

Unlocking the educational potential of fundraising activities:

Guidelines for good practice in fundraising with young people

Involvement in fundraising activities can be motivating and fun for young people as well as supporting charities in their work. Such experiences also have huge educational potential, offering opportunities to develop young people's understanding and skills as active, responsible citizens.

A set of guidelines for good practice in fundraising with young people is outlined overleaf. These principles demonstrate how to unlock the educational potential of fundraising activities with young people.

The guidelines draw on and guide the work of the following participating organisations:

BritishRedCross

CAFOD
Just one world

christian
aid

DEA
Promoting education for
a just and sustainable world

**HANDICAP
INTERNATIONAL**

**ISLAMIC
RELIEF**

Oxfam

Plan

PRACTICAL ACTION

SOS Children's Villages
the world's largest orphan charity

unicef

VSO

As charities involved in development and humanitarian action we come together to share good practice in supporting young people to develop the knowledge, understanding and skills they need to face the challenges of our rapidly changing world. This collaboration has highlighted a shared understanding of the educational potential of fundraising. By making these guidelines widely available, we commit to continue to work towards them in our own practice. We also offer them to other charities as a basis for the development of their own guidelines specific to their context and work.

Guidelines for good practice in fundraising with young people

Fundraising activities that fulfil their educational potential support young people to:

- 1. Participate in decision-making.** The more young people are able to take responsibility for planning fundraising activities the further they will develop their sense of agency and a range of skills including research, planning, problem-solving, reflection, team-work, creativity and communication. Youth participation in decision-making on fundraising activities is therefore a key element of good practice.
- 2. Explore the work of charities.** Opportunities to research and discuss the work of charities can be built into the planning or reflection stages of fundraising activities. Such opportunities enable young people to consider questions such as the role of the voluntary sector in society, how charities operate and are accountable, the specific work of the charity they have selected and the ways in which their money will be used.
- 3. Engage with underlying issues.** Taking part in fundraising activities and researching the work of charities often raises broader questions about the nature and cause of inequalities, how and why development and humanitarian activities are undertaken, the values by which individuals and societies operate, and our shared future. Good fundraising supports young people to grapple with these difficult, and often controversial, issues. For example, in the case of fundraising for development and humanitarian causes this may include exploring global power relations, the causes and consequences of poverty, the role of development and humanitarian action, and challenging stereotypical images of other people and places. Whatever the cause, good fundraising should support young people to engage with the issues.
- 4. Consider a range of ways to effect change.** Raising funds for charity is just one of a whole range of ways we can all bring about change, from practical actions in our everyday lives to lobbying decision-makers. Gaining an awareness of these options, and better still trying them out, develops young people's sense of agency and their skills to make a difference. In many cases, raising funds for charity may be the most effective action, but where possible young people should be given the opportunity to explore their options as active citizens.
- 5. Carry out safe, effective fundraising.** Ensuring that fundraising is safe, legal and in line with good practice is important for all activities, but even more so when young people are involved. To this end, relevant procedures include following good practice guidelines from the Institute of Fundraising, ensuring that anyone supporting young people is vetted and registered in line with current procedures and has completed a basic safeguarding course, and putting systems in place for reporting and responding to any 'cause for concern'. To ensure that fundraising meets its aim of raising funds for charities, activities should also be carried out in ways that are cost-effective.