

**CHARITY FRAUD
AWARENESS WEEK
2020**

Now

MORE THAN EVER...

#CHARITYFRAUDOUT

SUPPORTERS PACK

INTERNATIONAL CHARITY FRAUD AWARENESS WEEK

19 – 23 OCTOBER 2020

You can get involved by ...

- ✓ **Downloading the campaign materials at fraudadvisorypanel.org**
- ✓ Taking part in the social media campaign using **#charityfraudout**
- ✓ Organising some activities for your staff and volunteers, members and beneficiaries, donors and supporters, customers and clients
- ✓ Using the free tutorials, on-demand webinars, videos, case studies and helpsheets, available on the charity fraud awareness hub **<http://bit.ly/Charityfraudhub>**

What is international charity fraud awareness week?

International Charity Fraud Awareness Week brings together everyone involved in the charity and not-for-profit sectors to raise awareness and share good practice in tackling fraud and cybercrime. This award-winning campaign is led by a coalition of over 40 charities, regulators, law enforcers, representative and umbrella bodies, and other not-for-profit stakeholders.

Why is it important?

All charities, NGOs and not-for-profits are susceptible to fraud and can be targeted. Those providing services and supporting local communities may be especially vulnerable to fraudsters attempting to exploit current national and global crises to carry out fraud and cybercrime. This means that now – more than ever – charities need to be fraud aware and take steps to protect their money, people and assets from harm.

This year's campaign has three core messages: be fraud aware, take time to check, and keep your charity safe.

Who is it for?

- Trustees, directors, board members, staff and volunteers from charities, NGOs and not-for-profits
- Organisations that represent the interests of the sector and/or act as their voice
- Accountants, auditors and solicitors acting as professional advisors to the sector
- Regulators, law enforcers and policymakers working to safeguard the sector, and
- Anyone else who wants to protect the sector and the crucial work it does.

Now more than ever ... [#charityfraudout](https://twitter.com/charityfraudout)

**USE OURS OR
CREATE YOUR OWN!**

GRAPHICS AND POSTERS

COLOURS	CMYK	RGB	HEX (WEB)
Green	C30 M0 Y95 K0	R205 G219 B0	#cddb00
Black	C90 M80 Y60 K100	R0 G0 B0	#000000

Graphics

A set of social media graphics have been created for Twitter, LinkedIn and Facebook. Upload the graphics to your website, intranet and social media accounts to promote the week and your association with it. You can download the full asset bundle [here](#).

Header banner



Content



Core messages



Posters

Posters are editable (so you can add your own logo) and scalable to print at any size up to A2. Use them to advertise the week and your planned activities.



SUGGESTED MESSAGES FOR SOCIAL MEDIA

Social media content is embargoed until 19 October 2020.

We have created some suggested tweets and posts linked to the core messages. Please use them with one of the social media graphics provided. Messages can be tailored to suit your own in-house style, or you can create your own.

Please include [#charityfraudout](#) with all tweets and posts to help us spread the message.

GENERAL

- **[Insert name of organisation]** is proud to support Charity Fraud Awareness 2020 #charityfraudout
- Now, more than ever **[insert name of organisation]** is proud to support Charity Fraud Awareness Week 2020 #fraudfraudout

BE FRAUD AWARE

- Charities hold information that can be attractive to fraudsters. Be #fraudaware to keep #charityfraudout
- Don't click on links within unexpected or unsolicited emails and text messages #fraudaware #charityfraudout
- Make sure your staff and volunteers are #fraudaware. Give them a safe way to raise their concerns #charityfraudout
- Criminals are experts at impersonating people and businesses. Always be #fraudaware #charityfraudout

TAKE TIME TO CHECK

- If it looks too good to be true, it probably is! #taketime to double-check #charityfraudout
- Have you been asked to amend an existing supplier's bank account details? #taketime to confirm it is genuine using 'on-file' details before making payment #charityfraudout
- #taketime to query unsolicited offers of 'free help' or financial support where an advanced fee payment is required #charityfraudout
- Regularly check your charity's bank statements to spot unusual or suspicious activity #charityfraudout #taketime

KEEP YOUR CHARITY SAFE

- Keep full financial records and put all important decisions in writing #keepsafe #charityfraudout
- When paying someone for the 1st time, consider transferring a small amount first. Check that it has been received before paying the remainder #keepsafe #charityfraudout
- Do not give anyone remote access to your computer following a cold call or unsolicited text #keepsafe #charityfraudout
- Send remittance advice to your suppliers and beneficiaries so they know when a payment has been made #keepsafe #charityfraudout

The award-winning **International Charity Fraud Awareness Week** is led by an international coalition of over 40 charities, regulators, sector and professional representative bodies and other interested stakeholders including: The Australian Charities and Not-for-profits Commission, BBB Wise Giving Alliance, Chartered Accountants Worldwide, Charity Commission for England and Wales, Charity Commission for Northern Ireland, Fraud Advisory Panel, ICAEW, NZ Charities Services, Office of the New York State Attorney General, Office of the Scottish Charity Regulator, UK Finance and Take Five to Stop Fraud, UK National Cyber Security Centre, US Federal Trade Commission, IRS, US National Association of State Charity Officers, as well as charities such as British Council and Oxfam.



Supporters pack prepared by

