

Policy Name:	<b>Public Engagement and Support Policy</b>
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## 1.0 Background

Marie Stopes International Australia (“**MSIA**”), its entities and affiliates, are specialist sexual and reproductive health, non-governmental organisations (NGO) working in Australia, Asia and the Pacific to improve the sexual and reproductive health (SRH) of all people.

Our mission is children by choice, not chance.

MSIA is affiliated with and provides funding and project management support to local organisations in the Asia Pacific region, and in selected other countries internationally, to implement development initiatives and deliver reproductive health information and services.

A critical part of this work involves increasing public awareness about the importance of reproductive health and family planning, building trust in MSIA as an organisation and developing relationships among stakeholders including the general public. We are committed to listening to our supporters, respecting their rights and reporting back to them about their work.

MSIA considers its interactions with the public, approach to community support income and disclosure of activities to be governed by its public engagement policy.

## 2.0 Principles

MSIA and its entities are not-for-profit NGOs, with no political or religious affiliations. We work for the improvement of the health and quality of life of women, men and their families, helping them to exercise their right to enjoy reproductive health, and have children by choice, not by chance. MSIA and its entities are committed to saving lives through reproductive health care and do this through:

- Providing high-quality, confidential, client-centred reproductive and family planning services
- Sustainable service provision
- Advocacy

### **Transparency**

MSIA and its entities seek to be guided by a principle of transparency in communication when engaging stakeholders and the community at large. In some circumstances, in order to meet other obligations MSIA and its entities may need to withhold information. However, MSIA will use best endeavours to disclose as much as possible to meet its transparency requirements.

### **Accountability**

We will be accountable for the use funds raised from the Australian community, in line with the principles and guidelines set out in the ACFID Code of Conduct. All funds raised from the Australian community will be utilised by MSIA in order to advance the mission of ‘choice by choice, not chance’.

## Privacy

MSIA is committed to maintaining the privacy of its supporters, as outlined in our Privacy Policy which is publicly available here:

<https://www.mariestopesinternational.org.au/privacy/>

### 3.0 Objectives

This policy is intended to provide direction in relation to engagement with stakeholders, including general public, and defines the accountability and transparency that MSIA will apply to its communication. The policy ensures that support funds received from the Australian public are maximised for sexual and reproductive health programmatic work and this work is communicated accurately to the supporters.

### 4.0 Definitions

**Community Support Income (CSI):** Any donations and other fundraising income received from the Australian community (excluding funding received from DFAT and bi-lateral/multi-lateral donors).

**Recognised Development Expenditure (RDE):** Total income (including volunteer and in-kind contributions) received from the Australian community and spent on overseas development activities. MSIA's RDE is used to calculate the total annual block grant from DFAT (ANCP).

### 5.0 Policy

All community support income allocation to program activities should be in line with the principles and procedures outlined in this document. The Regional Director is responsible for the allocation for untied funds and decisions are overseen by the MSIA Board of Directors. The funds raised should be utilised to fill existing funding gaps in regional strategies or as required matched funding. Once gaps have been filled, support income from the community can be utilised in new areas of activity which will enable MSI to fulfil its mission.

#### Transparency of information

MSIA and its entities believe that timely, accessible and accurate information is essential for ensuring accountability to our stakeholders, encouraging learning, trust and good performance.

As such, communications must meet the following requirements, subject to reasonable endeavour:

- It must be easily accessible.
- It must be consistent.
- It must be up to date and dated.
- It must be truthful, accurately representing organisational activities and not have any significant omissions.

- It must recognise an authoritative source when the communication has made a reference to that source.
- It will clearly state if there is a specific purpose for any campaign funding/donations raised.
- Free, prior and informed consent must be obtained for all images and stories, compliant with MSIA Child Safeguarding Policy and MSIA Communications Policy.

### **Types of information that will be shared**

The following sets of information will be shared freely, openly and proactively:

- General Information
- Governance structure
- Privacy policy and complaints procedure
- Performance
- Funds and finance

### **Information channels**

The MSIA website will be the main channel for sharing information proactively to a general audience. The information on the website will be updated annually at a minimum (in line with the annual reporting period).

Supporters and donors will receive regular electronic direct mail and regular posts through social media channels. All information will be current at the time of posting and any printed documents will be current at the time of publication.

Where information is not available on the website, MSIA, within the limits of its resources, will also send information as requested (as per this policy) in electronic or printed form to an authentic address of the person or the organisation requesting information. Anonymous requests for information may not be responded to.

Engagement comes in various forms and media including but not limited to:

- Publications
- Digital properties such as the website and social media properties
- Media releases
- Presentations, speeches and face to face discussion
- Day to day verbal and electronic business communications

### **Sourcing and Soliciting Community Support Income**

Community support income can be derived from numerous sources, including but not limited to:

- Individuals or groups of individuals
- Australian philanthropic trusts and foundations
- Australian corporates/businesses

The Platforms utilised for deriving Community Support Income include:

- Online Giving through our website with the use of Stripe Payment System
- Direct transfers into the MSIA account
- Direct Debits
- Community Fundraising

Community support income is derived in a variety of ways including but not limited to:

- Direct fundraising appeals, soliciting donations through various channels including electronic direct mail, online, over the phone and face-to-face.
- Unsolicited donations.
- Corporate giving platforms.
- Cause-related marketing activities.

Compliance with the following codes is required:

- ACFID Code of Conduct, including ACFID's fundraising charter. This includes annual report of compliance with ACFID Fundraising Charter (to MSIA Board)
- MSIA Privacy Policy
- DFAT Child Protection Policy All applicable state-based fundraising codes
- Annual Audited Financial Report
- ACNC Annual Information Statement

## 6.0 Procedures

### Community support income conditions and communications

To ensure the most effective use of donated funds, MSIA will enable the following conditions from individual givers, high-net worth individuals, trusts and foundations:

One- off Donation Amount (in AUD)	Allocation and reporting of Donation	Type of Communication	Person to Communicate
<b>Up to \$1,999</b>	<ul style="list-style-type: none"> <li>• MSIA will establish the best use of funds and cannot provide the donor with any guarantees as to which country the donation will support.</li> <li>• MSIA will not provide the donor with any bespoke reporting on the use of their donation</li> </ul>	<ul style="list-style-type: none"> <li>• Auto-Receipt</li> </ul>	<ul style="list-style-type: none"> <li>• Automated</li> <li>• With possible follow up by Fundraising Advisor</li> </ul>
<b>\$2,000 to \$9,999</b>	<ul style="list-style-type: none"> <li>• MSIA will establish the best use of funds and cannot provide the donor with any guarantees as to which country the donation will support.</li> <li>• MSIA will not provide the donor with any bespoke reporting on the use of their donation</li> </ul>	<ul style="list-style-type: none"> <li>• Auto receipt</li> <li>• Phone call</li> </ul>	<ul style="list-style-type: none"> <li>• Fundraising Advisor</li> </ul>

<b>\$10,000 to \$29,999</b>	<ul style="list-style-type: none"> <li>MSIA will establish the best use of funds and cannot provide the donor with any guarantees as to which country the donation will support.</li> <li>MSIA will not provide the donor with any bespoke reporting on the use of their donation</li> </ul>	<ul style="list-style-type: none"> <li>Auto receipt</li> <li>Phone Call</li> <li>Formal letter and collateral to say thank you</li> </ul>	<ul style="list-style-type: none"> <li>Fundraising advisor, with possible follow up by Regional Director</li> </ul>
<b>\$30,000 to \$49,999</b>	<ul style="list-style-type: none"> <li>MSIA will consider meeting donor request that their donation support an existing project</li> <li>At donors request we can provide an annual acquittal</li> </ul>	<ul style="list-style-type: none"> <li>Auto receipt</li> <li>Phone Call</li> <li>Formal letter and collateral to say thank you</li> </ul>	<ul style="list-style-type: none"> <li>Fundraising advisor, with follow up by Regional Director</li> </ul>
<b>\$50,000 and over</b>	<ul style="list-style-type: none"> <li>MSIA will work with a donor and endeavour to ensure their donation can support a specific project that they have interest in.</li> <li>Narrative report annually (with possible 6 monthly update/ case study)</li> </ul>	<ul style="list-style-type: none"> <li>Auto receipt</li> <li>Phone Call</li> <li>Formal letter and collateral to say thank you</li> </ul>	<ul style="list-style-type: none"> <li>Fundraising Manager, with follow up by Regional Director</li> </ul>

**Reasons for refusing a donation**

- Incompatibility between a donor's activities, beliefs, public statements or policies and those of the organisation.

**Disclosed information**

- All requests for information or enquiries will be dealt with promptly.

**Receipting and recording of donations**

- All payments received electronically are receipted automatically upon receipt via MSIA's online payment gateway Stripe.
- Payments received through the mail (cheques or money orders) are recorded in an online secure Customer Relationship Management system. Payments received through the mail are receipted manually.
- Payments received electronically and through the mail are recorded in an accounting ledger system and online secure Customer Relationship Management system. These are reconciled monthly.

**Confidentiality**

MSIA shall not disclose the following kinds of information:

- We recognise that our staff and clients have a right to Privacy and will not disclose any personal information about them without their consent.
- Intellectual property or other information which has been disclosed or provided to MSIA under any obligation of confidentiality or which is subject to legal disclosure restrictions, unless consent of such disclosure has been obtained from the owner of such intellectual property.
- Legal advice and matters in dispute or under negotiation including disciplinary and investigative information generated in or for MSIA.

- Information dealing entirely with internal administration or operating systems which have no direct effect outside the organisation, or internal documents written by staff to their colleagues, unless those documents are intended for public circulation.
- The sharing of fundraising information which could jeopardise MSIA's competitiveness in fundraising capacity.
- In unusual situations of insecurity, threat and vulnerability to the organisation, staff or partners, MSIA may choose not to share any or selected information for a specified period.

## **7.0 Related Policies**

MSIA Privacy Policy  
MSIA Child Safeguarding Policy  
MSIA Communications Policy  
Australian Sourced Funds memo