



Perinatal Mental Health Project

Caring for Mothers. Caring for the Future.

Ethical Code of Conduct

PMHP Fundraising activities

The Perinatal Mental Health Project (PMHP) is committed to the highest ethical standards in the way it solicits funds, keeps a record of donations and engages with donors or potential donors.

This document outlines our key principles, practices and reporting structures in relation to fundraising, to ensure that we adhere to ethical practices in raising funds, keeping records and maintaining the privacy of our supporters.

Donor rights

- All donors (individuals, corporations, foundations and trusts) are entitled to receive an official tax receipt from the University of Cape Town (UCT) for the amount of the donation and a section 18A tax certificate for tax deduction purposes.
- All fundraising solicitations by the PMHP will disclose the purpose for which funds are requested.
- Donors and prospective donors are entitled to the following, promptly upon request:
 - the PMHP's most recent annual report and financial reports
 - UCT's registration documents
 - a list of the names of the members of the Advisory Board; and
 - a copy of this Ethical Fundraising Code
- Donors and prospective donors are entitled to know, upon request, whether an individual soliciting funds on behalf of the PMHP is a volunteer, an employee, or a consultant
- Donors' requests to remain anonymous will always be respected
- Donors' privacy will be respected. Any donor records that are maintained by the PMHP will be kept confidential. The PMHP will under no circumstances exchange or otherwise share its fundraising database with other organizations.
- Donors and prospects will be treated with respect and will be contacted with limited frequency to receive printed or electronically transmitted information material from the PMHP.

Fundraising practices

1. All fundraising activities will:
 - be truthful
 - accurately describe the PMHP and its activities and the intended use of the donation
2. Paid fundraisers, whether staff or consultants, will be compensated by a salary, retainer or fee, and will not be paid finders' fees, commissions or other payments based on either the number of gifts received or the value of funds raised.
3. The PMHP reserves the right to refuse donations from organizations and individuals with practices inconsistent with the ideals of our organization.

Financial Accountability

1. The PMHP's financial affairs will be conducted in a responsible manner, consistent with the ethical obligations of stewardship and legal requirements of UCT regulations.
2. All donations will be used to support the PMHP's objectives. If the donation is restricted or designated to a certain objective, it will be put towards the area selected. All donations will be used for the purposes for which they are given.
3. Annual financial reports will:
 - be factual and accurate in all material respects
 - disclose:
 - the total amount of fundraising revenues
 - the total amount of fundraising expenses (including salaries and overhead costs on request)
 - identify government grants and contributions separately from other donations
 - be prepared in accordance with generally accepted accounting principles and standards established by the University of Cape Town, in all material respects.
4. No more will be spent on administration and fundraising than is required to ensure effective management and resource development.

In the occasion of change in objectives or mission of the PMHP and should there be a change to the purpose to which a donation was made, the donor will be contacted to seek permission for any change in the designation of the donation.