

## **Giro555 Campaign Regulations**

### **15 juni 2022**

These Campaign Regulations were adopted at the Governing Board meeting of 15 juni 2022. They are consistent with the constitution, the Board regulations and the organisational regulations of Giro555.

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 GIRO555 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**

<i>SHO</i>	The Foundation of Dutch Cooperating Aid Organisations (in Dutch: stichting Samenwerkende Hulporganisaties), better known as Giro555.
<i>Participant</i>	Organisation that has been accepted by the Board of Giro555 as a participant in the Foundation.
<i>Guest participant</i>	Organisation which participates purely as a implementing guest organisation in a specific Giro555 campaign, but is not an accepted participant in Giro555.
<i>Governing Board</i>	The Board as defined in Title 6, Book 2 of the Civil Code.
<i>Agenda commission</i>	The Agenda commission prepares the agenda for the Board Meetings and has the mandate to take decisions in between Board Meetings that are in the interest of the continuation of the work of the Giro555 office.
<i>Campaign chair</i>	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 the Governing Board.
<i>The Giro555 office</i>	The office of Giro555 that supports the Board and the participants and is responsible for coordination, both during and between campaigns.
<i>Humanitarian disaster</i>	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.
<i>National Campaign</i>	Specific fundraising campaign aimed at collecting funds in order to offer aid to victims of a humanitarian disaster.

<i>Distribution key</i>	Formula to be decided annually for the distribution of collected funds among the participants.
<i>Organisational regulations</i>	Regulations that set out the agreements about the structure, tasks and powers of the different elements of GIRO555.
<i>Implementing organisation</i>	Partner organisation with which an agreement is concluded for the implementation of projects/activities in the context of a National Campaign.
<i>International umbrella</i>	International umbrella organisation of which the participant is a member. Funds are spent via this organisation in the context of the National Campaign.
<i>Commitments</i>	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.
<i>Transfers</i>	Amounts transferred by the participant to the implementing organisation or international umbrella for the purpose of the financed project.
<i>Expenditure in the field</i>	Amounts spent by the implementing organisation / international umbrella on the financed project and about which the relevant organisation has reported to the participant. Amounts are considered spent when the aid activities, whether of not with purchased goods, have been implemented
<i>Indirect Cost Recovery (ICR)</i>	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).
<i>Spending period</i>	The set period within which all Giro555 funds have effectively been spent in the field.
<i>Emergency aid</i>	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.
<i>Reconstruction aid</i>	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 and can ask the campaign coordinator to contact the NPO (broadcaster); the vice-chair is responsible for contacts with the Ministry.

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 GIRO555.

3.5 Immediately at the start of a campaign, boardmembers indicate whether their organisations wish to share in the funds raised with the campaign. A few weeks after the start, the risk register is filed in by the emergency coordinators, and a ceiling can be set when an organization thinks it cannot absorb its full share in the funds.

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 Giro555 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 GIRO555 is holding a joint campaign are also made available to GIRO555.

3.7 The campaign chair is responsible for forming the campaign team, consisting staff members of all aid organisations. There are fixed roles staffed by staff members who can start right away. The campaign chair assures that the fixed roles for the campaign chair will be staffed, and together the aid organisations ensure that all other roles are immediately staffed by staff members of those organisations who will be available for the entire campaign period.

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, in cooperation with the Coordinators team and the Giro555 office, 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 GIRO555 board on 23 January 2015, provides the guideline for this purpose.

4.2 Communications about Giro555, 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 Giro555 collectively or individual organisations).

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

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

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

4.7 The Giro555 online 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 Giro555 communication purposes.

#### **5. Allocation of Giro555 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.

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 GIRO555, 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 has set a ceiling (maximum), 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 by Giro555 adopted rules. If it becomes clear from the submitted account that funds have been requested or spent in contravention of the rules, Giro555 can fully or partly reclaim those sums.

5.7 Giro555 funding applies for a period set by the GIRO555 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 Giro555 funds**

6.1 Both Giro555 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 Giro555 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 Giro555 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", Giro555 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 Giro555 about expenditure by geographical area, by type of aid and by sector. Giro555 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 GIRO555 in the financial statements and in the report for each National Campaign about:

- the funds received from GIRO555 (where applicable split into public donations and subsidies from governments);

- received or paid 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. Appendix 1 gives examples of the costs that are classified as ICR within GIRO555.

6.10 The Board determines the spending period for a campaign. Participants that are unable to spend the Giro555 funds within this period must notify the Board in good time. The participant will pay the amount it is unable to spend back into Giro555'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 If case the Giro555 funds have not been spent within the set spending period, the participant must inform the Agenda commission of this proactively. The Agenda Commission will decide upon sanctions based on article 3.2.1. in the Organisation Regulation. 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.

6.12 A participant in the Giro555 campaign will not be subjected to a sanction, as described in Article 6.11, 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 Agenda commission within 24 hours, and the organisation will inform the Agenda commission 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.

6.13 If there turns out to be a credit balance after a Giro555 campaign because non-spent money is paid back into the Giro555 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.

6.14 Giro555 liquid funds may be held by the participants as interest-bearing but not as riskbearing funds. The full amount of interest revenue will go to the aid activities of the National Campaign.

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

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 GIRO555 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

Giro555 contribution must be included under the heading “income from campaigns by third parties”.

6.16 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 GIRO555 funds in a specific year or for a specific campaign must be submitted.

6.17 An organisation that is unable to submit an unqualified auditors report either with its financial statements or with regard to its GIRO555 spending must render account to the Governing Board of Giro555. The Board determines whether the organisation has to pay back its Giro555 share or whether it can continue to participate in Giro555.

6.18 The participant will not be discharged until it complies with 6.17 to 6.19 and until the Governing Board has approved the Giro555 final report for the specific campaign.

## **7. Accountability**

7.1 Giro555 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 Giro555 funds by means of their financial statements. The GIRO555 board renders account to the general public and donors by combining substantive and financial reports from the participants.

7.2 The 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 Giro555 reports is to provide information about the programmes implemented with campaign funds and to provide insight into:

- a) Geographical distribution
- b) Overview of sectors on which Giro555 funds has been spent and a description of the activities per sector and geographical area
- c) Overview of reached target group (with numbers where possible and a description where relevant)
- d) Conclusions with regard to coordination, implementing organisations, cooperation, etc.
- e) Explanation of problem areas, lessons and recommendations for the future
- f) Financial data (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 Giro555 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, Giro555 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 Giro555. 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” (Giro555) and associated regulations.
8. The functioning in the Netherlands of the mechanism in implementation of the activities regarding spending the funds received from Giro555
  - 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 Giro555;
- 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)
- Costs for evaluation (please note those costs may also be reported under 'PMS')

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

	<b>Financial Year</b>	<b>To the end of financial year</b>
<b>Income</b>		
Income from <b>campaigns by third parties</b>		
Interest		
<b>Total income</b>		
<b>Costs for preparation and coordination (ICR)</b>		
ICR		
<b>Total available for aid activities</b>		
<b>Expenditure</b>		
<b>Insight into spending on location</b>		
○ Spending on location by the implementing organisation		
○ Spending on location by the international umbrella		
○ Spending on location by the participant		
<b>Total expenditure</b>		

### **Appendix 3: Procedure for guest participants**

*[At this moment this procedure is under review. As soon as the procedure is finalized it will be included in an update of those Campaign Regulations and published on the Giro555-website]*