

E1 – FRII Code of Quality – Fundraising

The purpose of Save the Orangutan is to raise means to support the work to conserve the endangered orangutan and its habitat.

Therefore it is a key priority for Save the Orangutan to maximise the potential for fundraising in Sweden with a long-term strategy. It is the ambition of Save the Orangutan to establish fundraising activities on a broad field due to two considerations:

- To fully exploit the fundraising potential in Sweden and thereby maximise the positive impact the organisation can reach conserving the orangutan at its habitat.
- To establish a broad and sustainable income foundation, thereby making the organisation less sensitive to fluctuations within single fundraising areas.

The areas of fundraising cover:

- Private fundraising
 - Monthly/annual donations
 - One-off donations
- Corporate fundraising
 - Sponsorships
 - Partnerships, e.g. within cause related marketing
- Private foundations and legacies
 - Project specific donations
 - Unrestricted donations
- Institutional grants
 - SIDA
 - Forum Sud

The present fundraising activities are primarily concentrated on private monthly donations, the postkod lottery and public donations through Forum Syd.

In the case Save the Orangutan receives donations in the form of real-estate, bonds, financial assets or similar, these will be sold immediately to be converted into monetary funds.

In the case a donor regrets a donation or transfer, the donation will be refunded without any fees or related costs within reasonable time.