



Operational Compliance Report

Marie Curie Cancer Care (207994)

About the charity

The charity's objects are to attack and allay cancer and other life threatening diseases.

Why we got involved

In December 2012 the Fundraising Standards Board (FRSB) published a report into the fundraising practices of the company 'TAG Campaigns' (TAG). TAG undertook fundraising initiatives under contract for Marie Curie (MC). The FRSB identified that TAG has breached charity law by failing to provide solicitation statements to potential donors before money was handed over. Companies raising funds to charities must provide such statements, which must clearly say how much the charity will receive. This allows donors to make informed decisions, knowing how much of their donation will reach the charity and the proportion that will be received by the professional fundraiser or commercial participator. Because of the potential reputational implications for the wider sector when a household name charity is associated with poor fundraising practices, we needed to look into this matter.

The action we took

The Commission met the charity to discuss the FRSB report and the charity's procedures surrounding sub-contracting with fundraising companies.

What we found

The charity explained that it had agreed a solicitation statement with the company, but the company failed to use it; this was in breach of its contract with the charity. We also found that the charity had required in its contract that the company train its staff properly, including in the use of solicitation statements. Overall we found the charity could not have done anything to avoid the issues; the company in question had failed to comply with its obligations under the contract.

Outcome/impact

We made recommendations for the charity to consider to further improve its fundraising practices. For example, we suggested that the charity should use its weekly contact sessions with agencies to reassure itself that solicitation statements were being used and all staff were trained in their use.