

Principles for Fundraising

EARA | European Alliance for Regenerative Agriculture

Introduction

In order to fulfil its mission of advancing regenerative agriculture across Europe, the European Alliance for Regenerative Agriculture (EARA) requires external funding. Financial security is crucial to drive impactful initiatives and implement sustainable strategies.

However, mindful of the potential pitfalls associated with external funding - such as dependencies and the risk of external influence - the organisation is committed to establishing clear and robust principles that will guide its fundraising endeavours from the outset.

These principles aim to not only ensure financial sustainability but also maintain the integrity, autonomy, and steadfast commitment to the core values that define EARA's mission. By delineating these principles, EARA underscores its dedication to ethical, transparent, and mission-driven fundraising practices that align with the organisation's overarching goals for a regenerative agrifood ecosystem in Europe.

The following principles serve as guidance for fundraising as well as for partnering organisations who wish to work together with us:

1. Ethical Integrity

EARA is committed to upholding the highest ethical standards in fundraising and partnering with organisations. Donations from sources engaged in activities that conflict with our mission or compromise our values will be declined.

Non-exhaustive examples of activities that conflict with our mission or compromise our values are:

- **Greenwashing:**
Donations from organisations involved in greenwashing, i.e. engaging in deceptive practices, presenting a facade of environmental responsibility while failing to implement substantive, sustainable changes, will not be accepted.
- **Environmental Degradation:**
Donations from sources involved in, and not proving a credible phasing-out plan for, activities that contribute to environmental degradation, such as deforestation or habitat destruction, will be declined.
- **Exploitative Labour Practices:**
Contributions from entities engaged in exploitative labour practices, including forced labor, child labour, or any form of worker exploitation, will be declined.
- **Non-Compliance with Human Rights:**
Support from donors associated with human rights violations or any form of discrimination based on race, gender, ethnicity, religion, or other protected characteristics will be declined.
- **Harmful Production:**

Donations originating from organisations whose core business model depends on the production or promotion of products detrimental to the environment, soil health, or human well-being will not be accepted.

- Violation of Animal Welfare Standards:
Support from donors associated with activities violating established animal welfare standards or endorsing inhumane treatment of animals will be declined.

2. Independence from political parties

EARA does not accept any donations from any political party or any organisation linked to political parties.

3. Alignment with Mission

Contributions will be accepted only from donors whose interests and objectives align with EARA's mission and principles of the farmer members' perspective on regenerative agriculture for the benefit of social, ecological, and economic health.

4. Transparency and Accountability

EARA will maintain transparency in all fundraising activities. Information about the sources of donations will be made available to the public. The donors will be informed of how their contributions are utilised.

5. Independence and Autonomy

EARA will maintain its independence and autonomy by avoiding any influence or control exerted by donors that may compromise the organisation's ability to act in the best interest of its mission and stakeholders.

Practically, this means:

- Usage of funds should ideally be at EARA's discretion, not attached to specific projects.
- If funding is project-based, project targets are to be set by EARA
- Funders may not influence project management
- Funders will not receive publicity in exchange for donation (covered by German non-profit laws)

6. Compliance with Legal and Regulatory Standards

EARA will comply with all relevant laws and regulations governing fundraising activities in Germany and the European Union and any other country where funding is raised. Donations will be accepted only if they adhere to legal and ethical standards.

7. Diversity of Funding Sources

EARA will seek to diversify its funding sources to avoid dependency on any single donor or type of donor. This approach ensures stability and impartiality in decision-making.

8. Due Diligence in Accepting Donations

EARA will conduct due diligence on potential donors, particularly for significant contributions. This process ensures that the source of funds aligns with the organisation's values and principles.

9. Decision-Making Process

The fundraising will be undertaken by the EARA Operations Team. The final decision on accepting a potential donation will be taken by the farmer members represented through the Steering Committee.

10. Continuous Review and Adaptation

EARA will regularly review and, if necessary, adapt these fundraising principles to respond to changes in the organisation's context, legal requirements, and the evolving landscape of regenerative agriculture.

By adhering to these principles, EARA aims to build a sustainable and ethical fundraising framework that aligns with its mission, values, and commitment to positive societal, environmental and economic impact.