

## Release International

### Fundraising Policy

#### Introduction

Release International is a Christian Ministry and this is expressed in our [Ethos Statement](#), which defines our Calling and Mission, and our [Statement of Faith](#). Our Christian values, as set out in the [Ethos Statement](#), the attitudes, motivation and relationships of staff and the way the Ministry achieves its Calling and Mission is as important as the Ministry itself. As a Christian Ministry, rooted in shared beliefs and Christian values, it is expected that all staff will treat one another with grace, respect, courtesy, politeness and forgiveness; that all staff will demonstrate honesty and co-operation in all interactions, timekeeping and work practice; and that all staff will show respect for authority and for each other as we work together. The [Code of Conduct](#) defines Release International's expectations of behaviour and interactions for staff while engaged in Release International work, wherever the location, and wherever an observer may reasonably associate them to Release International. It sets the expectation that Release International's Ministry is to be conducted in an honest and trustworthy manner, with fairness and integrity.

#### About us

Through the ministry of Pastor Richard Wurmbbrand and Hebrews 13:3 we have been called by God to love and serve persecuted Christians.

The following five strategic purposes form our Mission statement, showing how we love and serve persecuted Christians:

- Raising their voice.
- Giving them the tools they need to live for Jesus Christ.
- Calling Christians into fellowship with them.
- Learning lessons of Christian discipleship with them.
- Maintaining Christian stewardship to honour them.

Around the world we prayerfully, pastorally, and practically, help:

- Families of Christian martyrs.
- Prisoners of faith and their families.
- Christians suffering oppression and violence.
- Christians forced to flee.

This policy sets out the standards for Release International's efforts to raise funds for our Ministry.

In this policy, fundraising refers to the engagement of individuals and organisations in their financial support of Release International's work, as well as commercial and retail activities we carry out in order to generate income.

In our fundraising, we strive to give our supporters the best supporter experience we can, so that together we can do more to raise the voice of persecuted Christians by raising awareness and to serve persecuted Christians worldwide. It is critical that our fundraising is biblically-based, transparent, ethical and responsible.

This policy is consistent with the Charity Commission's and the Office for the Scottish Charity Regulator's guidance. Release International is registered with the Fundraising Regulator, which is the independent regulator of charitable fundraising in England, Wales and Northern Ireland.

Release International is a company limited by guarantee, registered in England (company number 01506576). Release International is a charity registered in England and Wales (number 280577) and registered in Scotland (reference SCO40456) Currently there is no requirement for Release International to be registered in the Republic of Ireland.

Release International is a member of the International Christian Association (ICA), which exists to help, love and encourage persecuted Christians. All ICA members around the world trace their ministry roots to Richard and Sabina Wurmbrand's testimony and mission. These organisations continue the Wurmbands' mission of standing with persecuted Christians and urging other Christians to join in fellowship with those being persecuted. Each mission is autonomous with its own independent leadership, staff and board of directors, but we co-operate relationally through the ICA. While each country's mission has its own focus and management, through the ICA we share information and jointly fund some international projects. Each office is funded through donations. There is no world headquarters or main office, as each organisation is an independent, self-supported entity.

## **Aims**

- To set the context of Release International's Ministry and to outline our funding relationship with the International Christian Association.
- To explain why and how our fundraising is biblically based through reference to the Biblical and theological principles of fundraising and giving.
- To outline our obligations as a registered charity with the Fundraising Regulator.
- To explain our commitments to our supporters and outline the seven principles of fundraising practice as set out in our Supporter Charter.
- To explain why and how we raise funds.
- To explain where our funds come from.
- To explain the Charity Commission's *Know your Donor* principle.
- To outline our approach to responsible fundraising.
- To explain how we use gifts given for specific projects.
- To explain our contribution charge to cover project monitoring and raising the voice of persecuted Christians.
- To outline our approach to ethical purchasing and the use of third-party services.
- To signpost to related policies and resources.
- To signpost relevant legislation and good practice.
- To explain how supporters can make complaints or send us feedback about our fundraising practice.
- To explain how we carry out implementation, monitoring, evaluation and review of this policy.

## **Christian Stewardship**

Our first principle of fundraising is to adhere to our calling in Christ and to look to the Bible as our primary source of how to develop, manage and fund our Ministry.

In 2024 Release International developed some key principles for Christian giving as set out in the Biblical and theological principles of fundraising and giving. (See Appendix 1)

## Fundraising Regulator

As a registered ministry with the Fundraising Regulator, we are committed to the highest standards in fundraising. We abide by the [Fundraising Promise](#) and the [Fundraising Regulator's Code of Fundraising Practice](#). The current Code of Fundraising Practice is being revised and will be updated in 2025.

This Code sets the standards for fundraising activity throughout the UK, and we use the Fundraising Regulator badge publicly to show that we are following and upholding these standards.



## Supporter Charter

In addition, our approach to responsible fundraising is driven by seven key principles, laid out in our Supporter Charter: (See Appendix 2.)

1. Our fundraising is based on the Bible and its teaching.
2. Our fundraising respects and protects our independence and our Ministry.
3. We fundraise with integrity.
4. We work in partnership with those who support us.
5. We value and respect our supporters.
6. We fundraise in faith and with courage.
7. We are transparent in our fundraising and use of funds.

This policy describes the minimum standards for Release International to raise funds. All Release International staff, suppliers and volunteers involved in fundraising are required to have a thorough understanding of this policy and adhere to it and its associated procedures.

It is the responsibility of managers in the UK Engagement team to ensure that staff, suppliers, and volunteers are aware of Release International's fundraising policy, principles and associated procedures.

UK Engagement staff also need to ensure that they equip individuals and groups fundraising for Release International with the guidance they need to enable them to act in a manner which is consistent with this policy. In addition, this document forms our agreement with our supporters across the UK in how we will undertake our fundraising activities.

## Why we need to raise funds

Release International is passionate about its calling to love and serve persecuted Christians worldwide. To do this, we need funds, which we believe God provides for us predominantly through individual Christians and the Church, which is the 'Body of Christ'. In raising these funds, we will share our calling and mission, our plan of work and our impact; and we will seek to engage as many Christian supporters in the UK as possible.

Raising funds does not drive the Ministry of Release International; it resources our ability to deliver our Ministry. In seeking donations and raising funds, our supporters are taking an active and compassionate role in the 'one body of Christ' standing side by side with their persecuted Christian brothers and sisters, to help meet their needs and give them the practical and spiritual 'tools' they need to live for Jesus Christ.

## **How we raise funds**

We are honest and behave with integrity in all our fundraising. We raise funds in accordance with our fundraising policy, principles and associated procedures, and with our [Data Protection Policy and Procedures](#). These comply with relevant UK laws and regulations, including those related to privacy.

We respect our supporters' privacy and right to decide how and if Release International contacts them. We treat people equally and fairly and we have a policy in place for how we engage with supporters who may be in [vulnerable circumstances](#).

In our fundraising, we aim to bring Christians into fellowship with persecuted Christians through supporting Release International. We bring issues related to persecuted Christian communities to life by sharing honest, powerful stories, sometimes with emotional impact. When we tell these stories to raise funds, for example, in supporter appeals or in the *Voice* magazine, our primary concern is to respect the wishes, dignity and security of the individual or community facing persecution. Therefore, we only share stories where we have informed and prior consent to do so. Where we comment on general issues concerning persecuted Christians that are featured in the wider Christian or global media, we do so where that information is in the public domain and has been verified by reputable media outlets. We aim to report on countries or cases that we are connected to in country. (See Appendix 7. Reputable Christian Media Sources, where directly reported verification of facts or cases has not been sought.)

## **Where our funds come from**

Release International is an inter-denominational, evangelical Christian Ministry, which does not support any political ideology and is not tied to any business or private company. We ensure that our fundraising respects, maintains and protects our Christian calling, foundations, identity, ethos and values.

Our primary source of funding for our work is, and will remain, donations from Christian individuals and Christian churches. Our individual and church supporters, who support us in prayer and with funding, are highly valued and trusted. We will also seek to generate income and donations from a diverse range of sources to ensure we maintain our sustainability, and do not become dependent on any single source of income. We actively seek funding in pursuit of our charitable and strategic objectives.

We ensure that projects for which we raise funds reflect our Ministry, priorities, and that neither the funding opportunities we pursue, nor the requirements of funders, will deflect us from our strategic objectives or Christian calling, foundations, identity, ethos and values. We accept donations from a range of organisations – trusts, foundations, companies, commercial organisations, non-government organisations, missions and churches – where there will be a benefit to our work, without compromising our Ministry, independence, integrity and credibility.

We accept funds from governments only for projects to educate people and communities about their Christian faith and legal protections; as well as to support Christians overseas where possible to improve their lives.

We will not accept gifts from individuals, governments or organisations that might use their funding relationship with Release International to deflect criticism from their own involvement in the persecution of Christian communities, or with whom association would significantly risk our reputation.

Sizeable gifts and legacies from individuals will be subject to screening prior to acceptance. If we turn down a gift or offer of support, we will explain why. We can only accept donations that are lawfully made. (See Appendix 3. Accepting and Refusing Donations.)

We do not encourage our supporters to raise funds from lotteries or raffles. These fundraising activities are regulated by the UK Gambling Commission. Many Bible passages underpin the principle that gambling could be seen as ungodly. Hebrews 13:5, 'Keep your life free from love of money, and be content with what you have, for he has said, "I will never leave you nor forsake you"'.

### **Charity Commission's *Know your Donor* principle**

We operate the Charity Commission's *Know your Donor* principle (see Appendix 4) and will make reasonable and appropriate attempts to identify any individual or organisation that gives us financial support, particularly where significant sums are being donated, or the circumstances of the donation give rise to notable risk. We will not knowingly accept anonymous corporate donations.

We may accept donations from anonymous individuals as these gifts are based on biblical teaching to give generously and 'in secret'. Matthew 6:1-4. (See Appendix 5.)

If a supporter makes themselves known to Release International but wishes their gift to remain anonymous, we will honour those wishes, on the basis that the donation carries no significant reputational risk.

We will accept charity and private trust donations where there has been a third-party due diligence process, to confirm that Release International is not potentially compromised.

### **Responsible fundraising**

We do not fundraise for the sake of fundraising; we fundraise for the sake of the 'body of Christ' (1 Corinthians 12:27-31), particularly to love and serve persecuted Christians and in pursuit of our charitable and strategic objectives.

We recognise and respect that when we invest in fundraising activity, we do so with funds donated to us for serving Christian communities facing persecution worldwide and for the pursuit of 'raising the voice' of persecuted Christians through our public ministry in the UK and Ireland.

Any investment in fundraising must have the potential to raise additional funds for supporting and serving persecuted Christian communities; and to support and develop our UK Ministry. We communicate our fundraising costs and strive to be as cost-effective as possible. We are accountable to our supporters whose generosity enables our Ministry to continue.

We put our supporters' donations into our Ministry as quickly as we can and do this responsibly. We always seek God's grace, guidance and wisdom to inform our decision-making. We thank our supporters for their contributions in a timely and appropriate manner and we keep our supporters updated on the impact of their support through our *Voice* magazine and via online channels of communications including web, email and social media.

We monitor our fundraising activities closely to ensure compliance with our fundraising policy, principles and procedures, and with relevant regulation and legislation. If we get things wrong, we will be open and transparent about our mistakes, and take swift action to fix them. We report on our strategic, operational and financial performance in full compliance with all UK laws and regulations.

### **Gifts for specific projects**

We encourage all supporters to give financial support as general, unrestricted funds to contribute to the overall ministry of Release International. This allows us the freedom to use funds where and when they are needed most, including allowing us to respond to crisis situations or unexpected opportunities to fulfil our mission.

We also ask for gifts to support our specific international projects which are restricted to the following funds: Responding to Christian martyrs' families in need; Helping prisoners of faith and their families; Supporting Christians facing oppression and violence; and Helping Christians forced to flee. We sometimes fund specific projects, campaigns or areas of work which may be further restricted to a hostile or restricted country. We will use any donations raised in this way for the stated purpose for which they were provided.

Should excess funds for restricted initiatives be collected, we will transfer the gift to other specific international or UK projects or to our general unrestricted funds.

### **Contribution to project monitoring and raising the voice of persecuted Christians**

Generally, donations made will include a 25% contribution to unrestricted funds i) to finance international project monitoring overseas to ensure compliance, audit and oversight of funding in line with Charity Commission requirements; and ii) to fund support for our UK Ministry to raise the voice of persecuted Christians. This contribution will be reviewed annually.

### **Ethical purchasing and use of third-party services**

When we purchase products and services in our efforts to raise funds, we will endeavour to ensure that we source materials, products and agencies' services for the best possible value while protecting our reputation, managing any risks and ultimately aiming to work with organisations that reflect our own Christian values and ethical standards. (See Appendix 6.)

We may enter into commercial agreements with third-party organisations for the purposes of raising funds, but in order to maintain our independence, we do not endorse any third-party commercial products or services.

### **Related policies and resources**

This policy is supported by the following materials:

- [Data Protection Policy](#)
- [Equal Opportunities, Diversity and Inclusion Policy](#)
- [Privacy Policy](#)
- [Supporters' Complaints Policy and Procedure](#)
- UK Supporter Charter
- Reserves statement

## Relevant legislation and good practice

- Direct Marketing Association Code
- Fundraising Regulator Code of Fundraising Practice
- Mental Capacity Act 2005
- Privacy and Electronic Communications (EC Directive) Regulations 2003 (amended 2019)
- The Charities (Protection and Social Investment) Act 2016
- The Charities Act 2022
- The Data Protection Act 2018 and UK General Data Protection Regulation 2021
- The Charitable Institutions (Fund-Raising) Regulations 1994
- The Gambling Act 2005
- The House-to-House Collections Act 1939
- The Police, Factories and (Miscellaneous Provisions) Act 1916 and Regulations
- The Police Act 1996
- UK Code of Non-Broadcast Advertising and Direct & Promotional Marketing (CAP Code)
- UK Code of Broadcast Advertising (BCAP Code)

## Complaints and feedback

We recognise that although our supporters may share our statement of Christian faith and values, they may not agree with everything we say or do – for persecuted Christians or in raising funds.

In accordance with our [Supporters' Complaints Policy and Procedure](#), we respond to questions and feedback from supporters promptly and consider fully the points of view expressed. We will acknowledge a complaint about any aspect of our fundraising within seven working days and aim to resolve complaints within 28 working days of receipt.

If the complainant remains dissatisfied, their complaint will be referred to our Chair of the Board of Trustees. If this does not resolve the issue the complainant may take their complaint to the Fundraising Regulator.

To make a complaint about Release International's fundraising activity, please contact us by writing to: The Supporter Engagement Manager, Release International, PO Box 54, Orpington, BR5 4RT.

For more information about giving feedback to Release International, please refer to our [Supporters' Complaints Policy and Procedure](#).

## Implementation, monitoring, evaluation and review

Release International's CEO is ultimately responsible for compliance with this policy. The Director of UK Engagement is responsible for its implementation. Both are supported in compliance and implementation by Release International's Leadership Team. Its effectiveness will be monitored, and it will be evaluated and reviewed every four years, or more frequently if there are legislative changes.

Laura Hayes  
Review  
Reviewed  
Approved by Trustees  
Review

December 2019  
March 2020  
April 2024  
June 2024  
September 2028

## **APPENDIX 1 – BIBLICAL AND THEOLOGICAL PRINCIPLES**

### **Biblical and theological principles of fundraising and giving by Kenneth Harrod – Head of Content and Theology Release International**

In 2 Corinthians 8-9 Paul writes at length on the collection he was taking for the Jerusalem church. This passage (coupled with a brief reference in his first letter to the Corinthians) enables us to summarise some biblical, theological principles that pertain to Christian fundraising and to the response of Christian giving.

#### **Fundraising and giving as an act of God's grace**

When Paul begins this section of his letter by referring to the giving of the Macedonians he describes it as “the grace of God that has been given among” them (2 Cor. 8:1). God, Paul seems to be saying, has prompted them to give to meet the needs of impoverished Christians. In making a fundraising appeal – like any call we make for a response to God and the gospel – we look for God to be at work in people's lives.

#### **Fundraising and giving to meet real needs**

The Macedonians desired to contribute to “the relief of the saints” (2 Cor.8:4). For them to view it like this meant, presumably, that they had been informed of the needs of those Christians in Jerusalem. We tell the stories of persecuted Christians today and we explain – in as much detail as is safe to do – the work our partners are doing to support persecuted Christians, so that people know what they are being asked to give to and why.

#### **Fundraising and giving that expresses Christian fellowship**

In appealing to the Corinthians to follow the example of the Macedonians, Paul says that the Corinthians should see that their ‘abundance’ can help supply the need of the Christians in Jerusalem (2 Cor. 8:14,15). In similar language in his letter to the Romans he says, “For if the Gentiles have come to share in their [the Jewish Christians in Jerusalem] spiritual blessings, they ought also to be of service to them in material blessings.” (Romans 15:27) Given the way the relationship between Jewish Christian and Gentile Christian permeates the New Testament, the collection Paul was taking would provide a wonderful expression of unity in Christ. Part of Release International's message to the UK Church is to call it to express real fellowship with persecuted Christians around the world. Sacrificial giving is one way to do that.

#### **Fundraising and giving that is responsible and accountable**

It is interesting to note how Paul goes out of his way to detail the responsible way the collection will be handled. In the brief reference in his first letter to them he suggests to the Corinthians that accredited people could carry the gift (1 Cor. 16:3). In 2 Corinthians he refers to Titus and an unnamed brother (known, presumably, to the Corinthians) who would make the journey. His desire, Paul says, is to be seen to be honourable “not only in the Lord's sight but also in the sight of man.” (2 Cor.8:19-22)

Release International's overseas partners complete a Memorandum of Understanding outlining the work they are seeking to do to support persecuted Christians. They have to complete regular reports showing how this work is being done. In addition, members of our International department will regularly visit partners, encouraging them and seeing how projects are progressing.

#### **Fundraising and giving that stresses willingness and generosity**

We have already referred to these two overarching themes behind Christian giving. Paul reminds the Corinthians that they had initially expressed a desire to contribute to his collection (2 Cor. 8:10). He goes on to stress that, “Each one must give as he has decided in his heart, not reluctantly or under compulsion, for God loves a cheerful giver.” (2 Cor. 9:7) Again, this willingness and the generosity that follows is properly understood as a work of grace in people's lives. (2 Cor. 9:8)

Christian fundraising should not be coercive. In our UK work we tell the stories of persecuted Christians and these stories can often, not surprisingly, evoke a strong emotional response. However, we tell the stories to inform and we seek to explain what is happening to Christians around the world in biblical terms, at the same time spotlighting what a biblical response to persecution looks like. This response includes the paramount desire to strengthen and encourage those who suffer (see Acts 14:21,22; 1 Thess. 3:1-4). Giving supports the work of those who strengthen and encourage today.

### **Fundraising and giving to the praise of God**

As with everything in the Christian life, giving is a response to the God who has first given to us in his Son Jesus Christ. Paul reminds the Corinthians of the gospel grace found in Jesus (2 Cor. 8:9) and then suggests that their giving will provoke thanksgiving to God and bring glory to God (2 Cor. 9:11-13).

In the Old Testament the giving of tithes was viewed as, among other things, an expression of worship and of thanksgiving to God for his saving grace. No less is this true in the New Testament. 'Spiritual worship', writes Paul, is an offering of ourselves (Rom. 12:1), which includes contributing generously (Rom. 12:8). All that we do is to be done in the name of the Lord Jesus, giving thanks to God the Father through him (Col. 3:17).

## **APPENDIX 2 – SUPPORTER CHARTER**

### **About us**

Through the ministry of Pastor Richard Wurmbbrand and Hebrews 13:3 we have been called by God to love and serve persecuted Christians.

The following five strategic purposes form our Mission statement, showing how we love and serve persecuted Christians:

- Raising their voice.
- Giving them the tools they need to live for Jesus Christ.
- Calling Christians into fellowship with them.
- Learning lessons of Christian discipleship with them.
- Maintaining Christian stewardship to honour them.

Around the world we prayerfully, pastorally, and practically, help:

- Families of Christian martyrs.
- Prisoners of faith and their families.
- Christians suffering oppression and violence.
- Christians forced to flee.

We value and respect the supporters engaged in our Ministry, and we strive to give them the best experience we can, so that together we can do more to raise the issue of Christian persecution and serve persecuted Christian communities worldwide.

This *Supporter Charter* sets out seven fundraising principles which we use to guide Release International's fundraising policy, strategy and the behaviour of our fundraisers and partner agencies. It forms our commitment to our supporters.

### **Principle One**

#### **Our fundraising is based on the Bible and its teaching**

As a biblically based, evangelical Christian Ministry, all our communications, marketing and fundraising activities are based on the Bible and its teaching. Many Christians in hostile or restricted countries live in poverty, suffering abuse, discrimination, violence or are even killed for

their faith. Jesus taught us that we should care for our brothers and sisters who are poor, sick, those who are widows, those who are mentally or physically unwell, those who are in pain, and we should pray for them and with them. Our calling in Jesus is to faithfully serve Christians based on the teachings in the Bible.

Our guiding scripture is Hebrews 13:3:

‘Continue to remember those in prison as if you were together with them in prison, and those who are mistreated as if you yourselves were suffering.’

Release International subscribes to the principles for Christian giving as set out in the Biblical and theological principles of fundraising and giving by Kenneth Harrod – Head of Content and Theology Release International. It helps us to build a culture of generous discipleship which is underpinned by a clear theological framework.

## **Principle Two**

### **Our fundraising respects and protects our independence and our Ministry**

Release International is independent of any government, political ideology, or company, and our fundraising activity respects and protects that. Our primary source of funds for our work is, and will remain, donations from individuals and churches.

We raise funds in accordance with our fundraising policy and principles. We will not accept gifts from individuals or organisations that might use their funding relationship with Release International to deflect criticism from their own involvement in the abuse of Christian communities, or with whom association would risk our reputation. If we turn down a gift or offer of support, we will explain why.

We will ensure that projects for which we raise funds reflect our Ministry and priorities, and that neither the funding opportunities we pursue, nor the requirements of funders, will deflect us from our strategic objectives, Christian calling, foundations, identity, ethos and values.

## **Principle Three**

### **We fundraise with integrity**

We are honest and behave with integrity in all our fundraising, ensuring we comply with our fundraising policy, and that this complies with UK regulation and legislation.

When we tell the stories of those who are facing Christian persecution, our primary concern is to respect the wishes, dignity and security of the individual or community. Therefore, we will only share stories where we have informed and prior consent to do so. Where we comment on general issues concerning persecuted Christians that are featured in the wider Christian or global media, we do so where that information is in the public domain and has been verified by reputable media outlets. We aim to report on countries or cases that we are connected to in country.

## **Principle Four**

### **We work in partnership with those who support us**

Release International stands together with our supporters to be a voice of Christian persecution in the UK and Ireland. Building true Christian relationships as the ‘one body of Christ’ is central to our Ministry.

We are Governed by a Board of Trustees and supported by a national network of around 200 volunteers.

We regularly meet with our volunteers and carry out a nationwide supporter survey every five years to ensure that we are meeting their needs.

## **Principle Five**

### **We value and respect our supporters**

Our supporters enable our Ministry, and we value and respect them for their contributions and their evangelical Christian faith which drives our Ministry. We put our supporters' donations to work as quickly as we can and do this responsibly.

We recognise that although our supporters may share our Christian ethos and values, they may not agree with everything we say or do – about Christian persecution or in raising funds. We respond to questions and feedback from supporters promptly and will fully consider the points of view expressed. We offer many ways to support Release International and value each gift made and pound raised.

We treat people equally and fairly. We have a policy in place for how we engage with supporters who may be in vulnerable circumstances.

We respect our supporters' privacy and right to decide how and if Release International contacts them. We make it easy for supporters to choose how they want to hear from us, and if they ask us not to contact them, we won't, unless it is a legal or administrative requirement.

Our fundraising activity is carried out in accordance with our [Data Protection Policy and Procedures](#). We will never sell our supporters' data. We will never share data outside of Release International, unless there is an ethical or legal requirement to do so, for example, to preserve life or comply with the law.

## **Principle Six**

### **We fundraise in faith and with courage**

Our staff and volunteers raise funds in accordance with our fundraising policy and principles, and we monitor our fundraising activities to check this. If we get things wrong, we will be open about our mistakes and take swift action to fix them.

We aim to inspire Christians in the UK to engage with persecuted Christians worldwide by supporting Release International. We share honest, powerful stories, sometimes with emotional impact, to bring Christian persecution to life and show the joy and suffering for followers of the Gospel of Jesus Christ, and which highlight abuses of Christian communities.

Our fundraising needs to adapt to changes in the external world. We review our fundraising regularly and constantly seek to improve it. We look for new opportunities to raise funds, where these comply with our fundraising policy and principles. We are transparent in our fundraising and use of funds.

We are accountable to our supporters whose generosity enables our work and keep our supporters updated on how we have used their gifts and the impact of their support.

## **Principle Seven**

### **We are transparent in our fundraising and use of funds**

We will not allow any funding relationship with an individual or organisation to constrain us from criticising that body or from exposing Christian persecution for which it may be responsible.

We accept donations from governments only for projects to educate people and communities about Christian persecution or to support Christians overseas.

We communicate our fundraising costs through our Annual Trustees' Report and Accounts and strive to be as cost-effective as possible to achieve the biggest impact for our work. We recognise and respect that when we invest in fundraising activity, we do so with funds donated to us to achieve our charitable objects for the advancement of the Christian faith and to help

persecuted Christians. Any investment in fundraising must offer the potential to raise additional funds for our Ministry.

### **APPENDIX 3 – ACCEPTING AND REFUSING DONATIONS**

The Fundraising Regulator's *Code of Fundraising Practice* specifies [key principles and behaviours in respect of donations](#).

The Charity Commission has issued guidance on accepting, refusing and returning donations. (March 2024.)

Release International has a policy entitled: '[Fundraising with People in Vulnerable Circumstances](#)' which affects the acceptance and refusal of donations.

### **APPENDIX 4 – THE CHARITY COMMISSION'S *KNOW YOUR DONOR* PRINCIPLE**

The Charity Commission has produced a [Protecting Charities from Harm Compliance Toolkit](#) to protect charities from terrorism, harm and other abuse.

They have issued guidance called [Charities: Due Diligence, Monitoring and Verifying the End Use of Charitable Funds \(2011\)](#).

They have produced a tool called [Know your Donor – Key Questions](#). This contains guidance for staff and Trustees.

Release International will attempt to verify any unknown payments totalling more than £25,000 with additional scrutiny or checks.

### **APPENDIX 5 – ANONYMOUS DONATIONS: GIVING TO THE NEEDY AND THIRD-PARTY DUE DILIGENCE**

#### **Anonymous donations**

Release International will always refer to the Word of God in the Bible to inform our decision-making. For anonymous donations we remember the following scripture:

#### **Giving to the needy**

Be careful not to practise your righteousness in front of others to be seen by them. If you do, you will have no reward from your Father in heaven. So when you give to the needy, do not announce it with trumpets, as the hypocrites do in the synagogues and on the streets, to be honoured by others. Truly I tell you, they have received their reward in full. But when you give to the needy, do not let your left hand know what your right hand is doing, so that your giving may be in secret. Then your Father, who sees what is done in secret, will reward you.

Matthew 6:1-4. (NIV)

There have been cases in UK charities in the past where anonymous donations to charities have been used to facilitate criminal activity such as money laundering. To avoid enabling this, it's helpful to operate in line with the following 'know your donor' principles as set out by the Charity Commission:

- Know your donor
- Know your beneficiaries
- Know your partner

Essentially, this means knowing the people and organisations you work with so that you are able to identify and manage any associated risks.

### **Third-Party due diligence**

The Charity Commission produces [Guidance on Prevention of Fraud and Serious Crime](#) for charities.

## **APPENDIX 6 – ETHICAL PROCUREMENT STANDARDS**

When commissioning third-party suppliers of any nature in the UK and overseas, Release International will endeavour to consider using Christian consultants, suppliers or other Christian third-party organisations where possible.

## **APPENDIX 7 – REPUTABLE CHRISTIAN AND OTHER MEDIA SOURCES**

We will always endeavour to seek permission to use content and testimony from our partners and persecuted Christians whose stories we share to raise awareness of our work for our Ministry as the ‘voice of persecuted Christians’ in the media. We also strive to comment on persecution issues in those hostile and restricted countries where we have a current active partner working on the ground with persecuted communities, pastors and families or individuals.

We engage with and make press statements to reputable Christian and other national media sources on issues about Christian persecution, which we may comment on and where cases of persecution are being debated in the public domain. These statements are based on reports or sources from reputable organisations.

The following organisations are some examples of reputable media sources that we work with and are contacted by Release International:

- BBC
- ITV
- Channel Four
- Reuters
- Press Association
- The Times
- The Daily Telegraph
- The Guardian
- The Daily Mail
- The Express
- British Government Ministries and Overseas Government Statements
- All Party Parliamentary Group for Freedom of Religion or Belief (FoRB) in the UK
- European Union and The United Nations persecution and freedom of religion departments and bodies
- The Christian Post
- Christianity Today
- Christianity Magazine
- The Church of England Newspaper
- The Church Times
- Evangelicals Now
- Morning Star News
- Premier Radio
- United Christian Broadcasting
- Transworld Radio

- God TV
- Revelation TV
- The Evangelical Alliance
  
- Persecution charity organisations.
- Voice of the Martyrs and International Christian Association organisations overseas.

This list is not exhaustive, and we engage with many national, international and global media outlets in print and online around the world, to further the calling and mission of Release International.