



31 August 2010

Press release
Embargoed until Monday 6 September 2010

Gift Fundraising to trial ‘team leader armbands’ for PFRA in London

- **Team leaders to be clearly identified**
- **Point of contact for council officials and members of the public**

The **Public Fundraising Regulatory Association** – the self-regulatory organisation for face-to-face (F2F) fundraising – is to begin street trials to test whether identifying fundraising team leaders facilitates contact with council officials and town centre managers.

The 12-week trial, which will see more than 30 team leaders working for Gift Fundraising wearing specially-designed PFRA-branded armbands, begins on Monday 6 September.

Nick Henry, PFRA’s head of standards, says: “In our negotiations with local authorities regarding site management agreements (SMAs), some officials have suggested to us that it would be useful to be able to identify the person in charge of the team in cases of SMA breaches, such as fundraisers straying outside the site delineation. It’s a very sensible suggestion and will mean that team leaders can be identified by the public and traders too.”

The trial will monitor how many interactions the team leaders actually have with town centre managers, licensing officials and other people in authority, as well as members of the public. If successful, PFRA will recommend that other fundraising companies and in-house charity teams adopt the armbands, possibly before the end of the 12-week trial period.

As the largest professional fundraising organisation working on the street, PFRA has asked Gift Fundraising to conduct the trial. Russ Peterken, Gift’s Fundraising’s operations manager, says: “I’m keen to see the trial get under way and really proud that, out of all the agencies out there, Gift was chosen to conduct it. I think it will help our relations with councils and town centre managers and encourage the wider face-to-face community to be more co-operative and responsible.”

ENDS

For further information contact Ian MacQuillin, head of communications, on:
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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, the Association of Town Centre Management, and the TSI (Trading Standards Institute) 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 also a corporate affiliate of the Trading Standards Institute – committed to fair trading and consumer protection.

Nick Henry

Nick Henry is head of standards at the PFRA and has worked in face-to-face fundraising since the mid-90s for both charities and agencies, in hands-on fundraising and managerial positions. He was also a long-serving board member of the PFRA before he joined the secretariat staff in April 2009.

Gift Fundraising



Incorporated in 2001, Gift is a charity fundraising company based in North London. As the largest street fundraising operation in the country, Gift represent many well known charities including NSPCC, Mind and GOSH, helping them recruit new, regular donors while maintaining brand awareness. Gift have been members of the PFRA since our inception and have worked in partnership with us in securing new site access numerous times over the years. Gift's joint managing direct Milly Ahmed is a PFRA board member.