

Proposed new guidance on charity fundraising

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Following the recent public concern about fundraising tactics in light of Mrs Olive Cooke's death, the National Council for Voluntary Organisations ('NCVO'), the charity chief executives body Acevo, the Institute of Fundraising (IoF) and the Charity Finance Group have announced that new guidance will be produced for charities on managing and governing charity fundraising. The Charity Commission will also contribute to this proposed new guidance, which is intended to complement the Charity Commission's existing guidance: CC20 Charities and Fundraising.

It is intended that the new guidance will give an overview of different fundraising techniques, principles of data protection and consent and good practice relating to donor care.

It is expected that the new guidance will be finalised by the end of the year.

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