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Press release

PFRA to advise members on policies for fundraising within Cold Calling Control Zones

- **Three initiatives in response to revised IoF code of practice on F2F fundraising**
- **Help for members in conducting risk assessments**
- **Improperly set-up CCCZs to be identified**

The Public Fundraising Regulatory Association – the self-regulatory body for all types of direct debit public fundraising – is preparing a series of initiatives that will help members conform with new requirements on fundraising in Cold Calling Control Zones (CCCZs).

The Institute of Fundraising's revised code of practice on F2F fundraising sets out a clear four-step procedure for charities that want to fundraise in CCCZs (see PFRA position statement No2).

As part of this process, the IoF code of practice now says that fundraisers should avoid CCCZs that are properly set up according to guidance from the Trading Standards Institute. However, it says that charities may still fundraise in CCCZs that are improperly set up provided that they have conducted a reputational risk assessment. It also says that charities should have a policy on fundraising in CCCZs that has been approved by their trustees. The code now reflects the guidance on CCCZs that PFRA issued to its members in February 2007 (see position statement).

PFRA will now begin work on three initiatives that will assist its members when they encounter a Cold Calling Control Zone:

1. Off-the-shelf policy on fundraising in CCCZs that members will be able to adopt lock, stock and barrel, or adapt to their specific needs.
2. Pro forma risk assessment template, guiding PFRA members through the factors they will need to consider when conducting the risk assessment required by the code of practice
3. Mapping existing CCCZs and indicating whether they are set up according to TSI guidance or not.

PFRA chief executive Mick Aldridge says: “Cold Calling Control Zones are something that have been on our radar for a long time and we have already done a lot of work on them. One of the reasons we joined the Trading Standards Institute as an affiliate member was so we would have a direct line to the TSI on CCCZs, and both understand and influence their thinking.

“With the publication of the revised code of practice, which contains new rules on fundraising inside CCCZs, we have an added incentive to help charities refine their policies on fundraising within these zones.

“The key thing is that Cold Calling Controls are not legally enforceable, and our job over the coming months will be to flesh out the code and give clear guidance to our members on what they can and can’t do with regard to CCCZs.”

ENDS

For further information or to arrange an interview with Mick Aldridge, contact:

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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.

Mick Aldridge

Mick Aldridge has been a professional charity fundraiser since 1992, initially in telemarketing and since 2000 in the field of face-to-face fundraising. In both disciplines his focus has always been on regulatory and legal compliance. Prior to that he worked in events management, local government policy development, retail logistics, and directly for a number of different charities. He has been involved in the PFRA since its inception in July 2000 and was a continuous member of its board until he became its second chief executive in April 2006. He is a member of the Institute of Fundraising, fellow of the Institute of Direct Marketing, and sits on the Fundraising Standards Board. In June 2009 he was voted “fourth Most Influential Person in Fundraising” (out of 50) by readers of *Professional Fundraising* magazine.