statement of service outputs
Exclusive, insular and self-serving	▶ Inclusive, diverse and contributing

Contact Us

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- 🌐 www.pfra.org.nz





HELP US RESPOND RAPIDLY TO MEDICAL NEED.

BECOME A FIELD PARTNER TODAY

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Partnership with the

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