



# PUBLIC FUNDRAISING REGULATORY ASSOCIATION

## Annual Report 2024

1 April 2023 to 31 March 2024



**Annual Report FY24 prepared by Angela Norton, Zara Meekins  
and Hudson Taylor Chartered Accountants Limited**

[www.pfra.org.nz](http://www.pfra.org.nz)



Public Fundraising Regulatory Association

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# About the Public Fundraising Regulatory Association

The Public Fundraising Regulatory Association (PFRA) was established by charities in 2007 as a national body to provide trust and confidence in public fundraising through effective regulation.

The PFRA works closely with the Government, local councils, business associations, Fundraising Institute of New Zealand (FINZ) and members throughout New Zealand to regulate and monitor face-to-face fundraising.

**“** We raise professional and regulatory standards to ensure the long-term sustainability of the industry. **”**

## Our vision

A thriving charitable sector, funded by long-term sustainable public fundraising.

## Our purpose

To build public trust and confidence in members' fundraising activities through regulatory solutions, founded and motivated by best practice standards and industry sustainability.

## Our values

**Fair** | regulation should be fair and transparent

**Accountable** | members should be accountable for their activities and actions

**Sustainable** | programmes should create a sustainable outcome for everyone

**Impactful** | fundraising should create a positive difference

## Our Board

**Angela Janse van Rensburg** | Chair (Oxfam Aotearoa)

**Chris Taylor** | Deputy Chair (Mental Health Foundation)

**Anneke Liefting** | Charity Member (Amnesty International Aotearoa)

**Damon Woolley** | Charity Member (Médecins Sans Frontières)

**Janice Sturmey** | Charity Member (Barnardos)

**Liam Malcolm** | Supplier Member

**Lauren James** | Independent Member

## Our Staff

**Angela Norton** | National Manager

**Nicci Hughson** | Regulation and Compliance Coordinator

**Zara Meekins** | Finance Officer

## Accredited Charity Members



**Hato Hone  
St John**



Formerly Blind Foundation



Family  
for every child  
New Zealand



**SURF LIFE SAVING®**  
NEW ZEALAND



**Heart  
Foundation™**



**ccs  
disability action**  
Including all people



**ihc**  
IN YOUR COMMUNITY



**Starship**  
Foundation



**UNHCR**  
The UN Refugee Agency



**The Fred Hollows  
Foundation NZ**



**Barnardos**

**Burnett Foundation  
Aotearoa**



**World Vision®**

**SPCA®**

**Make-A-Wish®  
NEW ZEALAND**



**Wellington  
HOSPITALS  
FOUNDATION**

**OXFAM  
Aotearoa**

**NEW ZEALAND  
RED CROSS  
RĪPEKA WHERO AOTEAROA**



**Forest & Bird**  
TE REO O TE TAIAO | Giving Nature a Voice



**Save the Children**



Auckland Northland



Central Districts



Wellington



Canterbury West Coast



Otago Southland

## Accredited Agency Members



**CS**  
COMMUNITY  
SOLUTIONS



**MIMI**  
MINDSET MARKETING

**Xplore Services**



**Public  
Outreach**

**cornucopia**

**THINK  
MARKETING**

## Affiliated Members



**Mental Health Foundation  
mauri tū, mauri ora**  
OF NEW ZEALAND

**Presbyterian Support  
Upper South Island**



# Our Approach to Self-Regulation

In our approach to regulation, we collaborate with members, local councils, business associations and government. We do this to protect the long-term sustainability of public fundraising.



## Set professional standards

We set the Code of Conduct for Face-to-Face Fundraising and Charity Street Trading that members adhere to.



## Inform and educate

We collaborate with industry experts to deliver fit-for-purpose resources that create sustainable fundraising outcomes, providing the public with trust and confidence in charity fundraising.



## Member accreditation

We check members' adherence to the Code of Conduct and that industry best practice standards are demonstrated in both policy and practice.



## Monitor and promote compliance

We monitor and promote high standards of fundraiser compliance to the Code of Conduct, and ensure fundraising sites are fairly rostered and rested.



## Inquire and investigate

We thoroughly investigate and manage complaints from the public, site managers, members, and fundraisers through our complaints process.



## Accountability

We hold members accountable for breaches to the Code of Conduct by issuing fines, penalties, and de-registration for serious misconduct.



## Regulatory Achievements in Focus



**41**

Accredited &  
Affiliated Members



**83**

Mystery Shops  
and Audits



**472**

Fundraiser Code  
of Conduct courses  
completed



**2,278**

Rostered  
Street Sites



**780**

Unique Residential  
Suburbs monitored



**886**

Unique residential  
locations monitored



**5**

Online member  
engagement sessions



**42**

Member and  
Stakeholder meetings



**58**

Newsletter  
and Updates

## Snapshot of Success



1

Face-to-face Fundraiser  
of the Year Award



100+

Attendees at the inaugural  
Public Fundraising Symposium



42

Issues and  
Complaints



3

Fundraiser  
De-registration



27

Do not knock  
Red Flag addresses

## PFRA Five-Year Strategic Plan



# Board Chair Report

As the Board Chair of the Public Fundraising Regulatory Association (PFRA), it is my pleasure to reflect on our significant achievements over the past year and outline our governance priorities for the year ahead. This has been a year of remarkable progress and growth for our organisation, marked by pivotal milestones that underscore our commitment to supporting and enhancing the fundraising sector in New Zealand.



## Key organisational achievements

This year, we welcomed several new members, including Starship Foundation and Mindset Marketing, and Breast Cancer, Mental Health and Presbyterian Support Upper South Island as Affiliate members. We now have 41 accredited and affiliated members, reflecting the growing recognition of the PFRA's value and relevance within the industry. This expansion signifies the trust and confidence that our members place in our ability to regulate and support ethical fundraising practices.

Our regulatory efforts have been robust and impactful. We conducted 83 mystery shops and audits, ensuring that fundraising activities meet the highest standards of integrity and professionalism. Additionally, 472 fundraisers completed the online Code of Conduct course, underscoring our commitment to continuous education and improvement within the sector.

Our continued monitoring of locations across 2,278 rostered street sites, 780 unique residential suburbs, and 886 private site locations ensures fundraising activities are fairly rostered and rotated. This is crucial in maintaining public trust and confidence in members' fundraising activities.

The success of our inaugural Public Fundraising Symposium in Auckland, with over 100 attendees, was another highlight. This event provided a platform for learning, sharing best practices, and celebrating excellence in fundraising, exemplified by the presentation of the Face-to-Face Fundraiser of the Year Award.

## Governance priorities for the coming year

Looking ahead, our governance priorities are focused on ensuring that the PFRA remains fit-for-purpose and continues to deliver meaningful value to our members. Key priorities include:

- 1. Constitutional Review and Incorporation:** We aim to conduct a thorough review of our constitution and register as an incorporated society under the new Incorporated Societies Act 2022. This step is crucial in ensuring our legal and structural robustness, enhancing our ability to serve our members effectively.
- 2. Governance Structure Enhancement:** Strengthening our governance structure is essential for sustaining the PFRA's strategic direction and operational efficiency. We will focus on identifying skills and experience and recruiting individuals to support and provide effective governance oversight.
- 3. Code Review and Framework Alignment:** We will undertake a review of our Face-to-Face Fundraising Codes and align our regulatory frameworks to support a more agile approach to public fundraising regulation. This will ensure that our standards remain relevant and responsive to the evolving fundraising landscape. This is particularly important as we continue to support the Early Adopter Group's work on a pilot self-regulation framework for Telefundraising.
- 4. Financial Stability and Resource Allocation:** Ensuring financial stability and strategically allocating resources to support a diversified regulatory framework will be crucial for sustaining our impact and support for members and the industry. Reflecting the alignment of Codes for Face-to-Face Fundraising and Telefundraising, we will undertake a review of our monitoring resources and services, and the costs that support those services. Again, ensuring we have adequate financial resources to effectively support our activities today and in the future.

In conclusion, the PFRA has made significant strides over the past year, and we are poised to build on this momentum.

Our commitment to raising professional regulatory standards, enhancing member engagement, and increasing our visibility and impact remains unwavering. Together, we will continue to support the longevity and integrity of the fundraising sector, safeguard public confidence, but also maximise the impact of charitable initiatives, benefiting the communities members serve.

Thank you for your continued support and dedication.

**Ange Janse van Rensburg** | Board Chair



# National Manager's Report

As the National Manager of the Public Fundraising Regulatory Association (PFRA), I am thrilled to share with you the key highlights of our past year and outline our operational priorities for the year ahead. Our journey has been one of growth, resilience, and unwavering commitment to excellence in fundraising.



## Key highlights of the year

This year, we celebrated numerous achievements that have strengthened and supported the fundraising sector in New Zealand. Notably, we hosted the inaugural Public Fundraising Symposium in Auckland, attracting over 100 attendees. This event was a cornerstone in our efforts to promote best practices, regulation, and compliance. The Symposium featured insightful presentations on contracts, data governance, industry benchmarking, digital acquisition, and building robust regular giving programs. The highlight of the event was the celebration of the Face-to-Face Fundraiser of the Year Award, recognising outstanding contributions in our field.

Our participation in the first global Face-to-Face Fundraising Congress in Vienna was another significant highlight. Representing our members on an international stage, we showcased how self-regulation in face-to-face fundraising supports positive fundraising outcomes, enhancing our global presence and influence.

We have also seen a promising increase in donor recruitment volumes, supported by a growing number of fundraisers on the ground. This rebound is a positive indicator of the sector's resilience and potential for future growth.

A major milestone was securing the support of 13 Early Adopter organisations committed to developing a self-regulatory framework for tele-fundraising and digital lead generation. This initiative, launched in March 2024, aims to create a comprehensive framework including a Code of Conduct, Accreditation, Monitoring and Training programmes. This framework is currently in the pilot phase and, once endorsed by the Board, will be adopted by our members at the next AGM. This initiative is crucial for raising professional standards and protecting the sector from potential government regulation.

## Operational priorities for the coming year

Our focus for the coming year will be on several key areas to ensure we continue to provide exceptional value to our members and uphold the highest standards of fundraising practices:

- 1. Development of the Telefundraising Self-Regulatory Framework:** Continue progressing this work, testing the pilot and preparing for wider industry consultation before formal adoption and implementation.
- 2. Reviewing the F2F Self-Regulatory Framework:** We will review and refine our Face-to-Face self-regulatory framework to ensure it remains fit-for-purpose and continues to elevate professional standards across public fundraising activities.
- 3. Enhancing Stakeholder Engagement:** Strengthening our engagement with a wider range of stakeholders within our membership organisation is vital. We will work to foster deeper connections and collaborative relationships.
- 4. Building on Symposium Success:** We will leverage the success of our Public Fundraising Symposium to continue providing valuable learning and networking opportunities for our members, ensuring that we stay at the forefront of industry trends and best practices.

In closing, the PFRA's achievements over the past year are a testament to the dedication and hard work of our members, staff, stakeholders and Board. We are on a promising journey, and our future looks bright. We remain committed to supporting the sector, enhancing professional standards, and ensuring the sustainability and integrity of fundraising in New Zealand.

Thank you for your trust and partnership. Together, we will continue to achieve great things.

**Angela Norton** | National Manager





## Fundraiser of the Year Award

We were pleased to present the Face-to-Face Fundraiser of the Year Award at the Public Fundraising Symposium 2023. Thank you to everyone who celebrated with us.

**Congratulations to Ed Williams from Cornucopia who was named the PFRA Face-to-Face Fundraiser of the Year.**

Ed and his team have won the PFRA Fundraiser of the Year award 6 times since 2014. This performance-driven focus is a testament to Ed's leadership skills and his ability to inspire his team members and new donors.

*"Ed is ambitious, kind, and a pleasure to work with. He does an excellent job interacting with the public, Cornucopia staff, and the St John Ambulance service. He has been involved in making F2F promotional videos for St John to use on their website and assist them in promoting F2F internally and has worked closely with their staff to approach and reactivate various sites in New Zealand for fundraising.*

*We have been continually impressed by Ed's professionalism and leadership, especially during a particularly challenging past few years with COVID-19 and extreme weather events. Ed approached these challenges with the utmost care for his team and the public and with determination to ensure that fundraising targets were met."*

**– Rebecca Wood, Hato Hone St John**

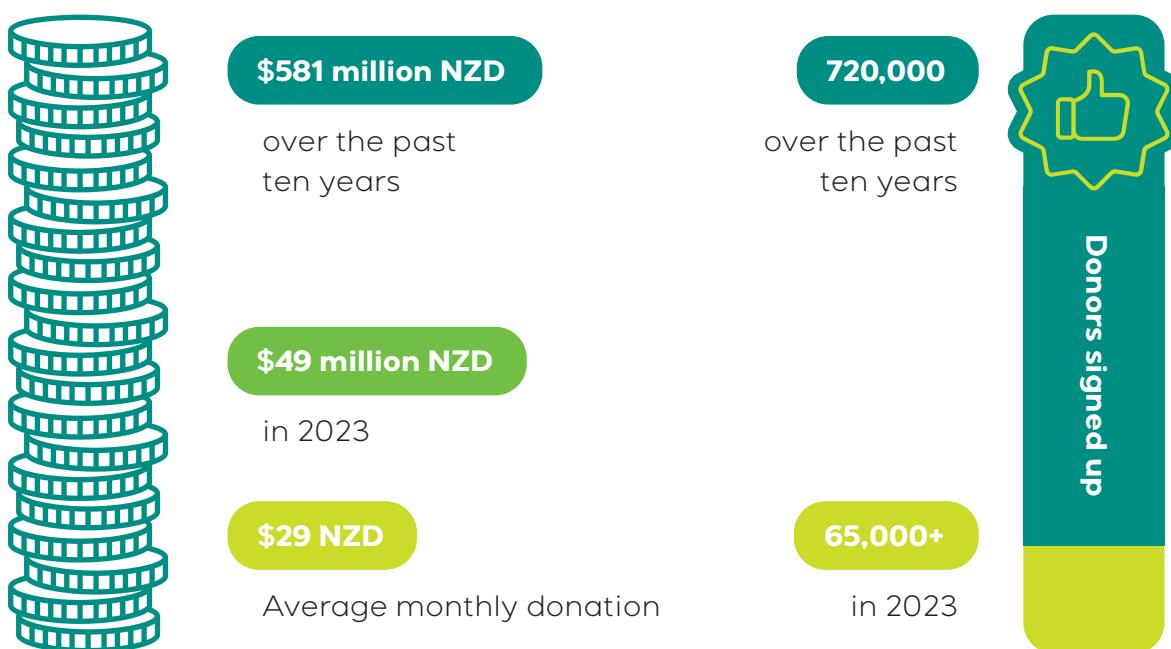
Congratulations Ed and thank you for all you're doing to inspire and support charities through great professional face-to-face fundraising practices.

**Congratulations to our other finalists Kyle Mackie (Xplore Services) and Manny Rawhiti (Community Solutions), both of whom showed great standards of professionalism and achievements.**

## Our Industry Figures

In 2023, more than 65,000 New Zealanders pledged a regular donation to support a charity member and more than \$49 million was received by charities via Face-to-Face Fundraising.

In the past decade, more than 720,000 people have pledged their support, and more than \$581 million has been received by their chosen cause through this type of fundraising.



## Fundraiser Statistics

On average during the year 184 fundraisers advocate for our charity members each day, inspiring the public to support them with a regular monthly donation.

To put a face to our fundraisers, 61 per cent are New Zealand citizens or permanent residents – with 20 per cent identifying as Māori or Pacific peoples, and 58 per cent as European.



# PUBLIC FUNDRAISING REGULATORY ASSOCIATION

## Financial Summary

### Statement of Financial Performance

For the Year Ended 31 March 2024

### Statement of Service Performance

For the Year Ended 31 March 2024

Prepared by Hudson Taylor Chartered Accountants Limited

The Public Fundraising Regulatory Association (PFRA), established by charities in 2007, is the national body that ensures trust and confidence in public fundraising through effective regulation. We raise professional and regulatory standards to ensure the industry's long-term sustainability.

The PFRA collaborates closely with government agencies, local councils, business associations, the Fundraising Institute of New Zealand (FINZ), and members throughout New Zealand to regulate and monitor face-to-face fundraising.

In the 2023/24 financial year, the organisation had 41 Accredited and Affiliated members representing charities and agencies. To ensure members adhered to and demonstrated their commitment to professional fundraising standards, the organisation conducted 83 mystery shops and audits. It hosted its first Public Fundraising Symposium, where members from across New Zealand and Australia gathered for a day of learning and workshops focused on fundraising regulation and compliance. More than 472 fundraisers completed the online PFRA Code of Conduct and Rule Book training module and became approved fundraisers in the Sales Assured Fundraiser Register.



## Description and quantification of our outputs

ENTITY OUTPUTS	2024	2023
Members accredited	41	38
Member and stakeholder events (online and in-person engagements)	42	29
Average number of face-to-face fundraisers working each day	184	133
Fundraisers completed online training	472	364
Fundraisers de-registered	3	4
Issues and complaints managed	42	43
Unique street sites monitored across the year	133	133
Street sites rostered throughout the year	2,278	3,357
Unique private sites monitored across the year	886	701
Unique residential locations monitored across the year	780	846
Number of mystery shops and site audits undertaken	83	116
Local council public submissions presented	-	2

## Statement of Financial Performance

**Public Fundraising Regulatory Association (PFRA)**  
**For the year ended 31 March 2024**

	2024	2023
<b>Revenue</b>		
Fees, subscriptions and good or services form members	266,281	216,792
Interest, dividends and other investment revenue	4,478	1,644
Other Revenue	1,492	12,052
<b>Total Revenue</b>	<b>272,252</b>	<b>230,488</b>
<b>Expenses</b>		
Volunteer and employee related costs	184,680	186,029
Costs related to providing goods or services	74,858	56,797
<b>Total Expenses</b>	<b>259,538</b>	<b>242,826</b>
<b>Surplus/(Deficit) for the Year</b>	<b>12,713</b>	<b>(12,338)</b>
<b>Surplus/(Deficit) after Tax for the Year</b>	<b>12,713</b>	<b>(12,338)</b>

## Statement of Financial Position

### Public Fundraising Regulatory Association (PFRA) As at 31 March 2024

	31 MAR 2024	31 MAR 2023
<b>Assets</b>		
<b>Current Assets</b>		
Bank accounts and cash	139,002	88,263
Debtors and prepayments	57,756	31,698
<b>Total Current Assets</b>	<b>196,759</b>	<b>119,961</b>
<b>Non-Current Assets</b>		
Property, Plant and Equipment	153	310
Term Deposit	100,000	100,000
<b>Total Non-Current Assets</b>	<b>100,153</b>	<b>100,310</b>
<b>Total Assets</b>	<b>296,911</b>	<b>220,271</b>
<b>Liabilities</b>		
<b>Current Liabilities</b>		
Bank overdraft	429	608
Creditors and accrued expenses	20,694	2,703
Employee costs payable	4,284	6,786
Income Tax payable	(12,481)	(12,049)
Other current liabilities	163,925	114,875
<b>Total Current Liabilities</b>	<b>176,851</b>	<b>112,924</b>
<b>Total Liabilities</b>	<b>176,851</b>	<b>112,924</b>
<b>Net Assets</b>	<b>120,061</b>	<b>107,347</b>
<b>Accumulated Funds</b>		
Accumulated surpluses or (deficits)	120,061	107,347
<b>Total Accumulated Funds</b>	<b>120,061</b>	<b>107,347</b>

## Statement of Cash Flows

### Public Fundraising Regulatory Association (PFRA) For the year ended 31 March 2024

	2024	2023
<b>Cash Flows from Operating Activities</b>		
Fees, subscriptions and other receipts from members	36	(36)
Interest, dividends and other investment receipts	4,478	1,644
Receipts from providing goods or services	166,976	149,918
GST Refunds Received	6,650	818
Payments to suppliers and employees	(245,878)	(250,157)
<b>Total Cash Flows from Operating Activities</b>	<b>(67,738)</b>	<b>97,813</b>
<b>Cash Flows from Investing and Financing Activities</b>		
Payments to purchase investments	-	-
<b>Cash flows from other investing and financing activities</b>		
Income tax	(432)	(139)
Accrued income	150	(150)
Income received in advance	132,991	82,676
Prepayments	(14,053)	3,168
Advance to staff	-	3
<b>Total Cash Flows from Investing and Financing Activities</b>	<b>118,656</b>	<b>85,558</b>
<b>Net Increase/(Decrease) in Cash</b>	<b>50,918</b>	<b>(12,255)</b>
<b>Bank Accounts and Cash</b>		
Opening cash	87,657	99,912
Closing cash	138,575	87,657
<b>Net change in cash for period</b>	<b>50,918</b>	<b>(12,255)</b>

# Our Future Plans

PFRA today	PFRA tomorrow
Strong framework and mandate to regulate F2F	► Strong framework and mandate to regulate need-based public fundraising
Strong financial modelling for income – membership fee + user pays	► Strong and diversified model of sustainable income
Stable membership base “members have to belong”	► Active, engaged and growing membership base – “members want to belong”
Quiet in the regulatory sector, non F2F fundraising and charity sectors	► Advocates of our regulatory framework within regulatory sector and advocates of our members’ fundraiser activities in the public and philanthropic sectors
Invisible to non-member stakeholders	► Well known by non-member stakeholders as the ‘go to’ body for regulation
Reactive and slow to respond	► Responsive and proactive
Inefficient processes and practices	► Streamlined, integrated and data-led
Profitable with little value-add	► Financially sustainable, delivering an abundance of meaningful value-add
PFRA and its staff are unknown to members	► PFRA is relevantly serving members and stakeholders
Policies don't reflect practice	► Best practice standards are adhered to and reflected in our policies
Take information without giving back meaningful and actionable insights	► Report on meaningful KPI's that translate to our financial statement of service outputs
Exclusive, insular and self-serving	► Inclusive, diverse and contributing





**PUBLIC FUNDRAISING  
REGULATORY ASSOCIATION**

[www.pfra.org.nz](http://www.pfra.org.nz)