

CLARIFICATION OF FoEI FUNDRAISING GUIDELINES

As requested by the BGM, the FoEI ExCom has re-worked and compiled prior BGM decisions and any by-laws relevant to FoEI fundraising into one document (below). The ExCom has not made changes to the text itself, but has only re-arranged and brought relevant texts together so that they flow more coherently and are clearer as a whole.

The ExCom however recommends that the BGM and future ExCom discuss and agree the status of regions as international structures of FoEI, since this point is still ambiguous and consequently causes confusion with respect to the scope of FoEI funding source restrictions.

In order to make changes to the content or scope of past BGM decisions and by-laws related to FoEI fundraising, the ExCom or the BGM would need to propose changes, and the BGM would need to vote on such changes.

FoEI Fundraising Guidelines

4.3 FoEI fundraising guidelines

The function of a FoEI Fundraising Protocol is to guide/regulate national, regional and international FR initiatives of all FoE member groups, regional structures (such as FoEE) and FoEI.

Initially, the 1990 AGM in Ghana adopted a fundraising protocol which was called the "**Ghana Rules**" aimed setting funding restrictions for FoEI and member groups. In 1993, the AGM in Indonesia added a **Fundraising Guidelines Checklist**, which was to guide groups in deciding whether or not to accept funding from potential donors. Finally in 1997, the Uruguay AGM discussed more fundraising issues and adopted another **Fundraising protocol** which intended to improve the coordination of fundraising initiatives and information exchange. **At the 2000 BGM in the US, the fundraising guidelines were approved as requirements for all member groups.** Finally, the 2008 BGM decided in more detail about restrictions on FoEI funding sources.

1) Restrictions Regarding Funding Sources

Rules applying to FoEI, regional structures and member groups

Friends of the Earth International, regional structures, and member groups shall not raise money from any source that might compromise the FoEI values, existing campaign objectives, or from any other source that would damage FoEI's reputation as an environmental pressure group.

Rules applying to member groups

When a **member group** engages in fundraising activities that are seen to compromise the FoEI values, objectives or reputation, this group may face expulsion. When this might become the case, the Friends of the Earth International Executive Committee shall attempt to resolve the issue. If the Executive Committee cannot resolve the dispute, action can be taken at the BGM.

2) Fundraising Procedures for member groups

All member groups should follow the guidelines as listed below, especially with regards to (possible) new funding sources. The rules listed below do not apply for agencies (donors) with a global portfolio.

In order to increase information exchange and thereby make better use of available funding it is advised that all member groups inform the Secretariat about their major current sources of funding and about the most important changes in those sources of funding. The Secretariat shall then take up the function of a clearing house regarding fundraising information for the network subject to the direction of the Executive Committee.

Rules:

1. Before approaching any donor, whether it concerns a new contact or continuation of an existing relationship, the national member group on whose territory the donor is based, should be consulted. The consultation plus result should be made known not only to the member group concerned, but to the FoEI secretariat and the regional structure the member group belongs to as well. These rules do not apply to agencies with a global portfolio. Groups should alert the IS about their plans to submit a proposal in order to improve fundraising coordination within the network.
2. If active involvement/substantial work is required, the national member group can ask for a financial or in-kind contribution for compensation. Active involvement/substantial work may include: a) actively looking for donors, exploratory meetings, etc.; and b) developing proposals, including translations, together with the consulting body to meet the exact requirements of the donor involved. Agreements about such financial compensation should be made beforehand and need approval of the board of both the consulting and consulted body (e.g. in case of FoEI and regional structures, the respective ExComs).
3. An application to a donor should not conflict with other (pending) applications. This should be investigated thoroughly. The entity wanting to approach a donor should consult the lead group if the proposed activity is part of an international activity as approved by the (last) BGM.
4. A national member group is advised to reply within two weeks. It may recommend that no application is submitted to a donor only:
 - If an application by the national member group is being reviewed by the donor concerned;
 - If an application is being prepared by the national member group for the current financial year;
 - If the donor is known to have no interest in funding work outside the territory where it is based and records can be provided to show this;
 - If the national member group is campaigning against the donor concerned;
 - For political reasons at the national level.

The national member group might/is advised to contact the donor in order to find out if an application from outside would affect their own application.

5. In case there is a conflict that cannot be resolved between the national group and the entity that wants to apply for funding, the ExCom decides.
6. If officially established regional structures and coordinators of international campaigns and programmes want to approach donors, not only should national member groups be involved, but the FoEI Secretariat should also be informed. Likewise, when approaching donors in regions where an established regional structure exists, coordinators of international campaigns and programmes should inform the regional structure involved.

Rules applying to FoEI

1) Friends of the Earth International, as the international coordinating body for its member groups, shall not receive funding from:

- Transnational corporations;
- Political parties;
- Commercial enterprises that any FoEI member group is campaigning against;
- Commercial enterprises included on a list of industrial sectors developed by Friends of the Earth International Executive Committee, in consultation with member groups
- International Financial Institutions

- 2) Friends of the Earth International may receive funding from corporate foundations that meet the following prerequisites:
- The company which funds the foundation cannot be from any of the sectors that FoEI and our allies are campaigning against or one of the industries such as fossil fuels, chemicals, car manufacturing, logging, waste disposal/ incinerators, nuclear, aviation, mining, armaments, animal testing, GMO, tobacco private water services, and banks and investors which are financing these sectors.
 - The foundation cannot be funded by a company which FoEI member groups are currently campaigning against or have done in the last 5 years
 - The foundation must be independent from the source company, politically and in terms of management, i.e. the board members are different to those of the company
 - The foundation's mission statement must be in line with FoEI's
 - The foundation must not impose unacceptable restrictions on FoEI
 - The grant will not be used as a strategy for greenwash tactics, human rights abuses or with a double agenda
 - There are no reputational risks associated with the foundation
- 3) Friends of the Earth International may receive funding from private foundations that meet the following prerequisites:
- The foundation's mission statement must be in line with FoEI's
 - The foundation must not impose unacceptable restrictions on FoEI
 - The grant will not be used for greenwash, human rights abuses tactics and double agenda
 - There are no reputational risks associated with the foundation
- 4) The 2008 BGM gave the ExCom the mandate to develop criteria for private sector funding. The ExCom consequently decided that it would be too difficult to apply the criteria confidently, thus deciding that FoEI cannot accept funds from the private sector.
- 5) FoEI may explore possibilities for online fundraising.
- 6) Solidarity Fund: FoEI will set up a solidarity fund for groups that are interested in supporting activities of the federation that are hard to finance by other donors (solidarity actions, activities aimed at strengthening FoEI).

Fundraising Recommendations to member groups

The recommendations listed below were proposed as an addition to the above fundraising restrictions. They are aimed at clarifying the intention of the 1990 AGM regarding point c), which is specifically focused on FoEI fundraising activities. These recommendations have never been formally approved and as such do not warrant ExCom action in case they are violated. It is recommended that:

- Not accepting money from political parties is restricted to core funding only;
- All member groups must provide FoEI with a list of commercial enterprises that they are actively campaigning against;
- Groups proceed with extreme caution and do not to initiate funding proposals with commercial enterprises included on the list of industrial sectors as mentioned above but instead refer any such approaches to FoEI ExCom which shall offer advice;
- Member groups should incorporate the FoEI fundraising restrictions into their own fundraising criteria. With respect to all future member groups these principles should be adopted as a condition for membership to FoEI.

3) Checklist

When considering accepting funding from a specific sponsor/funder, please use the following checklist to guide your decision:

- What is this sponsor doing in my country? What is its environmental record, as far as it is known? Is the information we have sufficient?
- Would publicity about such sponsorship make us unpopular or suspect in our country? Could it seriously damage our good name and reputation? Are we handing a green reputation to somebody who does not deserve it at all?
- If we were taking money from this donor, is there a significant likelihood that it would damage FoEI's reputation and credibility? Could it seriously damage the work of other FoEI groups?
- Will this money prevent us from doing an environmental campaign that we would/should do? And will it be because it goes, directly or indirectly against the interests of the donor?
- Will this money change us, because it will absorb a disproportionate amount of our resources, or will it create dependency? What percentage of your total budget would this sponsorship represent?
- What arrangements or restrictions, if any, do you envisage regarding the publicity of the sponsorship (press conference, joint press releases, reference in publications, total ban on publicity etc.)?
- Is the money for the core budget or is it project money? How important is this project for your country or for your organisation? What conditions, if any, are attached to it? Is there room for modifying the sponsor's environmental behaviour?