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Press release
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PFRA announces sign-up figures for street and door F2F during 2009/10

The **Public Fundraising Regulatory Association** – the self-regulatory body for all types of face-to-face (F2F) fundraising – today [June 22, 2010] announces the end of year activity results for F2F.

With the final few weeks of 2009/10 still to be compiled, F2F sign-ups on the street and door are recorded at almost 625,000 (and are estimated to close at around 650,000*). This represents a fall of just under 16 per cent on the 741,000* sign-ups for 2008/09, but still suggests an upward trend in the successful use of F2F as this year's results are significantly higher than 2007/08's 587,000.

Door	2009/10	2008/09	Change	% Change
London	65,856	49,411	16,445	33.28
Outside London	349,185	430,500	-81,315	-18.89
Scotland	32,245	38,844	-6,559	-16.99
Total	447,286	518,755	-71,429	-13.78

Street	2009/10	2008/09	Change	% Change
London	92,089	123,898	-31,809	-25.67
Outside London	76,702	90,878	-14,176	-15.6
Scotland	8,874	7,139	1,734	24.3
Total	177,665	221,914	44,250	-19.94

	2009/10	2008/09	Change	% Change
Total	624,951	740,670	-115,679	-15.62

PFRA's ceo Mick Aldridge says: "The year 2008/09 really was an exceptional year and it was unlikely we would hit those heights again. But F2F sign-ups are still extremely high. Many charities have been using this type of fundraising for up to 10 years, some for longer, and

have the returns on investments to go with it. F2F sign-ups are high because charities are choosing to put their acquisition budgets into this type of fundraising. It is totally demand-led.

“However, the drop in both the overall numbers of new donors and those recruited on the street is attributable in large part to the collapse of Dialogue Direct UK in October 2009. Dialogue Direct had been delivering around a quarter of all new donors signed up on the street. Although new agencies have moved in, Dialogue’s sudden absence was bound to have an impact.”

The trend for more donors to be recruited at the door continues.

Michael Naidu, assistant director of fundraising at Mencap and PFRA’s acting chair says: “The continued rise of doorstep F2F throws up a number of challenges for the PFRA. We already know from talking to Modena – the firm that consulted on the implementation of the Charities Act for the Office of the Third Sector – that the biggest concern for local authorities are doorstep callers of all types. Cold Calling Control Zones (CCCZS) are sprouting up around the country. And complaints about doorstep F2F to FRSB members were apparently up by 340 per cent in 2009.

“We are fully aware of the challenges that might confront doorstep F2F and we are already preparing to meet them. PFRA has already begun working with the Trading Standards Institute to map CCCZs and, over the course of this year, we will examine options for extending our mystery shopping programme of street F2F to the doorstep.”

The 2009/10 figures will be officially announced at the PFRA’s AGM to be held in London on Tuesday 22 June, 2010**.

** PFRA calculates sign-ups through our levy returns (PFRA members pay a levy for every donor recruited). We are therefore extremely confident about the accuracy of our figures. However, we are still accumulating data for the last quarter of the year by the time the financial year closes, which means we then have to estimate those final figures. Last year, we underestimated our final figure to be 681,000 when the actual figure was the 740,670 reported here.*

*** For press accreditation, contact ian@pfra.org.uk*

ENDS

For further information or to arrange an interview with Mick Aldridge or Michael Naidu, contact: Ian MacQuillin, head of communications: ian@pfra.org.uk, 020 7401 8452, 07977 422273

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 2010 he was voted 'the Most Influential Person in Fundraising' by readers of *Fundraising* magazine.

Michael Naidu

Michael Naidu has worked for Mencap for more than seven years, initially co-ordinating the street fundraising activity and now, as assistant director of fundraising is developing an integrating the fundraising strategy with the wider organisation.

Michael has been the vice chair of the Public Fundraising Regulatory Association for more than three years and has sat on the board since February 2002. Michael was named Professional Fundraiser of the Year in 2008 and is known in the sector as a passionate advocate for self-regulation, best practice and developing a sustainable sector approach to charity fundraising.