

Fundraising Codes of Practice - the ring of confidence

maintaining public confidence in Irish charities

Irish Charities Tax Reform Group

15th Annual Conference

Thursday 28th September 2006

The Gresham, Dublin

Keynote address by **Eddie Hobbs (Consumer Champion)**



Supported by

Programme

- 09.00 ICTRG AGM (Members only)**
- 09.30 Registration with tea/coffee**
- 09.50 Welcome and Introduction - Richard Dixon (Chairman ICTRG)**
- 10.00 Keynote Address: “Public Confidence - Irish Charities greatest asset” Eddie Hobbs**
- 10.20 Fundraising Codes of Practice Research Project - Background**
Sheila Nordon (Irish Charities Tax Research Ltd)
- Fundraising Codes of Practice - possible options?**
Peter Cassells (Peter Cassells Consultants Ltd)
- 11.10 “Confidence in Charities - a Donor Perspective”**
Paul Whelan (O2 - Chief Financial Officer)
- 11.30 Questions and Answers - chaired by Richard Dixon (Chairman ICTRG)**
- 11.50 Break**
- 12.10 “Don't put off 'til tomorrow what you can do today with Social Finance”**
Paul O'Sullivan - (CEO Clann Credo Social Investment Fund)
- “How Social Finance worked for us” - Case Studies**
Jill Carey - Festina Lente
- 13.00 Lunch**
- 13.45 Launch “Abolish VAT on Giving” Campaign:**
Caroline Casey (ICTRG and The Aisling Foundation)
- 14.30 Close**

Keynote Speaker - Eddie Hobbs

Eddie is best known for presenting RTE's blockbuster "Rip Off Republic" and RTE's award winning personal finance series "Show Me The Money". But Eddie has been involved in consumer campaigning and advocacy for 14 years largely as a Director and Finance Spokesperson for the Consumers' Association of Ireland for which he performs a voluntary role. In 2005 he was appointed by the Minister for Finance to the Financial Regulators Consumer Panel and by the Minister for Enterprise and Employment to the board of the National Consumer Agency.

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The Charities Regulation Bill 2006 proposes a three pronged approach to regulating charitable fundraising. First, all types of fundraising will require permits. Second, all charities will have to give full details of their fundraising activities to the new charity regulator in annual accounts and annual returns. Third, the operational and administrative aspects of fundraising will be regulated by agreed Codes of Good Practice to be developed with the sector. The Minister will have reserve powers to bring in statutory regulation should the Codes of Practice approach fail to provide the expected benefits.

“Fundraising Codes of Practice - the ring of confidence” explores the implications for charities of this new regulatory approach and will give information on a new research project funded by the Dept. Community, Rural and Gaeltacht Affairs on how regulation by Codes of Practice might be implemented in Ireland.

In his opening address Eddie Hobbs will give the consumers' perspective on the importance of maintaining and underpinning public confidence in charities. Eddie will give us the benefit of his extensive experience as a consumer champion on what inspires public confidence in organisations and how this might translate to charities.

Sheila Nordon will give background information on the research project on Fundraising Codes of Practice being undertaken by Irish Charities Tax Research Ltd in partnership with the Dept. CRAGA. Peter Cassells, who has been commissioned to work on the project, will explore possible approaches to implementing Codes of Practice in Ireland. Information will also be provided on the consultation phase of the research.

What promotes donor confidence in charities? Paul Whelan, Chief Financial Officer of O2, will give us a corporate perspective on what influences decisions to support particular charities.

How often have you had to delay new projects or services because the funding was not immediately available? Could Social Finance be the answer? Paul O'Sullivan from Clann Credo the Social Investment Fund will talk about how social finance can help your organisation achieve its goals and give information on the new government social investment fund (€25m) and commitments in “Towards 2016”. Jill Carey will give a first hand account of how social finance helped her organisation.

Over lunch Caroline Casey will launch ICTRG's “Abolish VAT on Giving” campaign with details of what is planned over the coming months and how to get involved.

The Conference is designed for Board Members, Trustees, Chief Executives and Development and Financial Executives of charities and voluntary organisations.

Irish Charities Tax Reform Group has a membership of 142 charities and is strategically focused on creating a policy climate in Ireland in which philanthropy can thrive through tax and regulatory reform.

Richard Dixon

Richard is Chair of ICTRG and International Head of Major Donors with Concern. ICTRG is a coalition of over 140 charities which is strategically focused on creating a policy climate in Ireland in which philanthropy can thrive through tax and regulatory reform. Formed in 1991 ICTRG has successfully lobbied governments to improve tax effective giving mechanisms to the charity and voluntary sector with notable successes in 1998, 2001 and 2006.

Sheila Nordon

Sheila Nordon is Executive Director of Irish Charities Tax Research Ltd a sister organisation to the ICTRG with the specific brief of providing research, information and education on fiscal and regulatory issues that affect charities. Sheila has previously worked at senior management level in local development and the private sector.

Peter Cassells

Peter Cassells is an independent consultant specializing in the implementation of change. He is chairperson of the National Centre for Partnership and Performance and former General Secretary of the Irish Congress of Trade Unions.

Paul Whelan

Paul Whelan is Chief Financial Officer of O2 Ireland, a position he has held since May 2004. O2 Ireland is the second largest mobile communications company in the Irish market with over 1.6m customers. Paul joined O2 from GE Capital Woodchester Ltd, where he was Chief Financial Officer. Paul holds a B.Comm and a Diploma in Professional Accounting from University College Dublin and is a fellow of the Institute of Chartered Accountants.

Paul O'Sullivan

Paul O'Sullivan is Chief Executive Officer of Clann Credo Limited, the Social Investment Fund. Clann Credo is recognised as the leading Social Finance organisation in Ireland, promoting and practicing social finance in a way which contributes to inclusive prosperity to the benefit of the whole community. He contributes as a member of a number of key boards and committees in the Social Economy sector.

Jill Carey

Jill Carey is the Chief Executive of Festina Lente Foundation and has been with the organisation since 2001. Prior to that she worked as Programme Manager with St. John of God Brothers. Festina Lente was founded in 1988 and has as its core services a three year vocational training course in Horsemanship skills and the restoration and development of an 18th century walled garden. These services are designed to assist people with a wide range of disabilities.

Caroline Casey

Caroline is a member of the management committee of ICTRG and heads up the Communications Task Group which is leading the "Abolish VAT on Giving" Campaign being launched today. In June 2000 Caroline set up the Aisling Foundation, which aims to create inspiration through adventure, create awareness of ability, not disability and to encourage employment by running work experience programmes in leading private sector organisations.

Register online at www.charitytaxreform.com (ICTRG members €65 and non-members€85) OR complete enclosed registration form and return with payment to Irish Charities Tax Reform Group by 22nd September 2006. Discounts available for 2 or more from the same organisation - see form for details.

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