



PUBLIC FUNDRAISING REGULATORY ASSOCIATION

Annual Report 2022

1 April 2021 to 31 March 2022



PUBLIC 
FUNDRAISING
REGULATORY ASSOCIATION

**Annual Report 2022 prepared by
Angela Norton, Arina Memet-Eminova and
Hudson Taylor Chartered Accountants Limited**

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 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)

Damon Woolley | Deputy Chair (Médecins Sans Frontières)

Angela Janse van Rensburg | Board Member (Oxfam Aotearoa)

Simon Quirke | Board Member (Unicef Aotearoa)

Janice Sturmeay | Board Member (Save the Children)

Lauren James | Board Member (Cornucopia)

Nadia Steenkamp | Board Member (Public Outreach)

Our staff

Angela Norton | National Manager

Nicci Hughson | Regulation and 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.



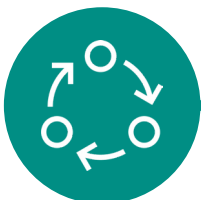
Inform and educate

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

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 77 mystery shopping and site audits monitoring members' compliance and adherence to our Code of Conduct
- Following the completion of our online Code of Conduct and Rule Book training module, 410 fundraisers were approved as compliant in The Fundraiser Register
- Developed CovidSAFE rules for fundraisers while working in Alert Level 1 and 2, and had 366 fundraisers complete the CovidSAFE online training module
- Sent 34 CovidSAFE communications to members keeping them updated and informed on government and Ministry of Health changes to alert levels and PFRA's compliance standards
- Advocated for members' safe and compliant access to fundraise in Wellington through our submission to Wellington City Council's Trading in Public Places Policy review
- Rostered charity members at 3,535 sites over 133 unique street site locations across New Zealand
- Monitored 1,121 unique residential suburbs for door-to-door fundraising across 43 weeks of the year
- Monitored 806 private site locations across New Zealand when fundraising activity could safely and compliantly take place under Alert Level 1, 2 and 3 and when the new Covid-19 Protection Framework traffic light system was introduced
- Implemented a new online Location Manager system for rostered street sites, designed to improve efficiencies of site bookings – and provide members and stakeholders with greater transparency on site use.





Relationship | We build confidence through purposeful relationships and communications

- We welcomed and onboarded a new agency member Xplore Services
- We hosted 7 online member calls and engagement sessions
- We met with 13 member organisations, councils and stakeholders
- We delivered 30 member newsletters and update emails.

Reputation | Proactively manage issues and potential reputational risks while also responding to issues as required

- Responded to 234 member issues and complaints. These included:
 - 213 Covid-19-specific Red Flag issues
 - 9 Red Flag updates
 - Managed 4 fundraiser de-registrations
 - 4 Covid-19-related complaints
 - 4 issues relating to fundraiser behaviour and off-site issues.
- Presented the Face-to-Face Fundraiser of the Year Award to Troy Vandergoes at the virtual FINZ Awards
- Launched our new website designed to share how face-to-face fundraising enables meaningful change for charities and allows some of the most important work in New Zealand and across the world to be done.



Chair's report

Tēnā koutou,

In the face of another year of Covid-19 disruptions, we can be hugely proud of our industry's ability to remain resilient, adaptable, and agile – and the part the PFRA played in that – as we reflect on the achievements and outputs in this year's annual report.



We began this financial year with a plan and budget built on an equal measure of optimism and pragmatism. Unfortunately, none of us could have foretold the extended lockdowns to come – particularly in Auckland – caused by new Covid-19 variants that continued the pandemic's impact and disruptions in some way or another for our members.

The PFRA has played a vital role throughout this pandemic – providing members with a strong regulatory framework that supported public trust and confidence throughout the ongoing changes to Ministry of Health alert level rules, and the introduction of the Government's Covid-19 Protection Framework.

Our outputs for the year are clear evidence of our members' continued commitment to high standards of safe and compliant fundraising practises. They ensured the industry could continue to raise vital funds despite the challenges, and through this we saw an incredible 54,000 donors brought on to support our charities members' causes.

When not focusing on Covid-19, the Board has continued to improve on its governance work in the previous year, with significant work done improving and updating policies, business continuity planning and governance training. This continues to support the team to deliver the strategic direction, and strengthen the organisation's services and sustainability.

Looking forward, it's important we remain agile to the ongoing challenges that Covid-19 will undoubtedly continue to pose. We will carry on providing need-based regulatory solutions and services to members that will help the industry remain sustainable and stronger on the other side of this pandemic. With border restrictions beginning to relax and the country opening up, we're beginning to see signs of a return to pre-Covid-19 levels of activity.

While the past few years have been challenging and our operating conditions may continue to be difficult for some time, I am confident the PFRA is well set up to emerge stronger than ever. I am proud of the team and our Board for the resilience we've shown, and the collective work done to get here.

Ngā mihi nui,

Chris Taylor | Chair



National Manager's report

Tēnā koutou,

It is difficult to imagine a year more challenging and disruptive for all of us than 2021.

But I am pleased to report that we absorbed the impacts of Delta and Omicron and remained steadfast in our commitment to support members.

Helping our members navigate the ever-changing government Covid-19 response and public health mandates was crucial, and we efficiently reflected the shifting goalposts in our CovidSAFE Rules and Standards – and even more crucially, effectively updated our members about the changes. The result was a 34 per cent increase in our communications with members about changes to alert level settings and rules, and the impact they'd have on members' activities.

While activity in monitoring compliance through mystery shopping was down 20 per cent – due the extended lockdowns in Auckland – our audits found an improvement in adherence to the rules and practises by fundraisers on site.

With members' activity impacted by the lockdowns, so was our revenue. As we entered the year, we were agile with our budget and operational services in response to the contraction in our industry's operations. We looked to consolidate projects and expenditure that could be deferred, while ensuring our core focus remained supporting members' safe and compliant fundraising activity in the present.

As planned, we continued to invest previous years' accumulated funds into the development of the Location Manager and new website – to ensure the industry recovers well and sustainably on the other side of the pandemic.

We have a strong public advocacy role, and this including calling for members' access to safe and accessible sites in the Wellington City Council's Trading in Public Places Policy review proposal. This process had a great outcome – strengthening our relationship with the council, and highlighting the activity we're committed to supporting them and the public with.

What's next for PFRA?

As we move into year two of our five-year strategic plan, we'll focus on collaborating with industry professionals and stakeholders – particularly around strengthening our accreditation standards and providing need-based regulatory services that raise professional standards. That will be crucial to ensure the industry's long-term sustainability.

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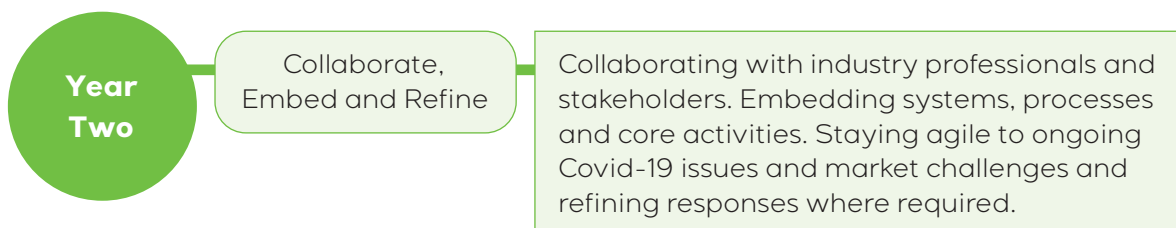
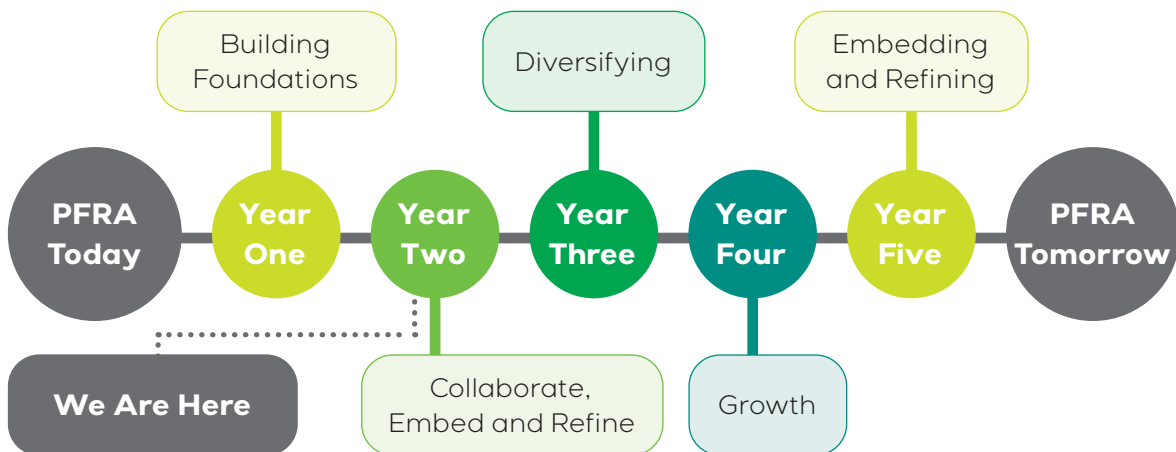
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To support greater compliance and adherence to industry standards, the investments we've made in technology platforms such as Locations Manager, Learning Management System and training modules, and new website will continue to be refined and embedded. That will be vital in supporting our core regulatory activities and services to members.

We'll also focus on further refining and embedding the end-to-end process of user compliance with The Fundraiser Register. This will ensure unprofessional and non-compliant fundraisers are stopped from moving from member to member unchecked, and ensure high standards of professional fundraising is being carried out and maintained. By doing this, we're improving standards, reducing complaints – and increasing public trust and confidence in face-to-face fundraising.

As a member-led organisation, we're committed to supporting a thriving charitable sector and our members' activities. We'll continue to do this through developing regulatory solutions that are founded on and motivated by best practice standards and industry sustainability. The challenging years we are experiencing will only make us collectively stronger.

PFRA five-year strategic plan



Ngā mihi nui,

Angela Norton | National Manager





Fundraiser of the year award

Congratulations to Troy Vandergoes, from Community Solutions – winner of the PFRA Face-to-Face Fundraiser of the Year 2021.

“Troy’s commitment to high standards of professionalism during a global pandemic has been truly incredible.” – Chris Taylor

Troy started his fundraising career in November 2019, and was therefore still relatively new to face-to-face fundraising when the Covid-19 pandemic reached New Zealand.

Following months of lockdowns, it was vital that the restart of face-to-face fundraising was done with great caution – and with several additional safety and compliance measures designed to protect the public and our fundraisers, along with the reputation of the industry and the charities they represented.

Troy has represented IHC, Hospice Waikato and National Heart Foundation and in 2020 recruited an incredible 734 donors for these amazing causes. His ability to inspire and recruit quality donors is not only evident in their retention – but also in the positive feedback charities have received from the public about him.

A truly incredible effort in these challenging times.

“When I look back on my life, I want to know I’ve made a positive impact in someone’s life. It’s all about making a difference.” – Troy Vandergoes from Community Solutions

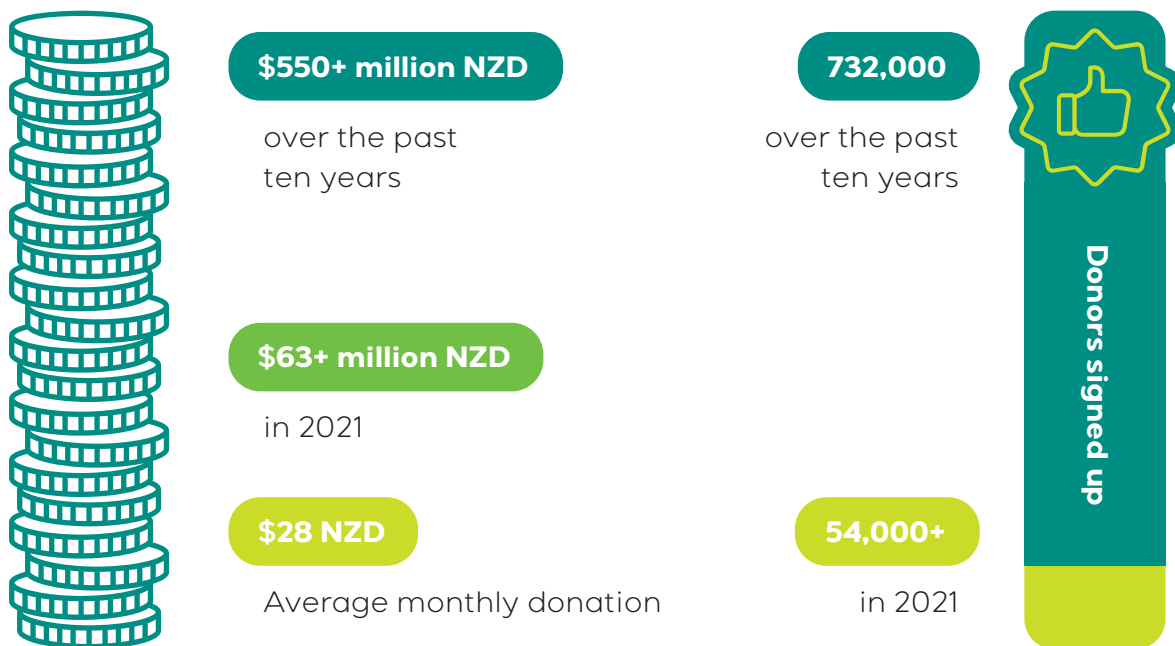
Congratulations to Troy and Community solutions and to all the award nominees and finalists for your continued commitment to great professional fundraising.



Our 2021 industry figures

In 2021, more than 54,000 New Zealanders chose to sign up to regularly support a charity and more than \$63 million was received by charities via face-to-face fundraising.

In the past decade, more than 732,000 people have signed up, and more than \$550 million has been received by their chosen causes through this type of fundraising.



Fundraiser statistics

On average during the year, 113 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, 79 per cent are New Zealand citizens or permanent residents – with 24 per cent identifying as Māori or Pacific peoples, and 56 per cent as European.



Our Covid-19 response

The PFRA's response to Covid-19 was based on the following principles

- The health and safety of the public and our fundraisers' comes first.
- We follow the Government's and the 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 government directives, rules and frameworks.
- We are agile and adaptable to the evolving situation.

A snapshot of our response to the Covid-19 crisis in 2021

- Recommended that charities and agency members conduct their own thorough assessment of risk and follow both the Ministry of Health and business guidelines.
- Responded quickly to government announcements and alert level changes by providing members with the information they required to act and respond (we sent out 34 Covid-19 e-updates).
- Held two member calls providing guidance about alert level rules and guidelines, and how they impacted members' activities.
- Provided webinar with our lawyers Quigg Partners on employment law and vaccine mandates.
- 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 with health and safety requirements.

PFRA continues to support members to make the decision that is right for their organisation – provided this is in line with the Government's recommendations and guidelines.





PFRA position on vaccine mandates

The PFRA supported the Government and the Ministry of Health's efforts to encourage take-up of the vaccine— as high vaccination rates will help to protect our communities, and also likely mean fewer future lockdowns. This provides more certainty for the future, allows face-to-face fundraising to return to normal sooner, and enables us to start to reconnect New Zealanders with the world.

The PFRA supports members making decisions that are right for their own staff and organisations, provided that these are in line with guidance and directives from the Government, the Ministry of Business, Innovation and Employment, the Ministry of Health and WorkSafe New Zealand.

To achieve this aim, the PFRA strongly recommends that all members carry out their own thorough risk assessment, and develop mitigation strategies and messaging that enable them to safely and compliantly carry out face-to-face fundraising.



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

Financial Summary

Statement of Financial Performance

For the Year Ended 31 March 2022

Statement of Service Performance

For the Year Ended 31 March 2022

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, Fundraising Institute of New Zealand (FINZ) and members throughout New Zealand to regulate and monitor face-to-face fundraising.

In the financial year 2021/22 the organisation had 35 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 77 mystery shops and site audits. It hosted seven online members calls and engaged face-to-face with 13 members and stakeholders across New Zealand and Australia. More than 400 fundraisers completed the online PFRA Code of Conduct and Rule Book training module and became approved fundraisers in Sales Assured Fundraiser Register.



Description and quantification of our outputs

ENTITY OUTPUTS	2022	2021
Members accredited	35	35
Member and stakeholder events (online and in-person engagements)	20	27
Average number of face-to-face fundraisers working each day	113	180
Fundraisers completed online training	410	136
Fundraisers de-registered	4	1
Issues and complaints managed	234	55
Unique street sites monitored across the year	133	133
Street sites rostered throughout the year	3,535	3,225
Unique private sites monitored across the year	806	832
Unique residential locations monitored across the year	1,121	1,380
Number of mystery shops and site audits undertaken	77	98
Local council public submissions presented	1	0

NB: Issues and complaints managed increased significantly due members identifying temporary Red Flag Addresses where the public were self-isolating. PFRA uses these alerts to notify other members to then avoid the address.



Statement of Financial Performance

Public Fundraising Regulatory Association (PFRA) For the year ended 31 March 2022

	NOTES	2022	2021
Revenue			
Fees, subscriptions and other revenue from members		76,329	70,250
Revenue from providing goods or services	1	135,968	150,308
Interest, dividends and other investment revenue	1	185	99
Other Revenue	1	24,805	-
Total Revenue		237,288	220,656
Expenses			
Volunteer and employee related costs	2	178,598	139,965
Costs related to providing goods or services	2	90,724	88,122
Other expenses	2	-	1,446
Total Expenses		269,321	229,533
Surplus/(Deficit) for the Year		(32,034)	(8,876)
Surplus/(Deficit) after Tax for the Year		(32,034)	(8,876)

Statement of Financial Position

Public Fundraising Regulatory Association (PFRA) As at 31 March 2022

	NOTES	31 MAR 2022	31 MAR 2021
Assets			
Current Assets			
Bank accounts and cash	4	100,396	224,716
Debtors and prepayments	4	35,350	21,775
Other Current Assets		3	-
Total Current Assets		135,749	246,490
Non-Current Assets			
Property, Plant and Equipment	5	632	1,301
Term Deposit		100,000	-
Total Non-Current Assets		100,632	1,301
Total Assets		236,381	247,791
Liabilities			
Current Liabilities			
Bank overdraft		486	2,415
Creditors and accrued expenses	7	9,412	10,918
Employee costs payable	7	8,801	4,184
Income Tax payable	7	(11,909)	(11,997)
Other current liabilities	7	109,851	90,587
Total Current Liabilities		116,641	96,107
Total Liabilities		116,641	96,107
Net Assets		119,740	151,774
Accumulated Funds			
Accumulated surpluses or (deficits)	8	119,740	151,774
Total Accumulated Funds		119,740	151,774

Statement of Cash Flows

Public Fundraising Regulatory Association (PFRA) For the year ended 31 March 2022

	2022	2021
Cash Flows from Operating Activities		
Fees, subscriptions and other receipts from members	3,833	2,750
Interest, dividends and other investment receipts	185	99
Receipts from providing goods or services	154,872	158,726
GST Refunds Received	(1,934)	17
Payments to suppliers and employees	(263,578)	(245,979)
Cash flows from other operating activities	-	(347)
Total Cash Flows from Operating Activities	(106,621)	(84,733)
Cash Flows from Investing and Financing Activities		
Receipts from sale of property, plant and equipment	-	2,290
Payments to acquire property, plant and equipment	-	(43)
Payments to purchase investments	(100,000)	-
Cash flows from other investing and financing activities		
Income tax	(52)	(8,633)
Income received in advance	84,310	58,869
Prepayments	(115)	(4,982)
Petty cash	92	(89)
Advance to staff	(3)	-
Total Cash Flows from Investing and Financing Activities	(15,768)	47,411
Net Increase/(Decrease) in Cash	(122,389)	(37,322)
Bank Accounts and Cash		
Opening cash	222,301	259,623
Closing cash	99,912	222,301
Net change in cash for period	(122,389)	(37,322)





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