

# CHARITY FRAUD AWARENESS WEEK 2018

## EVALUATION HIGHLIGHTS



International Charity Fraud Awareness Week 2018 brought together the charity and not-for-profit sectors to promote charity fraud awareness and share good practice. Charities, regulators, professional advisers, representative bodies, law enforcement and other not-for-profit stakeholders from across the globe took part.

### TIMELINE: A WEEK OF TARGETED ANTI-FRAUD EVENTS

MON 22 OCT	TUE 23 OCT	WED 24 OCT	THUR 25 OCT	FRI 26 OCT
CYBER-FRAUD / CURRENT AND EMERGING THREATS	GRANT FRAUD / DUE DILIGENCE	DONATION FRAUD / LEGACY FRAUD	INSIDER FRAUD / WHISTLEBLOWING	MOVING MONEY SAFELY / BANK FRAUD

### WORKING TOGETHER TO KEEP #CHARITYFRAUDOUT

ACFE | Amnesty International | Australian Charities and Not-for-profits Commission | Australian Competition and Consumer Commission | British Council | Chartered Accountants Worldwide | Charity Commission for England and Wales | Charity Commission for Northern Ireland | Charity Finance Group | City of London Police (Action Fraud) | Crowe | Fraud Advisory Panel | Foundation for Social Improvement | Help for Heroes | ICAEW | Macmillan

| Oxfam | National Cyber Security Centre | NCVO | NZ Charities Services | Office of the Scottish Charity Regulator | Police Scotland | Raffingers | Take Five | US Federal Trade Commission | US National Association of State Charity Officials

In the UK efforts were co-ordinated by the Fraud Advisory Panel and Charity Commission under the auspices of the Charities Against Fraud partnership.



### KEY RESOURCES

- 7 E-LEARNING RESOURCES
- 7 HELPSHEETS
- 4 INFOGRAPHICS
- 2 SUPPORTER PACKS
- 1 Q&A WEBINAR
- 1 ASSET BUNDLE



### SUPPORTERS GOT INVOLVED BY...

Joining the conversation at #CharityFraudOut using our suggested tweets (matched to the daily themes) or their own

Applying for one of 12 free places for charity staff on an Accredited Counter Fraud Specialist course (starting January 2019)

Organising their own activities for staff and volunteers, members and beneficiaries, donors and supporters, customers and clients

Reading, enacting and sharing our practical helpsheets

Entering the UK Charities Against Fraud Awards

Watching, listening and sharing our short e-learning resources and live webinar

Participating in free events or activities offered by other participating organisations

Using the selection of other free resources identified as helpful to organisations wanting to create their own counter fraud activities



# 19.9M

POTENTIAL TWITTER IMPRESSIONS

# 3,070

TOTAL TWEETS

# 1,346

TWITTER CONTRIBUTORS

### TOP 10 CONTRIBUTORS:

- @POLICESCOTLAND
- @GUIDESTARUS
- @CHTYCOMMISSION
- @TSECRIME
- @BERNIEHOLLYWOOD
- @OHIOAG
- @FBI
- @NCVO
- @UTAHGOV
- @FTC

### SOCIAL MEDIA POLL

# 93%

OF RESPONDENTS FELT THAT IT WAS 'EXTREMELY IMPORTANT FOR CHARITIES TO PLAY THEIR PART IN FIGHTING FRAUD'.

# 8,016

WEBSITE VIEWS

# 848

HELPSHEET DOWNLOADS

# 344

E-LEARNING DOWNLOADS

# 79

WEBINAR ATTENDEES

### POPULAR MEDIA

- FAP WEB
- GOV WEB
- YOUTUBE
- TWITTER
- FACEBOOK
- LINKEDIN

## GLOBAL REGULATORS SAID...

**'This was an excellent program and the United States' participants were privileged to be invited. We already have plans to participate next year.'**

Michael T Foerster, President, National Association of State Charity Officials

**'Joining provided the US Federal Trade Commission a timely opportunity to spotlight our important donor education message immediately before the start of the annual giving season. Kudos to the UK team for taking a great idea and making it global.'**

Tracy Thorleifson, Coordinator, Federal Trade Commission

**'Charity Fraud Awareness Week was well received by the Australian charity sector. The ACNC is looking forward to next year's campaign and building on the success of our first year in raising community awareness and helping charities protect themselves from fraud.'**

Prue Monument, Director of Compliance, Australian Charities and Not-for-profits Commission

## STAKEHOLDER SURVEY

### DID YOU GET INVOLVED? IF SO, HOW?

'Charity Fraud Awareness Week is a crucial week for delivery of the staff education and outreach elements of our fraud resilience strategy.' [Charity professional]

**'We had a notice in our bulletin which is distributed store-wide (circa 630); posters displayed at Head Office.'** [Charity professional]

'I shared the daily helpsheets and webinars with the Global Finance Team in 13 countries and had good feedback from them.' [Charity professional]

**'We did a cyber protection input for the voluntary sector forum in the region on the cyber day and promoted via social media.'** [UK law enforcement]

'We held an event called 'cyber security for charities' that was free and open to the public.' [Professional adviser]

### HOW EFFECTIVE DID YOU FIND THE SOCIAL MEDIA CAMPAIGN IN RAISING AWARENESS OF FRAUD?

'There was excellent coverage on social media and via email.' [Professional adviser]

**'A clear agenda of activity and learning materials available.'** [Charity professional]

### HOW USEFUL DID YOU FIND THE SOCIAL MEDIA, INFOGRAPHICS AND GUIDANCE?

'The assets and infographics enabled a consistent message to be broadcast by all of those promoting the week and were very useful.' [Professional adviser]

**'Very useful and eye-catching imagery.'** [Global professional body]

'The quality of the resources was high; the mix of media used was also good, helping people to interact in a more beneficial way.' [Professional adviser]

**'Brilliant. Clear. Concise. Supportive.'** [Charity professional]

'Really useful and used these across global communications.' [Charity professional]

## CHARITIES AGAINST FRAUD AWARDS 2018

SUPPORTED BY MOORE STEPHENS

### WINNERS

OXFAM GB (LARGE)

COLCHESTER

FOOD BANK (SMALL)

## 12 FREE PLACES ON ACCREDITED COUNTER FRAUD COURSE

Twelve free places were offered on an Accredited Counter Fraud Specialist course starting in January 2019. 20 people were nominated from 18 charities.



**ALL CAMPAIGN MATERIALS ARE FREE TO DOWNLOAD FROM FRAUDADVISORYPANEL.ORG/**