



## Global Code of Conduct

### Introduction

Human Appeal is an incorporated UK charity working across the globe to strengthen humanity's fight against poverty, social injustice and natural disaster, through the provision of immediate relief and establishment of self-sustaining development programmes. Our vision is to contribute to a just, caring and sustainable world free of poverty. Human Appeal does this by raising money to fund immediate and long-term sustainable solutions, and empower local communities.

### Background

A Code of Conduct is an agreed set of guidelines outlining the responsibilities or proper practices for an individual or organisation. The purpose is to provide a structure for the responsibilities and expectations of employees to help avoid or address problems. It is not about a lack of trust between or in the employees of an organisation. A Code of Conduct provides employees, volunteers, and contractors with an understanding of what is required of their role, enabling them to be transparent, open and accountable in what they do and how they do it. For the most part, a code will simply codify the good practice and behaviour already in existence.

### Scope

This Code of Conduct is applicable to Human Appeal, any other entity utilising the trademark, logo, brand of Human Appeal and such other legal entities operating under the name of Human Appeal or any other legal entities that are under the ownership or control of Human Appeal entities.

### Our Vision

To become the global agent of change for a just, caring, and sustainable world.

### Our Mission

We are a global humanitarian and development organisation. We save lives, alleviate poverty, transform and empower local communities whilst championing humanity, impartiality, neutrality, and independence.

### Our Values

#### Excellence

At Human Appeal, we consistently strive for excellence. Since 1991, our Organisation has flourished due to the hard work, passion and professionalism of our staff. We aim to excel in all that we do in order to provide the most effective aid to those who are suffering worldwide.

#### Accountability and transparency

We believe in being open and honest about our work, exploring the challenges we face and sharing our successes. Good communication, regular feedback and the ability to admit failure are essential features of a transparent organisation. Our stakeholders need to be confident that they are informed about how we use our resources and accomplish our goals.



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### Compassion

Compassion is the humane response to the pain of others, coupled with a strong desire to help ease or eradicate this suffering. Compassion lies at the heart of everything Human Appeal does. We appreciate the perspectives of others when they are different from our own. We give freely with no hidden motives, and we provide comfort to those in distress no matter who they are.

### Justice

Living and working justly means treating others as you would wish to be treated yourself. We believe in distributing aid equally, regardless of faith, race or gender. We strive to demonstrate fairness to our stakeholders through the decisions we make, whilst achieving outstanding results in our work.

### Empowerment

Human Appeal seeks to empower everyone who has contact with our Organisation, from the stakeholders and beneficiaries, to our employees in all countries. We strive to create an environment where our employees can grow, develop and take initiative in their work. By creating a 'learning culture' around the aid we distribute, we can empower our beneficiaries to become self-sufficient and meet sustainable development goals.

### Trust and respect

At Human Appeal, we promote trust and respect among our stakeholders, partners, employees and beneficiaries. We seek to honour each individual impacted by the work of our Organisation and the environment in which we all live.

### Our Practice

Human Appeal is committed to specific principles, codes and standards. All employees, volunteers and contractors shall abide by these principles, codes and standards in their work.

#### 1. International Red Cross and Red Crescent Movement Principles of Conduct

Human Appeal is a signatory to the International Red Cross and Red Crescent Movement Principles of Conduct:

1. The humanitarian imperative comes first.
2. Aid is given regardless of the race, creed or nationality of the recipients and without adverse distinction of any kind. Aid priorities are calculated on the basis of need alone.
3. Aid will not be used to further a particular political or religious standpoint.
4. We shall endeavour not to act as instruments of government foreign policy.
5. We shall respect culture and custom.
6. We shall attempt to build disaster response on local capacities.
7. Ways shall be found to involve programme beneficiaries in the management of relief aid.
8. Relief aid must strive to reduce future vulnerabilities to disaster as well as meeting basic needs.
9. We hold ourselves accountable to both those we seek to assist and those from whom we accept resources.
10. In our information, publicity and advertising activities, we shall recognise disaster victims as dignified human beings, not hopeless objects.



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### 2. Sphere Humanitarian Charter and Minimum Standards

Human Appeal is committed to applying the Sphere Humanitarian Charter and Minimum Standards in responding to humanitarian crises.

### 3. Core Humanitarian Standard on Quality & Accountability (CHS)

Human Appeal is committed to principled humanitarian action:

- **Humanity:** Human suffering must be addressed wherever it is found. The purpose of humanitarian action is to protect life and health and ensure respect for human beings.
- **Impartiality:** Humanitarian action must be carried out on the basis of need alone, giving priority to the most urgent cases of distress and making no adverse distinction on the basis of nationality, race, gender, religious belief, class or political opinion.
- **Independence:** Humanitarian action must be autonomous from the political, economic, military or other objectives that any actor may hold with regard to areas where humanitarian action is being implemented.
- **Neutrality:** Humanitarian actors must not take sides in hostilities or engage in controversies of a political, racial, religious or ideological nature.

Human Appeal works towards applying the CHS with its nine commitments:

1. Communities and people affected by crisis receive assistance appropriate and relevant to their needs.
2. Communities and people affected by crisis have access to the humanitarian assistance they need at the right time.
3. Communities and people affected by crisis are not negatively affected and are more prepared, resilient and less at-risk as a result of humanitarian action.
4. Communities and people affected by crisis know their rights and entitlements, have access to information, and participate in decisions that affect them.
5. Communities and people affected by crisis have access to safe and responsive mechanisms to handle complaints.
6. Communities and people affected by crisis receive coordinated, complementary assistance.
7. Communities and people affected by crisis can expect delivery of improved assistance as organisations learn from experience and reflection.
8. Communities and people affected by crisis receive the assistance they require from competent and well-managed staff and volunteers.
9. Communities and people affected by crisis can expect that the organisations assisting them are managing resources effectively, efficiently and ethically.

### 4. “Keeping Children Safe”

Human Appeal is committed to “Keeping Children Safe”, and upholds the following safeguarding principles:

- All children have equal rights to protection from harm.
- Everybody has a responsibility to support the protection of children.
- Organisations have a duty of care to children with whom they work, are in contact with, or who are affected by their work and operations.
- If organisations work with partners they have a responsibility to help partners meet the minimum requirements on protection.



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- All actions on child safeguarding are taken in the best interests of the child, which are paramount.

We work to apply the four core standards in “Keeping Children Safe”:

- Standard 1: Policy: The organisation develops a policy that describes how it is committed to preventing, and responding appropriately to, harm to children.
- Standard 2: People: The organisation places clear responsibilities and expectations on its staff and associates and supports them to understand and act in line with these.
- Standard 3: Procedures: The organisation creates a child-safe environment through implementing child-safeguarding procedures that are applied across the organisation.
- Standard 4: Accountability: The organisation monitors and reviews its safeguarding measures.

### 5. Protection from Sexual Exploitation and Abuse

Human Appeal adheres to the core principles of the UN Task Force on Preventing Sexual Exploitation and Abuse in Humanitarian Crises 2002. These apply to implementing projects for children, families and communities and apply irrespective of whether there is an emergency situation or not.

- Sexual exploitation and abuse by project workers constitute acts of gross misconduct and are therefore grounds for the termination of employment.
- Sexual activity with children is prohibited regardless of the age of majority or age of consent locally. A mistaken belief about a child’s age is not a defence.
- Exchange of money, employment, goods, or services for sex, including sexual favours or other forms of humiliating, degrading or exploitative behaviour are prohibited.
- Sexual relationships between project workers and beneficiaries are strongly discouraged since they are based on inherently unequal power dynamics. Such relationships would undermine the integrity of work to help vulnerable and excluded children.

Concerns or suspicions regarding sexual abuse or exploitation by a colleague, whether in the same organisation or not, must be reported in accordance with the procedures in place.



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### Our UK Commitments

As a UK registered charity, Human Appeal is also committed to the following in its domestic operations:

#### 1. Quality Standard ISO 9000:2015

Human Appeal implements a quality management system, and is committed to the ISO 9000:2015 standard. It is audited against the ISO 9000:2008 quality standard.

#### 2. Investors in People

Human Appeal is accredited by Investors in People, the standard for people management. The standard defines what it takes to lead, support and manage people well for sustainable results.

**Leading:** Creating purpose in a fast changing environment whilst motivating through change have become essential skills for many roles. Outperforming organisations foster leadership skills at every level of the organisation to deliver outstanding results.

1. **Leading and inspiring people:** Leaders make the organisation's objectives clear. They inspire and motivate people to deliver against these objectives and are trusted by people in the organisation.
2. **Living the organisation's values:** People and leaders act in line with the organisation's values at all times. They have the courage and support to challenge inconsistent behaviours.
3. **Empowering and involving people:** There is a culture of trust and ownership in the organisation where people feel empowered to make decisions and act on them.
4. **Supporting:** For many, constant change is now normal. Successful organisations are moving towards flatter structures to enable faster decision-making, customer focus and agility. Reduced overheads, better service for customers and more successful organisations are the benefits of this approach.
5. **Managing performance:** Objectives within the organisation are fully aligned, performance is measured and feedback is used.
6. **Recognising and rewarding high performance:** Recognition and reward is clear and appropriate, creating a culture of appreciation where people are motivated to perform at their best.
7. **Structuring work:** The organisation is structured to deliver the organisation's ambition. Roles are designed to deliver organisational objectives and create interesting work for people, whilst encouraging collaborative ways of working.
7. **Improving:** The best organisations are always looking for opportunities to improve by seeking every marginal gain. They know that every small change adds together to enable them to constantly outperform.
8. **Building capability:** People's capabilities are actively managed and developed. This allows people to realise their full potential and ensures that the organisation has the right people at the right time for the right roles.
9. **Delivering continuous improvement:** There is a focus on continuous improvement. People use internal and external sources to come up with new ideas and approaches, supported by a culture that encourages innovation.
10. **Creating sustainable success:** The organisation has a focus on the future and is responsive to change. Leaders have a clear understanding of the external environment and the impact this has on the organisation.



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### 3. Fundraising Standards Board (FRSB)

Human Appeal, as a member of the FRSB, is committed to the Code of Fundraising Practice<sup>1</sup> in engaging with supporters and the public, and upholds the following Key Principles & Behaviours:

#### General principles:

- a) A legal principle underpinning fundraising is that all funds raised for a particular cause **MUST\*** be used for that particular cause.
- b) Fundraisers **MUST NOT** denigrate other individuals or organisations.
- c) Organisations **MUST NOT** exaggerate facts relating to the potential beneficiary.
- d) Organisations **MUST NOT** take advantage of mistakes made by the donor.
- e) i) Fundraisers **MUST** take all reasonable steps to treat a donor fairly, enabling them to make an informed decision about any donation. This **MUST** include taking into account the needs of any potential donor who may be in a vulnerable circumstance or require additional care and support to make an informed decision.  
ii) Fundraisers **MUST NOT** exploit the credulity, lack of knowledge, apparent need for care and support or vulnerable circumstance of any donor at any point in time.  
iii) If a fundraiser knows or has reasonable grounds for believing that an individual lacks capacity to make a decision to donate, a donation **MUST NOT** be taken.  
iv) A donation given by someone who lacked capacity at the time of donating **MUST\*** be returned.
- f) Organisations **MUST NOT** engage in fundraising which:
  - Is an unreasonable intrusion on a person's privacy;
  - Is unreasonably persistent;Or
  - Places undue pressure on a person to donate.

### The Donation

#### *Requesting Donations*

- a) When using donor information in a case study or any other type of publicity, organisations **MUST\*** comply with any duties of confidentiality that they have and comply with Data Protection Law if publishing a case study that includes information that could identify a donor.
- b) Fundraisers **MUST NOT** encourage existing donors in any way to change an existing charitable donation to another fundraising organisation.
- c) The Charities Act 1992, and Charities and Trustee Investment (Scotland) Act 2005 allow charities to obtain a court order preventing unauthorised fundraising where any individual is using fundraising methods to which the charity objects or where the charity believes that an individual is not a fit and proper person to raise funds on its behalf.

#### *Acceptance and Refusal of Donations*

- a) The Trustees (and their delegates) **MUST\*** act in the best interests of the Charity when deciding to accept or refuse a particular donation.

#### *Rewards/ Incentives and Benefit Packages*

It is common for organisations to engage a donor by offering them benefits related to the size and frequency of the gift.

- a) Fundraising organisations **MUST** ensure that benefits are appropriate for the organisation to be giving, and proportionate to the size of the gift.
- b) Fundraisers **MUST** be aware of when benefits nullify potential tax relief such as Gift Aid or top-up payments available under the small donation rules. If benefits do prevent the donation qualifying



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<sup>1</sup> Institute of Fundraising, <http://www.institute-of-fundraising.org.uk/code-of-fundraising-practice/sections/>



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under Gift Aid or the small donation rules, organisations **MUST NOT\*** attempt to reclaim tax on the sum.

### After the Donation

- a) Any specified reporting requirements to which a donation is subject **MUST\*** be complied with.
- b) Fundraising organisations **MUST\*** only make a Gift Aid reclaim in respect of a donation if all of the Gift Aid conditions are met. One of these is that a donor's Gift Aid declaration **MUST\*** comply with the guidance issued by HMRC setting out the information that declarations are required to include. Where a donation is not eligible for Gift Aid and the organisation wishes to make a claim under the small donations rules, it **MUST ONLY\*** do so if all of the small donation conditions are satisfied.
- c) Fundraising organisations **MUST\*** ensure that accepted donations are used to support the cause in accordance with the conditions attached to the donation, which may arise from donor's stipulations or representations made by the charity as to the uses of the funds.

### Use of Funds

The law in relation to changing the terms of a gift is complex and organisations should obtain advice from legal advisers or the Charity Commission/ Office of the Scottish Charity Regulator (OSCR) before seeking to change the terms, even if there is donor consent. In Scotland, in cases where donor consent cannot be obtained, OSCR can permit the restricted fund under which a gift is held to be 'reorganised' if certain conditions are met, but only where it is not possible to ascertain the donor's wishes in relation to the proposed change.

- a) If an appeal is being run for a particular purpose, fundraisers **MUST** include a statement indicating what will happen to funds received if the total funds raised are insufficient or exceed the target.

### Complaints

- a) Organisations **MUST** have a complaints procedure, which **MUST** also apply to any Third Parties fundraising on their behalf.
- b) Organisations **MUST** respond to any complaints from donors, beneficiaries or other parties in a timely, respectful, open and honest way.
- c) Organisations **MUST** ensure that the learnings from any complaints are acted upon.

### Returning Donations

- a) Fundraising organisations which are charities **MUST\*** not return donations unless certain criteria are fulfilled. For all other fundraising organisations, donations **MUST** only be refunded in line with any policies or in exceptional circumstances. It may not be lawful to return a donation and fundraisers **MUST** take advice from legal advisers or the Charity Commission/ OSCR before doing so.

### Employee, Volunteer and Contractor Obligations

All new and existing employees, volunteers and contractors should be made aware of the Code by their managers, and are asked to attest that they understand and shall abide by the Code, and sign the declaration.

Regular training is made available by managers to facilitate awareness and discussion with employees during staff/ department meetings. At least annually, additional ethics-related awareness materials and/ or training are made generally available to all employees.





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**Employees are inducted, briefed, reminded and expected, to the best of their ability, to:**



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1. Respect, uphold and promote the vision, mission, and values of Human Appeal, as well as honour its commitments to the principles, codes, and standards to which it subscribes.
2. Act with honesty and integrity, avoiding actual or apparent conflicts of interest in personal and professional relationships.
3. Prevent, oppose and combat all exploitation and abuse of vulnerable groups and other persons of concern.
4. Provide information that is accurate, complete, objective, relevant, timely, and understandable.
5. Comply with applicable rules and regulations of country, state, and local governments and other appropriate regulatory agencies.
6. Act in good faith, responsibly, with due care, competence, and diligence, without misrepresenting material facts or allowing any independent judgement to be subordinated.
7. Respect the confidentiality of information acquired in the course of their work, except when authorised or otherwise legally obligated to disclose. Confidential information acquired in the course of their work is not to be used for personal advantage.
8. Share knowledge and maintain skills that are important and relevant to stakeholder needs.
9. Proactively promote ethical behaviour as a responsible partner among peers in their work environment and beyond.
10. Ensure responsible use of, and control over, all assets and resources employed or entrusted to them.

### Breach of the Code

Any employee who breaches this Code of Conduct will face disciplinary action, which could result in dismissal for gross misconduct.

Directors or Trustees who breach this Code of Conduct will be reported to the Chair of the Board, who will then decide on further action to be taken.

We reserve the right to terminate our contractual relationship with other workers, if they breach this Code of Conduct.

### Code of Conduct Review

The Code of Conduct will be reviewed on an annual basis to ensure continuing appropriateness.



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### DECLARATION

#### Our Vision, Mission & Values

I shall respect, uphold and promote the vision, mission, and values of Human Appeal.

#### Commitment to Principles, Codes & Standards

- I shall act in conformance with the International Red Cross and Red Crescent Movement Principles of Conduct.
- I shall uphold the commitments of the Core Humanitarian Standard on Quality & Accountability, and apply the Sphere Humanitarian Charter and Minimum Standards.
- I shall apply and promote the principles of safeguarding in “Keeping Children Safe”.
- I shall abide by all other codes and standards relevant to my work to which Human Appeal subscribes.

#### Ethical Conduct

I shall adhere to the following fundamental principles:

##### (a) Integrity

I shall be straightforward and honest in all professional and business relationships.

I shall not offer, give, extort, solicit or accept any bribe or facilitation payment.

I shall not exploit or abuse any vulnerable person, sexually or otherwise, from my position of trust.

##### (b) Objectivity

I shall not allow bias, conflict of interest or undue influence of others to override professional or business judgements.

##### (c) Professional Competence and Due Care

I have a continuing duty to maintain professional knowledge and skill at the level required to ensure that Human Appeal receives competent professional service based on current developments in practice, legislation and techniques.

I shall act diligently and in accordance with applicable technical and professional standards when providing services to Human Appeal.

##### (d) Confidentiality

I shall respect the confidentiality of information acquired as a result of professional relationships; and I shall not disclose any such information to third parties without proper and specific authority unless there is a legal or professional right or duty to disclose.

I shall not use confidential information acquired as a result of Human Appeal relationships for personal advantage.

##### (e) Professional Behaviour

I shall comply with relevant laws and regulations and should avoid any action that discredits Human Appeal or my profession.

I shall abide by the policies and procedures of the organisation. This includes having knowledge of the contents of the relevant policies and procedures.



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### Managing Interests

- I will not gain materially or financially from my involvement with Human Appeal unless specifically authorised to do so.
- I will act in the best interests of Human Appeal as a whole, and not as a representative of any group – considering what is best for Human Appeal and its present and future beneficiaries and avoiding bringing Human Appeal into disrepute.
- Unless authorised, I will not put myself in a position where my personal interests conflict with my duty to act in the interests of the organisation. Where there is a conflict of interest
  - I shall declare this interest.
  - I will ensure that this is managed effectively in line with Human Appeal policy.
  - I understand that failure to declare a conflict of interest may be considered a breach of this code.

### Relations with Others

- I will endeavour to work considerately and respectfully with all those I meet while at Human Appeal. I shall respect diversity, different roles and boundaries, and avoid giving offence.
- I recognise that the roles of Trustees, volunteers and staff of Human Appeal are different, and I will seek to understand and respect the difference between these roles.
- I will promote the safety, health and welfare of all volunteers, staff, and contractors as a prerequisite of sustaining effectiveness.
- Where I also volunteer with Human Appeal, I will maintain the separation of my role with the organisation, and as a volunteer.
- I will seek to support and encourage all those I come into contact with at Human Appeal. In particular, I recognise my responsibility to support the management and other employees.
- I will not engage in any form of discrimination, favouritism, harassment of any kind, physical or verbal abuse, or intimidation in the workplace.
- I will not make public comments about the organisation unless authorised to do so. Any public comments I make about Human Appeal must be authorised and in line with organisational policy, whether I make them as an individual or as an employee.

Name ..... Signed .....

Date .....