

## Fundraising Policy for Operation 1325

### 1. The role of fundraising in the organisation

Operation 1325 conducts fundraising to finance, support and further develop the organisation's work for women, peace and security in Sweden and in the world.

Fundraising activities in Sweden are a prerequisite for our development aid work. Donors should feel confident about how Operation 1325 uses the gifts and donations that are given, and that the fundraising work is cost-effective, and that as much money as possible contributes to the work for women, peace and security.

### 2. Transparency and openness

Operation 1325's fundraising work is based on good ethics and morals. Operation 1325 as a fundraising organisation is based on the donors' trust in how we handle the funds raised. Therefore, the fundraising work is based on transparency and on clearly showing the public how the raised funds are used. Operation 1325 always strives to have the most cost-effective fundraising possible.

### 3. Target group in fundraising activities

Operation 1325's fundraising work is done with respect for the individual donor. Our fundraising activities are aimed at private individuals, foundations and companies. Operation 1325 does not accept donations from corporate donors whose interests are in direct conflict with our visions and goals, or whose operations and activities are harmful to Operation 1325 as an organisation or our partners.

Operation 1325 does not target fundraising to children under the age of 18.

### 4. Fundraising methodology

Operation 1325's fundraising strategy sets the long-term goal for the fundraising. All donations are voluntary, and all fundraising is done with respect for the individual donor.

Operation 1325 uses a variety of fundraising methods in its activities and is constantly testing new methods to make its fundraising work more effective. Fundraising is primarily done through private individuals, foundations and companies.

#### 4.1 Earmarking of donations

Operation 1325 accepts both general and earmarked donations. Earmarked gifts go to our operations in specific countries or specific programs. General gifts that are not earmarked for any specific purpose allow contributions to be distributed where the need is the greatest.

#### 4.2 Refusal of a gift

Operation 1325 may refuse to accept a gift if the donor's interests are in direct conflict with our vision and goals. Refusal may also occur if the donor's activities harm Operation 1325 or our partners as organisations. If a gift is refused, a written justification for the refusal will be sent to the donor.

Operation 1325 can refund or terminate ongoing agreements if new information emerges that shows that the donor's interest is in direct conflict with our visions and goals or if it appears that the donor has acted in a way that is in direct conflict with our visions and goals.

### 5. Communication with donors

Information and communication related to Operation 1325's fundraising efforts must be clear and accurate. The purpose of the fundraising should always be clearly stated. Donors must be informed of how the funds raised have been used, for example through Operation 1325's annual report.

#### 5.1 Reporting

Operation 1325 reports continuously on fundraising activities via our website, social media and through other digital means such as emails and newsletters.

Reports are also provided through our activity report and our annual financial report.

#### 5.2 Image and text

Operation 1325 follows Swedish laws regarding the use of images. Images must never offend or harm the people in the picture, and they must be presented in a dignified manner. As far as possible, the people in the pictures are consulted for consent.

### 6. Approach to donors

## 6.1 Questions and Complaints

Questions and complaints should be answered as soon as possible in a professional and respectful manner. Operation 1325 endeavours to be open and accessible through multiple channels such as face-to-face meetings, telephone, email, and social media.

## 6.2 Refund of gift

If there is any doubt as to whether a gift is voluntary, it should be returned to the donor. Operation 1325 will also refund gifts that have been misplaced, are intended for someone else or if the gift is intended for a purpose that Operation 1325 does not fulfil. If the donor regrets the gift, it will be refunded if the request is made within one month of the date of the gift.

## 6.3 Anonymity

If a donor wishes to remain anonymous, this must be respected. The donor's name shall never be published without the donor's consent.

## 6.4 Personal data

Operation 1325 protects the privacy of our donors and processes personal data in accordance with the EU General Data Protection Regulation (GDPR). The processing of personal data is regulated in our privacy policy.

## 6.5 Termination of engagement

The donor's will and integrity must be respected and as a donor you always have the opportunity to change or end your commitment to Operation 1325.