

本署檔號 Our Ref. : SWD 23/5003/74 V

來函檔號 Your Ref. :

電 話 Tel. No. : 2892 5151

圖文傳真 Fax No. : 2838 0125

11 November 2004

Chairperson/Agency Head
Non-Governmental Organisations

Dear Sir/Madam,

**Promulgation of
The Reference Guide on Best Practices for Charitable Fund-raising Activities**

Subsequent to the public consultation exercise conducted in 2003 and with the advice of the Legislative Council Panel on Welfare Services, the Social Welfare Advisory Committee and the Lotteries Fund Advisory Committee, the Government has now published the “Reference Guide on Best Practices for Charitable Fund-raising Activities” (Reference Guide) for *voluntary compliance* by charitable organisations. I am pleased to enclose for your reference the Reference Guide and a leaflet providing its highlights.

The main objective of the implementation of the Reference Guide is to enhance the transparency and public accountability of charitable fund-raising activities. Charities which adopt the Reference Guide could demonstrate their commitment to fund-raising practices which respect donors’ rights to truthful information and privacy; to managing responsibly the funds that donors entrust to them; and to reporting their financial affairs accurately and completely. Donors or prospective donors may use the provisions of the Reference Guide as a set of best practices against which the performance of a charity in its fund-raising activities can be measured.

These provisions are drawn up with reference to overseas codes of practices which are customized to our local situation and revised after taking into account of the views collected during consultation. We are also pleased to note that many charities have advised us that they have already adopted all or most of these best practices.

We have decided that these best practices should be implemented on an entirely voluntary basis for the time being. We will review the effectiveness of the system in a year after its implementation.

I would appeal to your esteemed organisation to adopt the Reference Guide and to advise your donors/prospective donors accordingly. We would also appreciate if you could inform us of your decision by filling out and returning the attached reply slip to us so that we could have a better understanding of the response from charities.

Meanwhile, if you have any comments or require any assistance relating to the adoption of the Reference Guide, please contact our Help Desk at Tel. No.: 2832 4333, e-mail: sfc@swd.gov.hk or Fax No.: 2151 0573. Details of the Reference Guide, leaflet and other updated developments could be found on our website: www.info.gov.hk/swd/html_eng/sup_ser/con_fund_ras/index.html.

Yours sincerely,

Signed

(Paul Tang)

Director of Social Welfare

c.c. Secretary for Health, Welfare and Food
(Attn: Miss Linda LAI)
Chief Executive, Hong Kong Council of Social Services

Encl.

Reply Slip

To	: Subventions Branch Social Welfare Department	Date	: _____
Fax No.	: 2151 0573	Tel. No.	: _____
From	: _____ (Name of Organisation)	Fax No.	: _____
Contact Person	: _____ (Name)	E-mail address	: _____
	: _____ (Position)		

Voluntary adoption of the Reference Guide on Best Practices for Charitable Fund-raising Activities

My organisation _____
(Name of Organisation)

- will adopt
- (i) all of the Reference Guide in conducting charitable fund-raising activities
- (ii) part of the Reference Guide in conducting charitable fund-raising activities. Please find below all the provisions (e.g. A1, B1 or C1 etc.) which will NOT be adopted: _____
- _____

- will not adopt the Reference Guide in conducting charitable fund-raising activities
- Reasons: _____
- _____

Signature : _____

Name of Chairperson /
Agency Head : _____

Position : _____

* please check the appropriate boxes