

DRAFT ETHICAL FUND-RAISING PRINCIPLES
AGE-the European Older People's Platform
As agreed by the Executive Committee on 15.12.2003

Who we are:

AGE brings together seniors' organisations, and other civil society organisations working with and for older and/or retired people, to give a strong and credible voice to the views, needs and interests of older and/or retired people.

AGE believes that older and/or retired people should be able to speak out on their own behalf. To this end, AGE places great importance on the leadership and active involvement of older and/or retired people in all its activities.

What is our mission:

AGE, the European Older People's Platform, aims to voice and defend the interests of older and retired people in the European Union and to raise awareness of the issues that truly concern older people. AGE is involved in a range of policy and information activities to put older people's issues on the EU agenda and to support networking among older people's groups.

One of AGE's main activities is *influencing* and developing policy, so that EU policies and programmes can adequately reflect the interests of all older people. To this effect AGE formulates position papers on relevant EU initiatives, outlining specific policy views and recommendations, which are developed and endorsed by AGE's members. AGE's role is to monitor EU policy-making process closely and to network older and retired people's organisations involved at national level.

AGE believes that there needs to be a greater recognition and understanding at European level of the impact of European policies on older and/or retired people, and older and/or retired people must have greater opportunities to promote and defend their rights and interests. AGE works for a more effective civil dialogue at European level, and ensures that civil dialogue recognises and takes account of older and/or retired people.

Funding principles:

AGE is a non-profit making international association established under the Belgian law and financed by membership fees and subsidies from the European Commission.

However, as all other European NGOs representing citizens groups, AGE is faced with the need to diversify its income in order to be able to implement its ambitious work programme and secure long term sustainability for the organisation's activities.

AGE acknowledges the wide cultural diversity amongst its membership with regard to corporate sponsorship and, whilst respecting the various approaches adopted by its members, AGE adopted the following ethical principles to be applied to all its fund-raising activities:

In order to protect the independence and image of AGE as the voice of older people in Europe, AGE's regular work programme should be exclusively funded by membership fees, subscriptions, donations from members and grants from public authorities (European, national or local), or similar sources.

However, for specific activities (such as seminars; workshops on specific issues; concrete field projects, etc...), corporate funding could be raised provided that:

- it would not pose a threat to the independence or image of AGE as the independent voice of older people,
- it would not jeopardise AGE's regular sources of income, present and future (EU grants and membership fees)
- it complies to EU and Belgian legislation
- there is an open signed agreement stating clearly the rights and obligations of sponsors and of AGE and information on how the funds are going to be used and advertised
- it does not create a monopoly of one company (sources should be diversified)

After having received full information on the proposal, AGE Executive Committee shall decide on the recommendation to make to the Council who will vote to take the final decision in accordance with the Statutes and Internal Rules.