

8. ADOPT ETHICAL STANDARDS FOR RAISING FUNDS

DEFINITION

PHILANTHROPY is based on voluntary action for the common good.

A tradition of giving and sharing is primary to quality of life. The word "philanthropy" has its roots in ancient Greek language and culture. It means "love of humanity."

 CULTIVATE
GENEROSITY
Growing a Culture of Joyful Giving

8. ADOPT ETHICAL STANDARDS FOR RAISING FUNDS



8.1

HISTORICAL CONTEXT

Many religions and societies worldwide emphasize the importance of civic duty, ethical behavior, and the pursuit of the common good.

In ancient Greek culture, philanthropy was the general love for and benevolence towards fellow human beings. It encompassed a wide range of actions aimed at improving the well-being of others and contributing to the common good.

The term “philanthropy” and its underlying principles were revived during the Renaissance and Enlightenment periods. During these times, the idea of philanthropy evolved to include organized efforts to address social issues, support education, and promote public welfare.



8.2

MODERN USAGE

In contemporary times, philanthropy refers to giving time, money, or resources to support charitable causes, promote social good, and improve the quality of life for others.

Philanthropy has become a significant aspect of the nonprofit sector, with individuals, foundations, and corporations engaging in various forms of giving and volunteerism to address societal needs and challenges.

Overall, the word “philanthropy” embodies a timeless and universal ideal of loving and supporting humanity, as Jesus explained in Mark 12: 30-31: “Love the Lord your God with all your heart and with all your soul and with all your mind and with all your strength.’ The second is this: ‘Love your neighbor as yourself. There is no commandment greater than these.”

Whether it is called philanthropy, stewardship, fundraising, or giving, it reflects a commitment to improving the lives of others and fostering a more just and compassionate world.

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8.3

BIBLICAL CONTEXT OLD TESTAMENT

The Bible contains numerous verses that encourage and commend acts of charity, generosity, and philanthropy. Here are some key verses that reflect these values:

Proverbs 19:17:

"Whoever is kind to the poor lends to the Lord, and he will reward them for what they have done."

Deuteronomy 15:10-11:

"Give generously to them and do so without a grudging heart; then because of this the Lord your God will bless you in all your work and in everything you put your hand to. There will always be poor people in the land. Therefore, I command you to be openhanded toward your fellow Israelites who are poor and needy in your land."

Isaiah 58:10:

"And if you spend yourselves in behalf of the hungry and satisfy the needs of the oppressed, then your light will rise in the darkness, and your night will become like the noonday."



8.4

BIBLICAL CONTEXT NEW TESTAMENT

These verses collectively emphasize the importance of giving, generosity, and caring for others as key expressions of faith and righteousness. They highlight that philanthropy benefits both the recipients and the giver.

Luke 6:38:

"Give, and it will be given to you. A good measure, pressed down, shaken together and running over, will be poured into your lap. For with the measure you use, it will be measured to you."

1 Timothy 6:18-19:

"Command them to do good, to be rich in good deeds, and to be generous and willing to share. In this way they will lay up treasure for themselves as a firm foundation for the coming age, so that they may take hold of the life that is truly life."

Acts 20:35:

"In everything I did, I showed you that by this kind of hard work we must help the weak, remembering the words the Lord Jesus himself said: 'It is more blessed to give than to receive.'"

QUIZ



8.5

QUIZ

1. In Greek culture, what did philanthropy mean?

- 1. A general love for and benevolence towards fellow humans.
- 2. A specific form of kindness towards all human beings.
- 3. A form of action that would help them achieve a higher status in their community.

2. How did it change during the Renaissance and Enlightenment periods?

- 1. Disorganized efforts to address pressing social issues.
- 2. Organized efforts to address social issues, support education, and promote public welfare.
- 3. Programs to ensure that every member of their society was well fed and well cared for.

3. What is the modern expression of philanthropy?

- 1. Giving money to support charitable causes, promote social good, and improve the quality of life for others.
- 2. Giving in-kind resources to support charitable causes, promote social good, and improve the quality of life for others.
- 3. Giving of time, money, or resources to support charitable causes, promote social good, and improve the quality of life for others.

4. True or False. In Mark, did Jesus say this?

"Love the Lord your God with all your heart and with all your soul and with all your mind and with all your strength.' The second is this: 'Love your neighbor as yourself. There is no commandment greater than these."

- 1. True
- 2. False

QUIZ ANSWERS. Q1: 1, Q2: 1, Q3: 3, Q4: 1

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ETHICAL FUNDRAISING

Ethical fundraising embodies faithful stewardship. By upholding the Donor Bill of Rights principles, we foster trust, encourage generosity, and honor God through the ministry of giving. When we adapt the AFP Bill of Rights for Church and School Fundraising, it offers a faith-aligned ethical framework for church and school development officers, administrators, volunteers, and leaders involved in fundraising, stewardship, and donor relations. This adaptation maintains the core principles of the AFP Code while making them relevant for Seventh-day Adventist educational and congregational settings.

Ethical fundraising is not just about following rules—it's about leading with integrity. When we consistently adhere to set standards, we build trust, strengthen communities, and serve our missions with integrity.

8.7

WHO IS AFP, AND WHY DO THEY MATTER TO ME?

The Association of Fundraising Professionals (AFP) is a global professional association dedicated to advancing and promoting ethical and effective fundraising.

Established in 1960, AFP plays a crucial role in the nonprofit sector by promoting ethical practices, enhancing professional development (such as the Certified Fund Raising Executive, CFRE), advocating for favorable policies, and fostering a community of skilled and dedicated fundraising professionals.



8.8

WHAT IS THE DONOR BILL OF RIGHTS?

Leading non-profit consultants and associations created the AFP Donor Bill of Rights to ensure the ethical and respectful treatment of donors and to promote transparency and accountability in the nonprofit sector.

The AFP Donor Bill of Rights, established in 1993 and adopted by nonprofits globally, is a fundamental framework designed to protect and maintain the trust between donors and the organizations they support. It outlines the essential rights that donors can expect from any charitable organization, ensuring transparency, accountability, and respect.

These rights include clear assurances about how contributions will be used and acknowledged, protection of donor confidentiality, and the right to ask questions and receive prompt, truthful, and straightforward answers.

This framework is vital in upholding the integrity of charitable organizations and fostering lasting relationships with their supporters.

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8.9

HOW CAN A SET OF PRINCIPLES POSITIVELY IMPACT RAISING FUNDS?

Adopting and adhering to the Donor Bill of Rights is essential to promoting trust, transparency, and accountability in fundraising efforts.

By upholding these principles, church and school organizations demonstrate their commitment to ethical fundraising practices and stewardship of donor resources, ultimately strengthening their relationships with donors and advancing their mission and impact.

The next five topics will summarize what the Donor Bill of Rights accomplishes.

Respect for Donors

The Donor Bill of Rights emphasizes respecting donors' wishes and intentions. By adhering to these principles, organizations demonstrate their commitment to treating donors with dignity, transparency, and gratitude, which helps to foster trust and goodwill.

Transparency and Accountability

Following the Donor Bill of Rights promotes transparency and accountability in fundraising practices. Organizations must provide clear and accurate information about how donations are used and ensure donors can access relevant financial and programmatic information.

Protection Against Corruption

The Donor Bill of Rights protects donors from exploitation and ensures their contributions are used for their intended purpose. Organizations must refrain from deceptive or coercive fundraising tactics and respect donors' right to make informed decisions about their philanthropic activities.

Enhanced Donor Relations

Adhering to the Donor Bill of Rights helps to build and maintain positive relationships with donors. When donors feel confident that their contributions are handled responsibly and ethically, they are more likely to continue supporting the organization and may even advocate for its mission.

Legal Compliance

Following the Donor Bill of Rights helps organizations comply with relevant laws, regulations, and ethical standards governing fundraising activities. By adhering to these principles, organizations can avoid potential legal issues, penalties, or reputational damage resulting from non-compliance.

QUIZ

8.10

QUIZ

1. *How does adopting and following the Donor Bill of Rights help in raising funds?*

- 1. Promotes trust, transparency, and accountability in raising funds.
- 2. Promotes distrust and does not hold the church or school accountable to ethical standards of raising funds.
- 3. Promote the rights of the church and school to raise funds according to their desires.

2. *True or False:*

The Donor Bill of Rights was designed to safeguard the trust between donors and the organizations they support by outlining the rights that donors should expect to be upheld by any charitable organization.

- 1. True
- 2. False

3. *What is Transparency? Choose all that apply.*

- 1. Providing clear and accurate information about how donations are used.
- 2. Ensure donors can access relevant financial and programmatic information.
- 3. Sharing the names and contact information of donors.
- 4. Informing the donor of all the issues and problems of the people involved in the effort.

4. *A donor requests to see the financial statement of the church or school. The treasurer says they cannot because it is confidential information. Is the Treasurer's response unethical?*

- 1. Yes
- 2. No

5. *The school raised funds to buy ten new computers. However, before they could purchase the computers, a company donated them. The school board voted to buy a new playground with unspent computer funds. Was the school board's decision illegal?*

- 1. Yes
- 2. No

6. *After a fire, the church raised funds to rebuild the fellowship hall, and the project was successfully completed. A decade later, a new treasurer discovers a remaining balance of \$50,000 in the account initially used for the reconstruction. The treasurer decides to allocate these funds to a new ministry without seeking permission from the original donors. Is this decision both unethical and illegal?*

- 1. Yes
- 2. No

