

**[DSWD ADMINISTRATIVE ORDER NO. 18,
December 30, 2010]**

**ADDENDUM TO ADMINISTRATIVE ORDER NO. 14, S. OF 2007
(CODE OF ETHICS FOR FUND RAISING)**

I. RATIONALE

Administrative Order (AO) No. 14, series of 2007 also known as Revised Omnibus Rules and Regulations on Public Solicitations was issued to regulate the solicitation activities conducted by persons, corporations, organizations or associations within the Philippines. This also promoted transparency and established the accountability of persons, corporations, organizations and associations that solicit funds from the public for charitable or public welfare purposes. However, the guidelines did not cover clear policies and procedures for the fundraising activities conducted by an individual/person.

For CY 2010, five (5) individuals have been issued solicitation permits by the DSWD-National Capital Region. Said individuals were asked to submit other requirements not stated in AO 14 series of 2007 and were issued a permit to solicit for the treatment of their own children/relatives who are suffering from chronic diseases and undergoing long term and expensive medication. Likewise, it was observed in various regions that individual solicitations are increasing in number and such activity may be used for mendicancy which is subject to abuse.

Further, the 1987 Philippine Constitution states that the State values the dignity of every human person. However, the Department has been receiving information either through internet, tri-media or other paraphernalia on fund raising activities where pictures of the poor, vulnerable and the disadvantaged individuals, families and communities especially children have been used to raise funds. There are photos that depict and demean the conditions of the said sectors that do not uphold their rights. Hence, the need for this addendum to AO 14 to address the above-mentioned concerns.

II. LEGAL BASES

1. 1987 Constitution of the Republic of the Philippines Article II Section 11 states that the "State values the dignity of every human person and guarantees full respect for human rights."
2. Presidential Decree No. 1563, Establishing An Integrated System For the Control And Eradication Of Mendicancy, Providing Penalties, Appropriating Funds Therefor, And for Other Purposes (Mendicancy Law of 1987) Section 2 states "prevent the commission of mendicancy".
3. Inter-Country Adoption Board Resolution No. 054-46 series of 2010, Addendum

to the Policy on Photolisting of Children in the Internet states that “uploading of advertisement in the internet using Filipino children as means to solicit donation is prohibited”;

4. Republic Act No. 7610, Special Protection of Children Against Child Abuse, Exploitation and Discrimination Act Article I Section 2 states that it is a “policy of the State to provide special protection to children from all forms of abuse, neglect, cruelty exploitation and discrimination and other conditions, prejudicial their development; provide sanctions for their commission and carry out a program for prevention and deterrence of and crisis intervention in situations of child abuse, exploitation and discrimination.

III. PRINCIPLES OF CONDUCT ON THE SOLICITATION ACTIVITIES

The persons/individuals, corporations, organizations and associations issued a permit to solicit for charitable and public welfare purposes shall strictly adhere to the following principles of conduct:

1. The best interest of its beneficiaries shall be the priority and not the present interest of the solicitor/s. Policies on this shall be in place and systematically implemented to prevent actual, potential or perceived conflict of interest.
2. Respect for the interest and intention of its donors, clients or patrons, and the general public.
3. Accountability for the solicitation of charitable and public funds, the efficient administration and effective use of funds shall be the responsibility of the endorsing office.
4. Manage the funds with the highest level of professionalism and integrity.
5. Solicitation and promotional materials should be accurate and truthful indicating its corporation, organization or association, its mission, and its intended use of solicited funds.
6. Engage only in fund drive campaigns that are not coercive, intimidating or deceptive.
7. Respect for the integrity, privacy, and pride of its clients or patrons specifically, e.g., non-use of clients’ pictures or their case histories in any form of or medium of publicity or fund raising activities without prior written consent of the targeted beneficiary/ies and/ or beneficiary/ies parents/guardians.
8. Contributions are only used in accordance with approved work and financial plan and obtain explicit consent from the DSWD before altering the intended use of the donations.

9. Adhere with the standard financial ratio on the utilization of funds which is 85% for program and 15% for administrative expenses.

IV. Addendum to Part VI. General Policies:

1. Individual Solicitation

a. Applicant:

The Application of an individual soliciting funds for his/her child/ren and/or relative/s suffering from chronic diseases that requires long term and/or expensive medication such as cancer, renal failure, cardio vascular disease, and the like shall be coursed through a DSWD registered and licensed Social Welfare and Development Agency (SWDA) or the Crisis Intervention Unit of the DSWD or Local Government Unit (LGU).

An individual shall be defined as a person who is a parent, guardian or immediate relative of a patient suffering from chronic diseases that requires long term and/or expensive medication. He/she shall be certified by the Social Worker of the Local Social Welfare and Development Office of his/her locality to be eligible to seek further assistance in behalf of the patient.

b. Requirements:

b.1 Duly Accomplished Application Form signed by the applicant and endorsed by the Head of the DSWD registered and licensed SWDA or the Crisis Intervention Unit of the DSWD or LGU.

b.2 Copy of the valid registration and license certificate of the endorsing registered and licensed SWDA.

b.3 Applicant's Social Case Study Report from his/her localities duly signed by the City/Municipal Social Welfare and Development Office (C/MSWDO).

b.4 Medical Certificate/Abstract and estimated Medical Cost/Expenses for the treatment of the patient/s duly signed by the attending physician indicating the physician's license number.

b.5 Work and Financial Plan stating among others the target funds to be generated and its utilization for program and administrative cost.

b.6 Endorsement letter from DSWD registered and licensed SWDA or the Crisis Intervention Unit of the DSWD or LGU allowing the applicant to raise funds under its name.

b.7 Pledge of Commitment to conduct fund raising campaign duly signed by the applicant and endorsed by the DSWD registered and licensed