SHO Campaign Regulations
22 March 2019

These Campaign Regulations were adopted at the Governing Board meeting of 22 March 2019. They are consistent with the constitution, the Board regulations and the organisational regulations of SHO.

The regulations mentioned are mutually supplementary and are not incompatible with each other.

These Campaign Regulations lay down the agreements with regard to National Campaigns. They include the criteria for the decision to launch a National Campaign, the tasks and powers of those involved in a National Campaign, the financial agreements for the allocation and spending of SHO funds, communication and accountability.

These Regulations were drawn up with due regard to the existing regulations to which aid organisations are subject. These include Civil Code 2, regulations from Guideline 650, “Fundraising Organisations”, and the regulations of the Central Fundraising Bureau.

1. Definitions

SHO	The Foundation of Dutch Cooperating Aid Organisations (in Dutch: stichting Samenwerkende Hulporganisaties), better known as Giro555. Both names are used.
Participant	Organisation that has been accepted by the Board of SHO as a participant in the Foundation.
Guest participant	Organisation which participates purely as a guest in a specific SHO campaign, but is not an accepted participant in SHO.
Governing Board	The Board as defined in Title 6, Book 2 of the Civil Code.
Executive Board	The Executive Board is in charge of the foundation’s day-to-day management, executes the decisions of the Governing Board and carries out all the tasks assigned to it by the Governing Board.
Campaign chair	The campaign chair is responsible for the organisation of the campaign, including the management of the Giro555 office staff during the National Campaign. The campaign chair follows the Framework for National Campaigns. The campaign chair is also the vice-chair of SHO.
The SHO office	The office of SHO/Giro555 that supports the Board and the participants and is responsible for coordination, both during and between campaigns.
Humanitarian disaster	Emergency situation in which the everyday life of large numbers of people is severely disrupted, either temporarily or permanently, and people have been reduced to, or are at risk of being reduced to, a situation of suffering and neediness, as a consequence of which they have a clear need for rescue, protection, food, clothing, shelter, medical and social care or other basic facilities, which cannot be provided by the local context.
National Campaign	Specific fundraising campaign aimed at collecting funds in order to offer aid to victims of a humanitarian disaster.
Distribution key	Formula to be decided annually for the distribution of collected funds among the participants.

Organisational regulations Regulations that set out the agreements about the structure, tasks and powers of the different elements of SHO.

Implementing organisation Partner organisation with which an agreement is concluded for the implementation of projects/activities in the context of a National Campaign.

International umbrella International umbrella organisation of which the participant is a member. Funds are spent via this organisation in the context of the National Campaign.

Commitments The commitments of the participant towards the implementing organisation or the international umbrella in the field regarding a project that the implementing organisation or the international umbrella has proposed in the context of the campaign.

Transfers Amounts transferred by the participant to the implementing organisation or international umbrella for the purpose of the financed project.

Expenditure in the field Amounts spent by the implementing organisation / international umbrella on the financed project and about which the relevant organisation has reported to the participant.

Indirect Cost Recovery (ICR) Costs incurred by the participant, in The Netherlands or at the international headquarters, for the purpose of preparing and coordinating the execution of the aid activities (in Dutch: AKV).

Spending period The set period within which all SHO funds have effectively been spent in the field.

Emergency aid Temporary aid, following immediately after a major disaster or crisis, aimed at removing the life-threatening situation of those immediately affected, people whose life is under threat and who have fully or partially lost their living and working environment and dignity, with the purpose to provide them with basic facilities such as temporary accommodation, water, food, sanitary facilities, healthcare and protection.

Reconstruction aid Aid following immediately after emergency aid, aimed at reducing the vulnerability of the victims in non-life-threatening situations (such as the recovery of houses and other amenities, facilities and economic activities) and the reduction of risks of a repeat, for example by means of capacity building.

2. Conference call

2.1 A participant wishing to start its own fundraising campaign following a disaster does its own assessment of whether the disaster could become a national Giro555 campaign. This is done on the basis of the criteria set out below (3.1). If this estimate is positive – or there is a degree of doubt – the chair is contacted. Information is also shared with the office at the level of communication and fundraising staff. If the assessment is negative, an email sent no later than six hours before the start of the fundraising campaign to inform the Giro555 office will suffice.

2.2 The chair organises the conference call with the Board; the vice-chair is responsible for contacts with the Ministry and, in consultation with the Giro555 office, with NPO (Netherlands Public Broadcasting).

2.3 The chair initiates a conference call with the Board at its own initiative or on a proposal from one of the participants. The chair is provided with information about the disaster by the Giro555 office in cooperation with the press officers, fundraisers and emergency aid coordinators of the participants.

3. Decision for a National Campaign

3.1 On the basis of the following criteria it is decided whether or not to start a campaign:

a) The scale of the disaster (number of victims, damage, capacity of the local population);
b) The ability of participants to participate quickly and adequately in the aid provision via partners or the international umbrella;
c) The level of media attention for the humanitarian aspects of the disaster;
d) The assessment of the Dutch public's willingness to donate money.

3.2 In the case of a *rapid onset disaster* the Board will decide whether or not to hold a National Campaign within 48 hours.

3.3 If two thirds of the Board decide to start a National Campaign, the procedure set out in the Giro555 Framework for National Campaigns will be followed.

3.4 A participating organisation can decide against participation in a National Campaign. The organisation will report this to the Board. An organisation cannot decide against participation and then start its own campaign separate from the Giro555 campaign. That would automatically mean the end of participation in SHO.

3.5 For each disaster, an entry test must be carried out to check whether the participant's general competency also applies to the specific context of the disaster. The entry test, which provides insight into the participant's track record, presence and absorption capacity in the disaster area, are submitted to the Giro555 office within 30 hours. A rotating advisory group of at least three emergency aid coordinators advises the SHO Board about the admission of participants to a National Campaign. Where possible, the Board will decide within 48 hours following the start of a campaign which participants will share in the proceeds.

3.6 If an organisation is already involved in a fundraising campaign, the net proceeds of the received funds (from the decision to hold a National Campaign to the end of the active campaign period) will be transferred to SHO and the organisation's own fundraising campaign will stop immediately after the decision to start a National Campaign. Spontaneous contributions received by participants during the campaign period for aid provision to victims of the disaster for which SHO is holding a joint campaign are also made available to SHO.

3.7 The campaign chair is responsible for forming a campaign team, consisting in the first instance of staff of their own organisation. Colleagues from other organisations and external experts will also be brought in where necessary.

3.8 While setting up a campaign, all those involved will follow the steps, processes and protocols described in the Giro555 Framework for National Campaigns. This is necessary to make sure the campaign runs as efficiently and successfully as possible, and to achieve optimum synergy.

3.9 It is the task of the campaign chair to keep the framework up to date and have a campaign team ready.

4. Communication

4.1 The staff of the Giro555 office responsible for communication prepare a communication strategy during a National Campaign tailored to the specific crisis, under the responsibility of the campaign chair. That strategy is supported by the communication staff from the campaign team and press officers of the other participants. Together they are responsible for informing the press and the general public. The tasks and responsibilities regarding communication are described in the Giro555 Framework for National Campaigns. The communication strategy, approved by the SHO board on 23 January 2015, provides the guideline for this purpose.

4.2 Communications about SHO, both at the time of campaigns and between campaigns, must focus first of all on fundraising. The tone and content must focus on inspiring trust. Of course they must also be modest, balanced, transparent and honest.

4.3 All participants are responsible for supplying information to the campaign team about aid provision in the area and inform the Giro555 office about possible publicity risks (for SHO collectively or individual organisations).

4.4 All participants refer questions about the National Campaign from the general public and the media to the Giro555 office, unless the questions concern their own aid provision on location. In that case, the participant will always liaise with the press officer of the Giro555 office and/or the campaign team.

4.5 The campaign chair is in charge of communications and designates the most appropriate person as spokesperson.

4.6 All participants make available press officers, onliners, fundraisers and editors at the campaign chair's request.

4.7 The Giro555 online web coordinator ensures that the campaign website is active within a few hours. To ensure optimum presentation of the website, in terms of both content and functionalities, the coordinator is supported by the participants' web editors and social media experts.

4.8 During a National Campaign, the Giro555 office is accountable to the campaign chair, who reports to the Board.

4.9 After a National Campaign, all participants continue to supply information and images at the request of the Giro555 office, at set times and when specifically requested, for SHO communication purposes.

5. Allocation of SHO funds

5.1 The allocation in percentage terms of the proceeds of a National Campaign is calculated annually on the basis of an distribution key.

5.2 The Board decides within 48 hours of the start of a campaign which participants will share in the proceeds, on the basis of the entry test and the corresponding advice of the advisory group.

5.3 A minimum amount of € 250,000 is allocated to the participants if the proceeds exceed € 5 million to prevent a situation where the costs they have to incur to meet the requirements of membership of Giro555 do not counterbalance the income they receive via the distribution key.

5.4 The Board can decide to set aside part of the proceeds of a National Campaign for guest participants. The remaining of net proceeds of a National Campaign (the gross proceeds minus the fundraising and office costs) is distributed among the organisations accepted by SHO, according tot the fixed distribution key. This percentage can be adjusted by the Board for each campaign.

Funds that become available because a participant has decided not to take part in a National Campaign or because a participant has not been accepted on the basis of the entry test, are distributed proportionally among the other participants.

5.5 When the Board decides to set aside part of the proceeds for guest participants, candidate guest participants will be asked to give a brief explanation of their added value in a disaster area. The candidate guest participant is a Dutch organisation, which means it has an office in the Netherlands (see Appendix 3, Procedure for Guest Participants).

5.6 All net proceeds (gross proceeds minus campaign and office costs) are allocated and spent according to the SHO-adopted rules. If it becomes clear from the submitted account that funds have been requested or spent in contravention of the rules, SHO can fully or partly reclaim those sums.

5.7 SHO funding applies for a period set by the SHO Board. The spending period for regular campaigns has been set at two years. This can only be derogated from in exceptional circumstances and for good reasons.

5.8 During a campaign, each participant spends at least 50% of the received funds within six months of the National Campaign's start date when the spending period is two years or less.

6. Rules for spending SHO funds

6.1 Both SHO and the participant are continually striving to spend the funds optimally, which means they are working effectively and efficiently towards achieving the goal. As soon as the collected SHO funds have been distributed among the participants, the following agreements apply:

6.2 The participant is responsible for how it spends its financial share in the National Campaign, whether or not via an implementing organisation or an international umbrella. This is done within the scope and limitations that apply for the relevant organisation and the agreements set out in these Regulations.

6.3 The funds are used in the first instance to provide direct, effective and life-saving aid in the disaster area. After this, they are used for reconstruction.

6.4 The SHO funds are only spent in the areas for which Giro555 is running a campaign, within the set spending period and with the aim to offer adequate aid to victims of a humanitarian disaster. The implementation of paid-for activities is also completed within the set spending term.

6.5 The participant ensures it has an administrative organisation and internal control structure which is sound in structure and operation. This is the inward-focused aspect of governance: management and control.

6.6 In order to meet guideline RJ 650, "Fundraising Organisations", SHO will render account in a manner that is clear and can be readily understood by the general public about all the activities that have been carried out as part of the National Campaign.

6.7 The participant presents an itemised report to SHO about expenditure by geographical area, by type of aid and by sector. SHO follows the sectoral/cluster system of UNOCHA for this purpose. The financial and narrative reports must be consistent with each other.

6.8 In accordance with the form in Appendix 2, each participant gives information to SHO in the financial statements and in the report for each National Campaign about:

- the funds received from SHO (where applicable split into public donations and subsidies from governments);
- received interest;
- costs of preparation and coordination;
- commitments, transfers and spending on location.

The form must be part of the audit of the financial statements.

6.9 A maximum of 7% of the actually spent funds can be specified as payment for preparation and coordination costs (ICR) of the participant. The circumstances of a specific campaign can be a consideration for deviating from this percentage, unless the money concerned is government money, in which case the agreed percentage for that specific campaign applies. Appendix 1 gives examples of the costs that are classified as ICR within SHO.

6.10 The Board determines the spending period for a campaign. Participants that are unable to spend the SHO funds within this period must notify the Board in good time. The participant will pay the amount it is unable to spend back into SHO's account within ten working days. All participants can claim non-spent amounts (if more than one participant makes a claim, the money is divided on the basis of the distribution key), provided that they can spend the money within the set period.

6.11 An external consultant will assess whether the participant made a correct estimate in the entry test at the start of the campaign. This assessment starts six months after the start of the spending period, which means the spending of 50% can be included in the assessment.

6.12 If the SHO funds have not been spent within the set spending period, if 50% of the funds have not been spent within six months or if the assessment of the entry test turns out to be unsatisfactory, the participant must inform the Executive Board of this proactively, and it will be decided by the external board members in each case whether a financial sanction will be imposed on the relevant participant for the next National Campaign. The sanction involves a deduction of 10% of the share of the relevant organisation in the allocation key in the next Giro555 campaign. Delaying factors and hindrances that always have an effect during disasters, such as deteriorated roads, a shortage in goods, a shortage in good staff for implementation, corruption, logistical challenges, the government causing delays, etc., cannot, in principle, be a reason for not achieving the spending agreements.

6.13 A participant in the Giro555 campaign will not be subjected to a sanction, as described in Article 6.12, if that participant decides to stop its activities in the disaster area during the first six months for reasons of its own. Such a decision will be communicated to the Executive Board within 24 hours, and the organisation will inform the Executive Board within five working days about the expected amount spent, after which the non-spent funds become available again for distribution among the other participants on the basis if the allocation key, provided that they are able to spend the money within the set period.

6.14 If there turns out to be a credit balance after a Giro555 campaign because non-spent money is paid back into the SHO account after the spending period, this is accounted for in an earmarked reserve. This will be the start-up capital for the next National Campaign.

6.15 SHO liquid funds may be held by the participants as interest-bearing but not as risk-bearing funds. The full amount of interest revenue will go to the aid activities of the National Campaign.

6.16 The Board decides the spending period and frequency and deadlines of reports for each campaign. The SHO reporting form (see Appendix 2) will be used for this purpose, and the individual reports will be consolidated by the Giro555 office.

6.17 The financial report on the amounts spent within the context of a Giro555 campaign is part of the participant's financial statements. The financial statements (provided with an unqualified auditors report or a separate report provided with an unqualified auditors report must be submitted to the Giro555 office within seven months of the conclusion of a calendar year. On the basis of the provisions in the guideline "Fundraising Institutions", the SHO funds can be specified as "funds with limited options, whereby the limitation is determined by third parties". On the basis of this specification, these funds must be accounted for as a designated fund within the organisation's own capital. In the explanatory note to this designated fund the limited

purpose of this fund must be stated, as well as the reason for this limitation. The fund's development must also be shown. This must state the following:
The fund's amount at the start and at the end of the financial year;
The additions to and withdrawals from the fund over the financial year, split according to their nature. The additions to and withdrawals from the designated fund must be accounted for via the result of the fund's designated purpose. In the statement of income and expenditure, the SHO contribution must be included under the heading "income from campaigns by third parties".

6.18 If a participant is not issued with an unqualified auditors report for its financial statements, a separate report with an unqualified auditors report for the received and spent SHO funds in a specific year or for a specific campaign must be submitted.

6.19 An organisation that is unable to submit an unqualified auditors report either with its financial statements or with regard to its SHO spending must render account to the Governing Board of SHO. The Board determines whether the organisation has to pay back its SHO share or whether it can continue to participate in SHO.

6.20 The participant will not be discharged until it complies with 6.17 to 6.19 and until the Governing Board has approved the SHO final report for the specific campaign.

7. Accountability

7.1 SHO highly values transparent information about how funds acquired during a campaign are spent. Article 6 of these Regulations lays down that participants render account for spending SHO funds by means of their financial statements. The SHO board renders account to the general public and donors by combining substantive and financial reports from the participants.

7.2 The SHO Board decides the frequency and deadlines of reports for each campaign. The intensity can be different for each campaign, depending on the campaign's scope. Each participant must submit the narrative and financial final reports to the Giro555 office within six weeks of the set spending period.

7.3 The focus of the consolidated SHO reports is to provide information about the programmes implemented with campaign funds and to provide insight into:

a) Geographical distribution
b) Overview of implementing organisations
c) Overview of sectors on which SHO money has been spent and a description of the activities
d) Overview of reached target group (with numbers where possible and a description where relevant)
e) Spending by sector and geographical area
f) Conclusions with regard to coordination, implementing organisations, cooperation, etc.
g) Explanation of problem areas, lessons and recommendations for the future
h) Financial data (commitments, transfers, spending, interest and ICR)

7.4 Each participant is responsible for the narrative and financial report on its share of the funds acquired during the National Campaign, within the agreements as laid down in these Campaign Regulations. The participant supplies the narrative and financial report to the Giro555 office and the audited financial statements and annual report, including the information specified in 6.13 and 7.2 about the received SHO funds.

7.5 The Giro555 office is responsible for coordinating the consolidated report on a National Campaign. Ultimate responsibility lies with the Board.

7.6 In addition to the consolidated report, SHO informs the Dutch public and donors via messages on the website and elsewhere. Participants provide specific information and images to the Giro555 office at times agreed in advance.

8. Miscellaneous

a) This Agreement is governed by Dutch law.
b) Third parties cannot derive any rights from the provisions in these Regulations.
c) No amendment, alternation or addition to these Regulations will be binding between the parties, unless this has been laid down in writing with approval from the Governing Board.

Appendix 1. Indirect Cost Recovery (ICR)

Activities classified under the spending category “Preparation and coordination”

Costs incurred by the participant, in the Netherlands or at the headquarters, for the purpose of preparing and coordinating the implementation of the aid activities can be covered by the ICR (in Dutch: AKV). Participants may add this ICR to their reserves to cover their overhead costs. The costs associated with the activities mentioned below are examples of costs classified under the spending category “Preparation and coordination”, for a maximum amount of 7% of the funds received from SHO. This 7% also includes the ICR allocated to the international umbrella.

1. Identification
   - Identifying project options;
   - Collecting and analysing relevant information for spending funds of the National Campaign;
   - Collecting data on requesting or implementing organisations.

2. Preparation
   - Study and assessment of project proposals of the implementing partner organisation or the international umbrella (the requesting organisations);
   - Formulation of questions to requesting organisations to gain further information;
   - Correspondence with requesting organisations;
   - Assessment of additional information;
   - Decision-making about substantive and financial aspects of the project proposal;
   - Completion of project description and budget.

3. Testing
   - Project descriptions and budget are studied by the responsible policy bodies and the advisory bodies operating on their behalf;
   - Testing activities concerning emergency aid and rehabilitation/reconstruction against policy criteria and priorities.
   - Discussion to facilitate taking the decision whether to approve or reject the project proposal.

4. Formalisation
   - Drawing up and dispatching project-related agreements;
   - Payment of allocated funds to the implementing organisation.

5. Monitoring projects in progress
   - Includes the assessment of project reports and project visits.

6. Management and control
   - The activities involved in the administrative and financial audit as described in the Regulations;

7. Reporting
   - Submission of information and reports as stated in the agreement of the “Cooperating Aid Organisations” (SHO) and associated regulations.

8. The functioning in the Netherlands of the mechanism in implementation of the activities regarding spending the funds received from SHO
   - Accommodation;
   - Organisation;
   - Administrative support mechanism.

9. External contacts

- Maintaining contacts with the media and the general public in order to provide information about the situation in the emergency region, the aid provision on location and spending the money on location;
- Maintaining a network of relationships with implementing organisations and establishing relationships with persons and/or organisations to promote the proper implementation of the activities within the framework of spending the funds received from SHO;
- Establishing and maintaining contacts with counterparts in the Netherlands and abroad;
- Maintaining contacts with the government;
- Maintaining contacts with general civil society and political organisations;
- Maintaining contacts for the purpose of giving information to interested people by means of providing materials, etc.

10. Extra costs
    - Audit of the final report (where relevant).

Appendix 2. (Final) Financial Report for National Campaign Form and Financial Statements Form

	Financial year			To the end of financial year		
			Total			**Total**
Income						
Income from **campaigns by third parties**						
Interest						
Total income						
Costs of preparation and coordination (ICR)						
Total costs of preparation and coordination of SHO public donation						
Actually spent ICR (maximum of 7% of actual spending)						
Total available for aid activity						
	Emergency aid	**Rehabilitation**		**Emergency aid**	**Rehabilitation**	
Expenditure						
Commitments of participant						
○ aid provided via the implementing organisation ○ aid provided via the international umbrella ○ support provided via the participant						
Total available scope for commitment						

	Financial year			To the end of financial year		
	Emergency aid	**Rehabilitation**	**Total**	**Emergency aid**	**Rehabilitation**	**Total**
Insight into the participant's cash flows						
Transfers by the participant regarding:						
○ aid provided via the implementing organisation ○ aid provided via the international umbrella ○ support provided via the participant						
Insight into spending on location						
○ Spending on location by the implementing organisation ○ Spending on location by the international umbrella ○ Spending on location by the participant						

Appendix 3: Procedure for guest participants

On 4 June 2015, the SHO Board adopted a new guest participation procedure. It had already been decided on 10 September 2012 no longer to place guest participant under hosts, but to place them under the Giro555 office; this has been taken into account in the new procedure. When taking a decision on guest participation, the Board will apply the “no, unless...” principle.

<u>Tasks and responsibilities</u>
Governing Board:
- Decides on whether or not to set aside funds for guest participants;
- Decides on the percentage of the proceeds to be set aside for guest participants;

Executive Board
- Decides on whether or not to accept guest participants on the basis of proposals;
- Decides which candidate guest participants are allowed to submit a proposal and which criteria apply to this;

Campaign chair:
- Sets the deadline for submitting a proposal;
- Challenges guest participants on behalf of the Board about failing to comply with agreements where necessary;

Secretary / content coordinator of Giro555 office and the content expert of the campaign team:
- Assessment of short proposals;
- Gives advice to the Board about acceptance;
- Assessment of the more elaborate project proposals;
- Gives advice to the Board about the quality of the proposals;

Content coordinator of the Giro555 office:
- Draws up communication (in cooperation with the campaign chair) to the candidate guest participants about the Board’s decision;
- Deals with questions about the assessment;
- Is the contact person (on behalf of SHO) and point of contact for guest participants and candidate guest participants;
- Monitors compliance with the applicable SHO agreements by the guest participant (e.g. whether the accountability system of SHO is applied), challenges the guest participant about this and reports on this to the SHO Board;

<u>Analysis</u>
The SHO Board decides for each National Campaign whether or not it will set aside funds for *Dutch* organisations that are not registered participants. To arrive at a well-substantiated decision, the Board can decide to consider by means of an analysis whether there are organisations that have added value in the disaster area. This analysis also takes place if the Board decides directly to leave open the option of guest participants taking part. Participants can also put forward one or more organisations with a recommendation / supporting information to the Board.

The Board decides how broad the scope of the analysis will be (by approaching possibly interested organisations, approaching only organisations that contact SHO or via a broad appeal on the website). Candidate guest participants submit a short description in which they specify their track record and added value in the disaster area (not a project proposal). This is submitted to the Giro555 office before a specific date set by the Board. The Giro555 office collects all the information and presents this to the Executive Board with a recommendation formulated by the content coordinator of the SHO office and the content expert of the campaign team. On the basis of this input, the Executive Board decides whether or not to accept guest participants for a National Campaign.

The Executive Board decides which candidate guest participants may submit a proposal and possibly invites other organisations.

<u>Assessment of proposals</u>
The campaign chair decides the period within which candidate guest participants must submit the proposal to the Giro555 office. (If the spending period is fairly long, guest organisations

that can offer added value in terms of reconstruction can be considered.) The Giro555 office sends out the forms, collects completed forms and the campaign team's content expert again advises the Executive Board. The Giro555 office also sends out the regulations with agreements applicable to guest participants. In addition to submitting their proposals, candidate guest participants are also asked whether they can comply with the agreements SHO imposes on participants and guest participants.

The content coordinator of the Giro555 office and the campaign team's content expert assess the proposals on the basis of the demonstrated added value of the candidate guest participant. Added value can be:

- Being active in a field of activity that differs from that of the other SHO participants;
- Better access to the area than the other SHO participants;
- Better access to a target group than the other SHO participants;
- Increasing support for the Giro555 campaign.

And give a recommendation with arguments to the Executive Board:

- Positive: participation in the campaign;
- Positive: with a request for adjustment;
- Negative: no participation in the campaign.

At the same time, the Giro555 office assesses whether the candidate guest participant is able to comply with the SHO agreements (RJ650, inclusion of JRK form, 50% external assessment, etc.). Exceptions are included in the recommendations.

<u>Acceptance/rejection</u>
The Executive Board decides on the basis of this advice whether or not the candidate is accepted as guest participant. In case of a positive decision subject to an adjustment, the Board can decide to impose restrictions with regard to how the guest participant spends the SHO funds (e.g. for a specific region if no SHO participants are active there, or in a specific sector). Such restrictions are discussed by the Giro555 office with the candidate guest participant in advance.

When a candidate guest participant is accepted or rejected, the content coordinator of the Giro555 office draws up a letter in which the decision is substantiated. The Giro555 office is responsible for communications with guest participants and candidate guest participants, in consultation with and on behalf of the campaign chair.

<u>Obligations of the guest participant</u>
As soon as the Board agrees to the proposal, the guest participant is accepted for participation in the National Campaign. The guest participant is then bound by the agreements set out in the SHO organisational and campaign regulations. It stops all its own fundraising activities for the disaster with immediate effect and from then on follows SHO's guidelines about fundraising and communication. All the guest participant's proceeds from fundraising for the relevant response, minus its own campaign costs, are transferred to SHO's campaign giro account.

The guest participant observes the agreements as laid down in the constitution and the organisational and campaign regulations (it refers all questions about the campaign from the media and the general public to SHO, observes the reporting and accountability requirements of SHO, keeps proper accounts, etc.) and applies the quality standards for emergency aid and reconstruction as they are applicable at SHO, unless the Board has made an exception.

Guest participants are also subject to the rule that a maximum of 7% can be spent on ICR.

The Giro555 office monitors compliance with the applicable SHO agreements by the guest participant (e.g. whether the accountability system of SHO is applied), challenges the guest participant about this and reports on this to the Board.

Appendix 4: Proposal for guest partnership

Practical guide for guest participation in a Giro555 campaign

When a major disaster occurs, SHO offers the option to interested organisations to become a guest participant in a specific campaign. The registration and decision-making process for guest participants takes place in three phases:

- **Phase 1**: guest participants notify the Giro555 office of their interest in guest participation in a specific National Campaign.
- **Phase 2**: guest participants prepare a brief document, in which they give evidence of the following (these documents are explicitly not project proposals):
    - “track record” in the disaster area;
    - their demonstrable added value for SHO;
    - a brief explanation of how they would use that added value (e.g. what kind of aid they would offer to this specific target group / region).
- **Phase 3**: after a positive Board decision about acceptance as a participant, SHO expects the following:
    - a narrative and financial project proposal, which is submitted to the Giro555 office (baukje.heemskerk@giro555.nl) within two weeks of the Board’s positive decision on participation. The Board will discuss the proposal and can attach conditions to the submitted proposal.
    - A written declaration stating that the agreements and obligations set out in the Giro555 organisational and campaign regulations can be met.

The guest participant qualifies for financing of an emergency aid and possibly a reconstruction project if it can give evidence of:

- a demonstrable, recent track record in the disaster area;
- demonstrable added value (better access to an area and/or target group than the other SHO participants), which is reflected in the project proposal;
- its compliance with set quality standards, which may be checked by the Giro555 office; quality standards[1] include:
    - having its own monitoring and evaluation policy and publicising this;
    - issuing the financial statements according to guideline 650, “Fundraising Organisations”;
    - having signed the “Code of Conduct of the Red Cross and Red Crescent Movement and Non- Governmental Organisations in Disaster Relief” and applying this in all emergency aid projects;
    - having the CBF quality mark and ISO certification.

For the National Campaign .... (name and year of campaign) the Board has already taken the following decisions, which must be taken into account when submitting the proposal:

- Spending period (start date and total period)
- Maximum available amount for each guest participant
- …

The proposal (Phase 3) may consists of a **maximum of ten pages** (excluding appendices) and is preferably supplied by completing the attached form. SHO wants to see at least the following information in a proposal:

- Name of organisation and contacts
- Programme title
- Programme area: region and location(s)
- Programme summary
- Programme structure, goals and activities
- Target groups / beneficiaries
- Risks and their mitigation

[1] Exceptions to these quality standards are possible. However, if the majority of these criteria is being met, there is a greater chance of a positive decision by the Board about participation by the guest participant.

Appendix 4: Proposal for guest participation

- Planned implementation period
- Programme budget
- Organisations and partners involved
- Capacity of the implementing partners in the field (such as HR, funds and logistics)
- Track record of local involvement and experience
- Attention for sustainability / phasing out

In the appendices:

- Detailed plan of activities, envisaged results and scope (Appendix 1, Table 1)
- Detailed budget (Appendix 2)
- (Summary of) monitoring and evaluation policy
- Where applicable: copy of the list of signatories of the Code of Conduct for the International Red Cross and Red Crescent Movement and the CBF and/or ISO certificate.

Appendix 4: Proposal for guest participation

Table 1: Proposal Phase 1 Emergency **If applicable add a Table 1b: Proposal Phase 2 Rehabilitation**		
	Country	

Sectors [1]	**Locations**	**Names of implementing partner(s)**	**Core Activity**	**Planned Outputs and outcomes** [2]	**Planned No. of Beneficiary Households** [3 & 4 & 5]

Note 1: Please respond by entering one or more of the following sector categories: health; water/sanitation; food security /nutrition; livelihood & household security; shelter; education, protection, disaster management and programme management support.	
Note 2: Please provide insight into the programme outputs and outcomes. E.g. sector water & sanitation, results chain: cleaning of water sources ➐ number of water sources cleaned ➐ number of people that have access to water ➐ improved health situation	
Note 3: What are your assumptions about the number of people (adults, children) per household?	
Note 4: Please provide specific information about sex (male, female) and age group (adults, children and older people) where available.	
Note 5: Please provide specific information/data about support for vulnerable beneficiary groups where available.	