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Press release
For Immediate Use

PFRA reveals sign-ups through direct dialogue fundraising increased by 16 per cent during 2008/09

- **PFRA AGM to reveal strong growth in face-to-face sign-ups despite recession fears**
- **AGM to be followed by first-ever PFRA parliamentary reception**

Delegates to the **Public Fundraising Regulatory Association's** AGM on Wednesday 24 June will hear that face-to-face (F2F) and door-to-door (D2D) fundraising secured at least 681,000 new donors during the 2008/09 financial year.

PFRA chief executive Mick Aldridge will tell delegates that this figure represents a 16 per cent increase on sign-ups from 2007/08 – despite the UK economy having been in recession for the past six months – with an estimated pledge value of at least £70 million¹.

Attendees will also hear details of PFRA developments and achievements in promoting, protecting, and extending F2F activity over the past year, including:

- growth in the network of PFRA-managed access diaries
- significant additions to the association's panel of professional advisory 'Observers' (admission of NALEO – National Association of Licensing and Enforcement Officers); and
- important outreach and engagement projects involving key stakeholders such as ACPO (Association of Chief Police Officers) and TSI (Trading Standards Institute). On June 12 PFRA became a corporate affiliate of the TSI, signifying the association's commitment to 'fair trading and consumer protection'.

The AGM will be followed by the PFRA's first-ever parliamentary reception, hosted in the House of Commons by Martin Horwood MP (LD, Cheltenham) who has been a supportive correspondent of the PFRA since during the passage of the Charities Bill.

The purpose of the reception is to introduce the PFRA to and senior fundraisers to key parliamentarians, in the context of the anticipated implementation of the Charities Act during 2010 – certain to be an election year. It is also one of a series of events that the association is undertaking between October 2008 and October 2009 to mark the fifth anniversary (21 Oct 2003) of the association's demerger from the Institute of Fundraising and subsequent development as an independent regulator.

Aldridge is excited by the symbolism as well as by the hard challenges ahead. He comments: "F2F in all its forms have come a long way since 2003 and the PFRA has been instrumental in building bridges towards local government and opinion-formers of all kinds, and reforming the image of the medium. Over the year ahead we will inevitably be under the spotlight once again as the act rolls out and the election gets under way, but the sector is more confident and resilient than ever.

"There is now a solid 10-year record of success here in the UK which charities can build on. In the teeth of a recession people still want to give, and give effectively, person to person. Nothing can replace the human touch and we hope to make that point clearly, even within the grandeur of Westminster."

ENDS

For further information or to arrange an interview with Mick Aldridge, contact: Ian MacQuillin, head of communications, ian@pfra.org.uk or 020 7401 8452

1) Estimate based on average gift value including Gift Aid for 2006 (£8.30 per month), as revealed in PFRA Attrition Survey 2008 (June 2008).

Notes for editors

The PFRA

The Public Fundraising Regulatory Association (PFRA) is the nationally recognised self-regulator for all forms of face-to-face (F2F) fundraising activity – direct debit solicitation or data-capture – conducted in public spaces by charities and good causes anywhere in the UK. Supported by the Office of the Third Sector and the Charity Commission but without drawing on public funds, PFRA seeks to guarantee the sustainability of F2F with the donating public by working in partnership with local authorities, TCMs and BIDs to provide and enforce bespoke and free-to-user durable and Charities Act 2006-compliant local voluntary management solutions within the framework of the Institute of Fundraising national Code of Practice.

Our work and effectiveness is recognized by the Institute of Licensing, NALEO, and the Association of Town Centre Managers, all of whom occupy Observer seats on our Board of Management. We were among the founder members of, and occupy a seat on the Board of, the Fundraising Standards Board. We are a Corporate Affiliate of the Trading Standards Institute – committed to fair trading and consumer protection.

The AGM

The AGM Takes place at Westminster Central Hall, Storey's Gate (opposite Westminster Abbey) 1.30-3pm. Admission is open to all PFRA members and interested parties. Journalists are welcome – contact Ian MacQuillin for a press pass. The event will include light refreshments.

The Reception

The parliamentary reception takes place in the House of Commons, 4 – 6pm. Admission is by invitation only. If you represent the press or a relevant stakeholder/consumer organisation and would like to attend please contact Mick Aldridge at mick@pfra.org.uk to see if places are still available.