



Fundraising Guidelines

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About Bureau for Rights Based Development (BRD)

Established in 2002 and previously known, as the Bureau for Reconstruction and Development, the Bureau for Rights-Based Development (BRD) is a registered Afghan non-profit, non-governmental development organization that aims to implement and promote rights-based development for a strong, viable, and pluralistic society in Afghanistan.

1.1. BRD's Vision

BRD's vision is of an Afghanistan where the entire population lives with improved livelihood, social justice, integrity and prosperity. Where all human rights, including the rights of women and children, are recognized, upheld and respected, and where citizens have an active role in determining the values, direction and governance of their communities and country—for the benefit of all.

1.2. BRD's Mission Statement

To create an environment in which men and women are able to improve their standards of living through equitable and sustainable use of resources, with special attention to the vulnerable group of the society specially women and Children.

1.3. Organization Core Values

Commitment: BRD is committed to delivering quality services to its target group based on their needs, to continuous improvement and innovations, and to effective collaboration with our stakeholders and society at large for positive and sustainable change.

Integrity: We conduct ourselves at all times in a manner that is ethical, legal, and professional, with the highest degree of honesty, respect and fairness.

Accountability: We promote openness and transparency in our operations, ensuring that we are accountable for our actions at all times.

Respect: Regardless of gender, caste, religion, language, or ethnic considerations, BRD treats all segments of society without prejudice.

Impartiality: We are impartial in our actions. The delivery of our services is based on the needs of our target groups, without consideration of nationality, race, religion, or political point of view.

1.4. Organization Mandate

The Bureau for Rights-Based Development exists to develop a pluralistic society in Afghanistan where human rights are respected and citizens are empowered to improve their standard of living. The human rights-based approach to poverty eradication and development lies at the very heart of BRD's work. BRD's approach to poverty eradication starts with the

connection between poverty and human rights, from the perspective of people living in poverty. As a development organization, BRD understands needs as the basis for claiming human rights and supports marginalized people in their efforts to claim their rights. BRD aims to encourage and support beneficiaries to switch from a passive role to an active rights holder.

BRD Policy in Relation Funding:

BRD's policy states that its operations are to be financed through its own services, fundraising efforts and by the contributions of external donors. BRD welcomes financing from such sources and may enter agreements and receive donations from governments, public authorities, organizations, foundations and businesses.

BRD guards its independence in relation to all such sources, and receives no contributions from organizations, businesses or other bodies that act counter to its objectives. BRD makes every effort to increase the share of raised funds in order to create a higher degree of self-financing and independence. The organization's general financial principles are:

- financial sustainability
- cost-effectiveness
- to minimize financial risk to avoid situations in which BRD cannot fulfil its commitments
- to combat corruption at all levels and in all forms.

Fundraising

BRD's fundraising activities are to be carried on in full accordance with the organization's core values cooperation, positivity and people.

BRD is always on the high standards of quality in terms of fundraising and other operations. Fundraising shall be open and transparent to donors and other interests and based on sound ethical and moral principles. Fundraising activities and partner relations shall be founded on a principle of far-sightedness, which is essential to goal fulfilment and to effective planning and implementation.

Target groups

BRD targets its fundraising activities to private people, organizations, foundations and businesses. A donor may be a physical or juridical person.

BRD decides how and for what funds raised will be used. The donor is able to inspect how their donations are put to use and to access BRD's annual report. A donor's wish for anonymity shall be respected.

Repayment of donations

Donations are by default non-refundable. BRD can repay a donation if the request is made within a reasonable time. If BRD receives a donation that is clearly intended for another recipient or there is any doubt that a donation has been made voluntarily, it will be repaid. Disputes will be judged on a case-by-case basis.

Refusal of donations

BRD reserves the right to refuse a donation if there are convincing reasons to suspect that the donor's values or operations conflict with the organization's own, or that the donation originates from morally or ethically inappropriate sources.

BRD is not accepting a partnership or donations with the aim of any kind of greenwashing - conveying a false impression that a company or its products are more environmentally sound than they really are due to a partnership with BRD.

Questions and complaints

BRD handle all questions and complaints from donors, members, target groups and the public in a respectful, pleasant and open manner.

Complaints sent in writing by letter or email are dealt with as soon as time allows with confirmation that the complaint has been received. If the matter in hand cannot be dealt with immediately, it shall be dealt with as soon as the necessary information has been collected and by no later than a week's time.

Thanking procedures

BRD shall thank a donor for a donation received in the appropriate manner. Generally speaking, the donor is to receive a message of gratitude via the same channel through which the donation was made (i.e. by email for an e-donation, etc.). BRD sends a letter of thanks or calls all first-time donors.

Minors in fundraising

If a fundraising initiative comes from a minor, this may occur through a school project, for example, or if an adult shares responsibility for the fundraising. BRD shall refrain from appealing to minors in its fundraising campaigns.

Handling Personal Data

BRD handles all incoming personal data in accordance with the EU, General Data Protection Regulation GDPR. Personal data is used for the purposes of donation administration. BRD will not trade, share or sell a donor's Personal Data to anyone else, nor send e-mails to donor on behalf of other organizations online and offline. The legal basis for the processing of Personal Data in this case is the performance of a contract to which you, as a data subject, are a party,

or the performance of a legal obligation, or our legitimate interest in having an overview of our donors.

Pictures and Texts Used in Fundraising.

Textual and visual material shall be used with due respect to copyright and in compliance with the relevant laws and rules. Individual persons shall be depicted in a dignified manner by the organization and its partners, with particular consideration paid to women, minors and particularly vulnerable or marginalized people.

The textual and graphical content of BRD 's fundraising material must comply with the documents governing BRD 's communication activities, such as its communication platform and graphic manual.

Fundraising Methods

BRD uses a range of fundraising methods, the relevance of which is continually changing, such as when costs of a certain method become too high or when more efficient methods are established. As BRD always endeavors to make fundraising efficient and to reduce costs, new and different methods than those listed below may be tried. At present, BRD uses the following methods:

- Donation link on the webpage
 - Cooperation with private companies
 - Fundraising with help of foundations
 - Support from governments
 - Fundraising events
 - Crowdfunding campaigns
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- I. Letters: Letters are sent regularly to members and donors who have already been in touch with BRD or donated. Letters are also sent to addresses purchased by approved address registers for appealing to new target groups
 - II. Telemarketing: The telephone is used to contact existing donors and members in order to thank them for their support, inform them of ongoing activities, remind them of their membership fees, or ask them to become regular monthly donors or to raise their direct debit payment.
 - III. Ceremonial and memorial donation: BRD 's donors may make donations on special occasions and receive a certificate of donation in return. BRD makes every effort to fulfil particular wishes.
 - IV. Bequests: On receiving a bequeathed donation, BRD makes every effort to comply with the testator's last will.

- V. Dividends from savings or securities: BRD receives dividends from the savings of private persons in funds or securities.
- VI. Campaigns: Campaigns are run for different purposes.
- VII. Donations in the form of real or personal property, or securities: The possibility of disposal is always considered for donations made in the form of real property or personal property. Donations made to BRD in the form of securities or real/personal property are subject to the fundamental principle that BRD shall not, without due reason to the contrary, own and manage this type of donation for longer than would be reasonable for its disposal without particular reason to do so. The reason for this is to protect as best as possible the donation's nominal value at the time of making.
- VIII. Donations in the form of services, pro bono, discounts and advertisements are received, if possible, and reported separately. Donations in the form of goods shall be avoided when transport costs and duties can exceed their original value. It is also important that goods are purchased locally in order to benefit the local market and circular economy.

Private Sector Partnerships

BRD seeks to establish long-standing partnerships with the business sector. Such partnerships shall be based on the principle of mutual benefit and can be unconditional, thematic or project orientated.

Private sector partnerships shall be established through written agreement. It is important that both partners fulfil their side of the agreement and that the partnership is conducted in the spirit of mutual dialogue and respect.

Partnerships are to be planned and implemented in a way that both parties agree upon and subject to regular evaluation. Partner companies/organizations may not have values that conflict with BRD's operations and shall be made fully aware of BRD's own values. BRD's key principles for partnership are as bellow:

Principles

- I. BRD seeks to work with partners who are aligned with BRD mission, values and activities. BRD core values are positivity, cooperation and people.
- II. BRD is collaborating with the partners and supporters in a spirit of trust, honesty, responsibility, transparency and maximum access to an information regarding the management of resources and the impact of the actions, in pursuit of the highest level social and economic accountability and responsibility.

- III. Every contribution to BRD is considered as an act of goodwill towards the clean environment.
- IV. Partnerships must be action-oriented in order to produce concrete measurable results.
- V. Agreements between partners should ensure that there is a clear understanding of the partnership's objective, the role and the responsibilities of each party and the commonality, or potential divergence, of their interests.
- VI. In selecting partners and supporters and evaluating contributions, BRD does not discriminate based on organizations' field of work or industry unless these limits or jeopardize human rights and freedoms or unless they engage in clear and measurable destruction of habitats anywhere on the planet.
- VII. Any partner, supporter or funder may advertise or communicate its partnership and contribution to BRD, but it cannot create an impression that it certifies partner's, supporter's or funder's greenness or eco-friendliness or a company or its products are more environmentally sound than they really.

BRD is not accepting a partnership;

- with the aim of any kind of greenwashing - conveying a false impression that a company or its products are more environmentally sound than they really are due to a partnership with BRD.
- are subject to or in breach of UN sanctions
- are involved in corruption or unethical or exploitative activities
- operate in violation of international laws and agreements.

Funds from Development cooptation's and foundations

When applying for donors in public sectors and foundations, other institutional donor, BRD shall make every effort to apply the same criteria that it uses for private sector partnerships.

Independence and autonomy

BRD takes particular care to ensure that donations from companies and organizations, and grants from funds and foundations, do not have an undesirable influence on its role or reputation as an advocate. Partnership agreements with companies and organizations must contain a clause that allows BRD to terminate the partnership with immediate effect if the company or organization acts to the detriment of BRD .

Partnerships with companies are to be conducted in such a way that does not call to question, either legally or ethically, the parties' mutual independence. No partnership/sponsorship may

result in BRD foregoing its autonomy. BRD must not act hastily when a company offers a partnership and must protect its integrity and be aware of the company's reputation.

Risk Assessment

When entering into a private sector partnership or writing an application, BRD shall conduct a risk assessment that considers the above considerations. In the event of multiple-year partnerships, such risk assessments are to be made regularly. If information emerges that conflicts with BRD's values or policies, a dialogue shall be entered into with the partner in question and, if necessary, the partnership discontinued.

Ambassadors

To strengthen the BRD brand and appeal to new target groups, BRD may, in some cases and after careful consideration, work with ambassadors. Such ambassadors shall be well-known and credible persons in the fields of environment, music, culture, sport, politics, business, etc. Partnerships with ambassadors are to be conducted in such a way that does not call to question, either legally or ethically, the parties' mutual independence. No partnership may result in BRD foregoing its autonomy. BRD must always ensure that the ambassadors are serious and comply with its guidelines and have been made fully familiar with its values. BRD must protect its integrity and be aware of the potential ambassador's reputation. Such partnerships shall be regulated by written agreement.

Reporting

BRD reports its total revenues and expenses and use of funds in its annual report, which can be downloaded from the website or ordered from the BRD head office. BRD posts regular information on its activities on its website <https://www.brd-org.se>, in a newsletter and on Facebook. A newsletter is available for donors, who supply BRD their email address. BRD can also provide a detailed report if requested.

Responsibility

The BRD Board and Executive Director take decisions on general financial matters and strives to maintain responsibility and transparency throughout the organization. BRD senior management steers decisions on partnerships with institutional donors and larger private donors who may have significant financial or ethical influence on BRD.

Period of validity

These instructions for fundraising, private sector partnerships and fund applications are reviewed biannually year and revised when necessary.