



SafeHavens Organization

## Communications Policy including Fundraising

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Version 1

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## **1. Introduction**

By collecting and sharing stories, images and videos about the people we work with, the SafeHavens Organization Pty Ltd (SafeHavens) can raise awareness about communities in countries we work, the type of work we do, and the impact of our work. In collecting, storing and sharing these images and stories, we have a responsibility to ensure that all content is collected and used ethically, honestly and sensitively, with respect for people's dignity and culture.

SafeHavens follows (where possible and reasonable) relevant guidelines, principles and legal requirements of specific countries SafeHavens operates in as well as organizations who provide support on international development.

## **2. Purpose**

The purpose of this Communications Policy is to provide a framework to ensure all communications, media and other public information published by and/or about SafeHavens and our work upholds our commitment to integrity, inclusivity and respect for all.

## **3. Scope**

This Policy applies to all SafeHavens personnel including SafeHavens Board Directors, employees, volunteers, ambassadors, contractors and program partners. It also applies to individuals or groups engaged on a short-term basis by SafeHavens to assist with capturing, producing, sharing and promoting SafeHavens communications. This includes but is not limited to photographers, visiting donors and fundraisers, and media personnel.

## **4. Guiding Principles**

- **Transparency** - In all communication with the public, SafeHavens will act in an honest and transparent way. SafeHavens will share appropriate information, in a timely and accessible manner, such as use of donated funds, financial statements and reports. We will not embellish, exaggerate, manipulate or alter meaning, facts, or context.
- **Inclusivity** - SafeHavens is committed to accounting for cultural and social sensitivities in its communications and will be inclusive and respectful of all the people it works with.
- **Compliance** - All documents produced, for both internal uses and wider circulation, will comply with appropriate State and Federal laws of the US and relevant countries where SafeHavens operates.
- **Integrity** - SafeHavens is committed to the values of partnership, respect and honesty and to the long-term effectiveness of aid and development. All public materials will be accurate and

of high quality.

- Consensual - SafeHavens ensures that the use of images and messages portraying primary stakeholders is appropriate, accurate and consensual in line with SafeHavens Guidelines (see below). (Refer to Annex A: SafeHavens Guidelines for the Use of Images and Messages).

## **5. Guidelines**

### **5.1 Collecting stories and images**

- a. All SafeHavens Directors, employees, volunteers, contractors and program partners must seek the appropriate permission and consent of primary stakeholders before collecting images, taking photos and documenting stories in the field.
- b. For children (under 18 years old) who are the beneficiaries of SafeHavens-funded programs, permission must be provided by both the child and a parent/ adult guardian. (Refer to Annex B: The SafeHavens Communications Permission Form.)
- c. In obtaining informed consent, SafeHavens will ensure the person(s) involved understands:
  - i. Why their image story or personal details are being collected
  - ii. Where and how they will be used and over what period of time
  - iii. That their participation is entirely voluntary
  - iv. That they do not have to be identified if they don't want to be
  - v. The potential risks and consequences of their image, name and words being published
  - vi. That they may withdraw consent at any time, and that SafeHavens will make all reasonable efforts to give effect to this request

SafeHavens will not identify a child by name or location in any SafeHavens communications.

Advice should be sought from project partners on the appropriate permissions and on any potential risks related to using images and case studies.

SafeHavens strictly prohibits any direct, unmediated contact between supporters and children (see SafeHavens Child Safeguarding policy). All communication must be vetted by SafeHavens to ensure child and supporter protection.

### **5.2 Storing data, stories and images**

All case study data, stories and imagery will be stored on SafeHavens' file servers. SafeHavens content will be stored with:

- Records of the origins of images and case studies
- Permissions, form of consent and copyright releases
- Key details including name, age, location, date, program association
- Photo data (such as file labels, meta data or text descriptions) do not reveal information about a child that could identify them, such as their name or location.

### 5.3 Publishing and sharing data, stories and images

SafeHavens follows internal approval processes to ensure that public materials are checked for quality and accuracy, and they uphold our Guiding Principles (section 4).

When possible, SafeHavens will endeavor to share the communication or publication with the person(s) featured.

### 5.4 Accessible information and stakeholder engagement

The Annual Report will be prepared in accordance with the International Code of Conduct Standards, for best practice. SafeHavens will also keep all supporters and the broader community informed of its activities via: donor reports; the news section of the SafeHavens website; monthly newsletters, flyers and brochures; social media; and the Annual Report.

These activities maintain and develop support for and involvement in SafeHavens from the international community. All publicity, associated press releases, fundraising proposals and other fundraising documentation will be prepared to reflect this Policy and will describe SafeHavens' work and operations with honesty, integrity and accountability.

### 5.5 Fundraising communications

SafeHavens fundraising communications will clearly state the purpose for which funds are being raised, how money collected will be used, how money collected in excess of the required amount will be spent, and any other information as required by appropriate Federal and State legislation of the US (and other countries where SafeHavens is registered), Association of Fundraising Professionals (AFP) Code of Ethics and Professional Conduct and the Utah Standard of Ethics.

Fundraising materials will make a clear distinction between development and non-development activities. Where there is reference to both development and non-development activities, they will be reviewed to ensure that donors are provided with the choice of contributing to development activities only. Generally, developmental expenditures are related to creating infrastructure such as education,

health, road, transportation and many more while non-developmental expenditures are related to the salary of the employees, maintaining law and order, and administrative activities in the country.

Our identity including name, address and EIN number will always be provided on fundraising materials.

## 5.6 Social media

SafeHavens encourages employees, volunteers, partners and directors to use social media channels as a way to connect with stakeholders and promote SafeHavens' work. While social media is important and valuable to SafeHavens, there are some risks that should be kept in mind when using these tools.

### Protocols

In social media, the lines can often be blurred between what is public, private, personal or professional. SafeHavens' various social media profiles (Facebook, Instagram and LinkedIn) are part of a conversation between real people. Activity on these platforms will:

- Use good judgment in all situations;
- Be respectful and always treat others (including co-workers, donors, volunteers, partners and beneficiaries) in a positive and considerate manner;
- Be responsible and have the best interests of SafeHavens at heart at all times; remain a positive advocate of SafeHavens' work. While employees, volunteers and directors have the right to express themselves online, they should take individual responsibility for contributions as a SafeHavens representative on SafeHavens channels;
- Do not post photos without permission including of children without the permission of a parent or guardian;
- Adhere to a tone of voice that is always educational, inclusive, respectful, neutral and empowering;
- Be ethical, although some employees, volunteers, partners and directors are approved to represent SafeHavens in social media, they must specifically state that the views expressed in their personal posts are their individual views if it is not SafeHavens generated content or messages they are posting; and
- Be humble as SafeHavens' goal is to make a difference to the families, children, and people in our programs and communities, we stay focused on working to make an impact on those that need it most in those regions.

SafeHavens welcomes constructive feedback and makes best endeavors to respond to comments on SafeHavens social media channels as quickly as possible. However, SafeHavens reserves the right to remove any comments that are inappropriate due to inappropriate language, attacks on a single person or group, unsupported accusations, or spam that explicitly promotes a product or service. SafeHavens

also reserves the right to remove people that don't follow this policy from its social media page and report to Facebook or Instagram if required.

If contact information is available, SafeHavens will notify comment authors personally to advise that their comments have been removed. SafeHavens reserves the right to ban repeat offenders.

## 5.7 Media

The CEO and SafeHavens Chairperson are the key spokespersons authorized to speak to the media on behalf of SafeHavens. Where information or public comment is requested or required by other SafeHavens personnel, the Communications Manager, or the CEO or SafeHavens Chairperson shall determine the most appropriate person to respond. Other employees, board members, ambassadors and volunteers are advised to ensure they are properly briefed and guided by the Communications Manager, CEO or Board Chair before talking to the media on any issue.

Employees, board directors, ambassadors, volunteers and third parties are encouraged to deliver public presentations that summarize SafeHavens' work and our goals, provided that they make it clear where such presentations are or are not authorized by the organization.

Significant statements on behalf of SafeHavens shall be made as authorized by the Communications Manager, CEO or Board Chair as detailed above. It should always be made absolutely clear whether the views put forward regarding any issue relating to SafeHavens are those of the organization or of an individual. At all times consideration should be given as to how the correspondence may affect SafeHavens' reputation.

Any filming or taping of SafeHavens' programs or of the organization's proceedings by the media is subject to prior permission by the Communications Manager, CEO or Board Chair.

Where media queries involve requests for information that will require substantial staff resources, such work must be authorized by the CEO. It will usually be necessary to provide information in addition to that which is requested in order to set the facts and figures in context. Requests for detailed information of this nature, whether from the local or national media, should be referred to the Communications Manager.

## 5.8 Copyright

All material created by employees, volunteers and consultants of SafeHavens in the course of their engagement, irrespective of whether it is created using SafeHavens facilities or materials, or during

normal working hours, will belong to SafeHavens. What constitutes the course of engagement will be determined by: the employee's/volunteer's position description and usual duties; or the consultant's contract and Terms of Reference.

Employees and volunteers of SafeHavens should ensure that every publication of SafeHavens, including any books, newsletters, brochures, reports and computer software contains the following statement:

© *SafeHavens Organization Pty Ltd, [Year of creation of material]*

#### 5.10 In-country partners

All program and project partners will be requested to comply with this Communications Policy through Project Agreements. SafeHavens will provide partners with training and support to ensure they understand and can comply with their obligations regarding transparency and communication. Program partners are also supported in the development of their own policies and procedures for the collection and use of images and stories.

If partners are collecting images from the field, then the SafeHavens Communications Permission Form should be used. All communications developed by partners should reflect the above guidelines and all activities must be communicated to the public and the communities in which they work in an accurate and honest fashion.

SafeHavens will seek to ensure that program partners make a separation between development and non-development activities in fundraising material, other public communications and in program reporting. Ongoing dialogue between SafeHavens and its partners will reinforce the definitions of development and non-development activities and the need for a separation between development and non-development activities.

#### 5.11 Complaints

SafeHavens welcomes feedback from all stakeholders, including our members, supporters, the international community, and partners and primary stakeholders in the countries in which it works. SafeHavens' Complaints and Whistleblowing Policy and Complaints Handling Procedures will be made available on the SafeHavens website. In other key communications, such as the Annual Report, SafeHavens will ensure it is clear how complaints may be lodged.



## **6. Roles and Responsibilities**

SafeHavens' board directors are ultimately accountable for this Policy and all SafeHavens organizational policies.

SafeHavens' CEO has primary responsibility for ensuring that:

- Board directors, employees, volunteers, ambassadors, contractors, program partners and other representatives are familiar with their obligations under this Policy; and
- any breaches of this Policy are dealt with appropriately.

### **SafeHavens Employees**

The Communications Manager has primary responsibility for ensuring that all SafeHavens' publications and communications are accurate, up-to-date, accessible, respectful and compliant with this Communications Policy, and other related SafeHavens policies (such as the Child Safeguarding Policy; Privacy Policy and Development and Non-Development Policy).

All employees have a particular role in being aware of how they represent SafeHavens in public. This includes the need to exercise good judgment and common sense in publishing on social media and always taking care not to purport to be representing the views of SafeHavens. Employees are accountable for what they communicate.

## **7. Review of Policy**

SafeHavens' Communications Policy will be formally reviewed every three years to assess its relevance and effectiveness and ensure it meets current standards and legislation. The Communications Manager will manage the review.

### **SafeHavens Related Documents**

- SafeHavens Privacy Policy
- SafeHavens Complaints and Whistleblowing Policy, and Complaints Handling Procedures
- SafeHavens Development and Non-Development Policy
- SafeHavens Child Safeguarding Policy
- SafeHavens Prevention of Sexual Exploitation and Abuse Policy
- SafeHavens Conflict of Interest Policy

## ANNEX A: SafeHavens guidelines for the use of images and messages

- Present photographs, films, videos, DVDs and messages of women and men, boys and girls in a respectful manner, honestly portraying their personal experience and context and as partners in the development process.
- Avoid images or messages that manipulate the story to portray people in a pitiful way.
- Inform key persons in images of what the image is being used for and obtain their permission.
- When photographing or filming a child, please obtain the permission of the child and if possible a parent/guardian. See point below regarding children who are part of a SafeHavens-funded activity.
- If a child being photographed is part of a SafeHavens-funded activity, informed consent must be obtained from both the child and a parent/adult guardian\* - preferably before photographing or filming; definitely before using.<sup>1</sup> Permissions Form. See Annex B: SafeHavens Communications.
- Portray children (under 18 years old) positively as part of their community and in a dignified and respectful manner.
- Do not create images of children where they are not adequately clothed and in poses that could be seen as sexually suggestive.
- Ensure images are honest representations of the context and facts.
- Ensure file labels, meta data or text descriptions do not reveal identifying information about a child when sending images electronically or publishing images in any form.
- Portray participants in activities which reflect their daily lives.
- Convey the context and complexity of the situations in which local people live. Images of people in vulnerable situations should focus more on the reasons for and the context of a situation, rather than on an individual's suffering.
- Honestly portray the diversity of local people including age, disability and other marginalized groups.
- Show some examples of the kinds of materials that are produced so that those involved understand how their personal details and story might be used.
- Ensure that the identification of or use of images of local people will not bring them into any danger.
- Take care to ensure local traditions or restrictions for reproducing personal images are adhered to before photographing or filming a child.
- Ensure that those whose situation is being represented have the opportunity to communicate their stories themselves. E.G. Use local spokespersons to show that local people are actively involved in development or humanitarian work.

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<sup>1</sup> Common sense should apply - a very small child will not be able to give written or verbal informed consent for their image to be taken or filmed. Therefore, the child's parent or guardian must provide informed consent on their behalf. If an older child gives informed consent for their image to be taken or filmed, their parent or guardian must also give their informed consent. Note also, a "guardian" does not mean any adult that may be associated with the child. For example, a guardian is not a teacher or principal.



## Communications Permission Form

For children (below the age of 18), who are beneficiaries of an SafeHavens-funded project, please obtain permission from the child and the parent/ guardian (in writing or verbally), and also follow the guidelines in Annex A from the SafeHavens Communications Policy.

Partner and project:			
Community/location:			
Name of photographee/interviewee: <sup>2</sup>			
Pseudonym required? <sup>3</sup>			
Address/contact details:			
Interviewer/photographer:		Date:	

I give consent for my / my child's story and all still and moving images of me / my child to be:

used by SafeHavens Organization for educational, fundraising, promotional and marketing material; and/or

- provided to any third party, including but not limited to partners, media organizations and not-for-profit organizations for the purposes of communicating, promoting and marketing the SafeHavens Organization works.
- The stories and images may be used in various media formats including online media, social media, print, newspaper, report, video, public displays, television and electronic means of communication (e.g. email) and in any edited form. I waive any rights and claims,

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<sup>2</sup> For children (under 18) in SafeHavens Organization-funded projects, list the name/s, and the name/s of the parent/guardian signing for them.

<sup>3</sup> If possible, in the interview check with the person or their parent/guardian if a pseudonym is required. Even if declined, before publication re-check with the partner/interviewee/photographee if anonymity is required.

present and future, to any fees or royalties or other benefits whatsoever for or in connection with the use of the Images.

- I understand that my involvement with SafeHavens Organization's work will not be affected by my decision to give or refuse permission.
- If I wish to withdraw permission for my / my child's story and/or images to be used, I must inform the SafeHavens Organization. I understand that if I withdraw permission, the SafeHavens Organization will cease any future new publication or use of the story and images, but they may appear in printed and electronic material which has already been produced or disseminated.
- I understand that SafeHavens Organization will make all reasonable efforts to ensure that any use of my / my child's story and images will be used sensitively and will comply with the SafeHavens Organization's Communication Policy and values by upholding my / my child's dignity and protecting me / my child. SafeHavens Organization will ensure images and stories are accurate and authentic, and where sensitivities exist, anonymity will be used.
- If SafeHavens Organization's staff or representatives are using a camera with an in-built location identifier, we will ensure it is turned off prior to taking the photograph.
- SafeHavens Organization will always ask your permission before we take your/ your child's photograph or interview you/them. If you do not want photos taken or to be recorded, you/your child will not be photographed or recorded.

I have read or had explained to me the information about photographs, videos and audio recordings.	Yes	No
Are you happy for you/ your child to be photographed or recorded?	Yes	No

Name of person whose image is taken:	Signature of person whose image is taken*
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\*For persons under 18 years, the child and if possible a parent/guardian must give permission. If the child is a beneficiary of a SafeHavens Organization-funded project, both the child AND their parent/guardian must give informed consent by signing here, or verbally.

Name of legal representative, parent or guardian if individual is under 18:	Signature of legal representative, parent or guardian if individual is under 18:
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Address:	Email address:
State:                      Postcode:	Phone:
Description of photo:	
Date of photo taken:	
If verbal consent was given but the person did not sign the form please tick here:	