

For Immediate Release



街頭月捐聯席  
F2F Monthly Giving Alliance

**Nineteen Charitable Organizations Jointly Launched the First Ever  
Code of Practice on Face-to-Face Monthly Donors' Recruitment**

February 8, 2012 – At a press conference today, the Face-to-Face Monthly Giving Alliance (hereafter named “the Alliance”), organized and established by 19 Hong Kong charitable organizations, launched a “Code of Practice on Face-to-Face Monthly Donors’ Recruitment” (hereafter named “the Code”). The Code provides practical guidelines and sets professional standards for conducting monthly donor recruitment on the streets of Hong Kong. It is made available to charitable organizations as well as members of the public as reference. At the press conference, the 19 charitable organizations affixed their agency logos onto a backdrop, signifying their adoption of and compliance to the standards laid down in the Code.

As a charity-led and self-regulatory membership body, the Alliance promotes accountable face-to-face (F2F) fundraising practices, especially monthly donor recruitment. It sets professional standards and practical guidelines for such practices, and enhances the public’s understanding on their rights to know before engaging into monthly giving to charitable organizations. The Code covers eight areas, namely the definition of F2F monthly donor recruitment, the basic beliefs of the member charitable organizations toward monthly donor recruitment, the requirements of charitable organizations that practice monthly donor recruitment, information disclosure, the professional requirements of donor recruiters, the training and supervision of donor recruiters, how to identify donor recruiter identity, and donor recruiter remunerative package.

At the press conference, Alliance Chair Ms Bonnie So pointed out that monthly donations allow charitable organizations to provide consistent support to their work and regular services for people in need. The Code provides accountable practices for charitable organizations and individuals’ rights to know before engaging in monthly giving to an organization. Member organizations need to provide regular training to their donor recruiters. These donor recruiters need to have the proper identifications and permits with them on the working site, and approach members of the public with

courtesy and honesty. They need to explain clearly the services of the charitable organization they represent and the terms of monthly donations, including procedures for terminating the donation. They should not become a nuisance to the public or use coercion or mislead the public to making a donation. Charitable organizations have the responsibility to keep donor personal information confidential. Donor recruiters shall not be remunerated by a percentage of the amount of donation they have brought in for the organization.

Vice Chair of the Alliance Mr. Timothy Ma said that the Alliance sees the importance of making the practices of donor recruitment in public places professional as well as safeguarding the rights of donors. The Alliance believes that by adopting and complying with this Code of Practice, organizations can improve the efficiency of their monthly donor recruitment, which will help more people in need, as well as ensure the rights of donors.

Legislative Council Member Mr. Cheung Kwok Che welcomed the formation of the Alliance and believes that many members of the public are very supportive of charitable organizations. The challenge is that most people are not familiar with the practice of monthly donor recruitment in public places. They can have difficulty judging whether or not to give to a certain charitable organization within a short period of time. This Code will be very helpful in guiding the general public as they make their decisions.

During the drafting of the Code, the Alliance referred to the Association of Fundraising Professionals (Hong Kong Chapter) on the international fundraising best practices for reference. Furthermore, as the founder member of the Alliance, the Hong Kong Council of Social Service will provide the necessary support to the Alliance. It will also promote the Code to its nearly 400 members, strengthening the charity sector's accountability to the public.

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Face-to-Face Monthly Giving Alliance: <http://www.wisegiving.org.hk/en/face2face.aspx>

Members of the Alliance include AIDS Concern Foundation Limited; The Association of Fundraising Professionals (Hong Kong Chapter) Limited; Christian Action; Heep Hong Society; Heifer International – Hong Kong; The Hong Kong Cancer Fund; Hong Kong Committee for UNICEF; The Hong Kong Council of Social Service; Hong Kong Red Cross; HOPE *worldwide*; Ocean Park Conservation Foundation, Hong Kong; Oxfam Hong Kong; Plan International Hong Kong Limited; Save the Children Hong Kong Limited; Senior Citizen Home Safety Association; The Society of Rehabilitation and Crime Prevention, Hong Kong; TREATS; The United Nations High Commissioner for Refugees (UNHCR); WWF-Hong Kong.