



AMNESTY INTERNATIONAL AOTEAROA NEW ZEALAND (AIANZ) FREQUENTLY ASKED QUESTIONS: INCOME AND EXPENDITURE

Where does the income that AIANZ receives come from?

The majority of AIANZ income comes from pledges and donations by members and supporters. In the year ending 31 December 2008, this accounted for 76% of total income received. AIANZ never accepts any monies from government.

How is the rest of AIANZ income made up?

In 2008 our annual street appeal “Freedom Week” and the associated “Freedom Challenge” accounted for a further 7% of income. The collections for this event are completed by our valuable and dedicated volunteers. Bequests were 7% and donations from trusts and other organisations another 3%. The remaining 7% came from events, interest earned, merchandise sales and miscellaneous other sources.

What methods does AIANZ use to fundraise?

AIANZ raises money through face to face recruitment of new members, through mail appeals, Freedom Week, Freedom Challenge, selling merchandise, and fundraising events. Our website is also a part of our recruitment of supporters.

Does AIANZ outsource face to face recruitment?

AIANZ developed and ran an in-house face to face recruitment programme for three years. During 2008 we moved to working in partnership with a professional agency as it is more cost effective for us, and enables us to concentrate on our core work of Human Rights campaigning.

Does AIANZ get value for money recruiting like this?

Yes. For professional reasons we are not willing to give the specific terms of our outsourced face to face recruitment arrangements, however we continually monitor key performance indicators to ensure that we are getting excellent value for money. These indicators include how long pledges take on average to pay back the recruitment agency, and how long the new recruit remains a member of AIANZ. Face to face fundraising is the most cost effective way of acquiring new supporters when looked at over five years.

What is the average donation per member and how long do they usually remain a member?

AIANZ members represent a broad range of the general population, so the amount that they can afford to pledge varies significantly. Our members are also our on the ground activists, campaigning for human rights for all. We have monitored a substantial group of pledge members since 2002 and around 90% are still fighting for human rights around the globe with us.

Is there a conflict of interest with AIANZ face to face recruiters also potentially recruiting for other organisations?

We do not see ourselves in competition with other organisations. If a particular person chooses another worthwhile cause before Amnesty International then we respect that choice. Many face to face recruiters are passionate about more than one cause, just as many of our members are.

How does AIANZ ensure that outsourced recruiters conduct themselves appropriately, and have an adequate understanding of AI's campaigns?

Face to face recruiters receive in-depth training on both AIANZ and effective and safe recruitment methods before they have any contact with the public. They are bound by a strict code of conduct.



AIANZ was a driving force behind producing a code of ethics for face to face recruitment in New Zealand.

Fundraisers also receive regular updates on our current campaigns from AIANZ and are well aware that they are the face of the organisation and of the responsibility that this entails.

Through calls to members made by our Contact Centre, we are able to monitor not only the recruitment process, but also to find out what is important to our members.

Does AIANZ accept funding from businesses and/or government organisations?

AIANZ does not accept any funding from government organisations or political parties. We believe this is essential in order to maintain our independence and impartiality.

Anything received by AIANZ from businesses is governed by strict international guidelines, and is generally in the form of 'pro bono' support, where services are provided free or at a substantially reduced cost. Examples of this are TV advertising for Freedom Week, or legal advice.

Is the money raised in New Zealand spent in New Zealand?

Not entirely. The majority of money raised in New Zealand is spent on human rights campaigning within New Zealand, however about 20% of total income each year is sent to Amnesty's International Secretariat. This funds the international movement's crucial campaigning work, as well as the research (investigating and documenting the human rights abuses) that we use in our campaigning.

What major campaigns are being funded by donations made this year?

Major current campaigns are:

- **Stop Violence Against Women**

Aim: The implementation of effective and comprehensive laws, policies and practices to protect women from violence.

- **Human Dignity**

Aim: To hold national and international actors accountable for the human rights violations that fuel poverty, to achieve equal access to rights, and to enable the poor and marginalised to exercise their agency as leaders in combating poverty.

- **Campaign against Torture and Terror**

Aim: To close Guantanamo Bay and oppose human rights violations related to the detention of individuals in the "war on terror".

- **Indigenous Peoples Rights Program**

Aim: To monitor and defend Indigenous Peoples rights internationally.

- **Refugees and Asylum Seekers' Rights Program**

Aim: New Zealand meets its internal obligations to respect the rights of asylum seekers and refugees.

- **China: End repression, defend human rights**

Aim: To support freedom of expression and opinion in China in order to create an environment in which Government repression of Chinese people is reduced.