



LOBBYING AND POLITICAL ACTIVITY POLICY

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Introduction

Human Appeal is a INGO working across the globe to strengthen humanity's fight against poverty, social injustice and natural disaster, through the provision of immediate relief and establishment of self-sustaining development programs. Our vision is to contribute to a just, caring and sustainable world free of poverty. Human Appeal does this by raising money to fund immediate and long-term sustainable solutions and empower local communities.

What is Lobbying?

Lobbying is any attempt to influence legislation by:

- Stating a position on specific legislation to legislators or other government employees who participate in the formulation of legislation (known as direct lobbying); or
- Urging members or the public to contact their legislators with a position on specific legislation (a "call to action") (known as grassroots lobbying).

Governing Legislation

- Transparency of Lobbying, Non-Party Campaigning and Trade Union Administration Act 2014
- Charities Act 2011

Lobbying

Anyone who engages in lobbying on behalf of Human Appeal is subject to the rules of the Transparency of Lobbying, Non-Party Campaigning and Trade Union Administration Act 2014. The Act is intended to stop any one body having undue influence on government policymaking.

Employees who are involved in lobbying should ensure they are familiar with the Act. More information is available on the UK government website.

Registration with Electoral Commission

A charity must register with the Electoral Commission if it is planning to spend more than £20,000 in England or £10,000 in Scotland, Northern Ireland or Wales on certain campaigning activities that are regulated, during the regulated period.

Spending on these campaigning activities will only be regulated if the activities can reasonably be regarded as intended to promote or reduce the electoral prospects of a political party or parties, or a group of candidates, including parties or candidates who support or oppose a particular policy. The campaigning activity may be regulated even if your intention is to achieve something else, such as raising awareness of an issue. The activity may also be regarded as intended to influence voters even if you do not name a political party or group of candidates as part of your campaign¹

¹ NCVO, Charities and the Lobbying Act: Frequently asked Questions, 11 March 2014

Political Neutrality

It is a legal requirement that political campaigning or political activity may only be undertaken by a charity only in the context of supporting the delivery of its charitable purposes and must not be the continuing and sole activity of the charity².

At Human Appeal, it is important that as a charity, we are politically neutral (i.e., we do not advocate for any particular political party). This neutrality must be observed in all publicity activities we take part in. Examples include:

- We should not represent Human Appeal at one political party conference only.
- We should not comment on political parties on social media.
- In the pre-election period (purdah), we should take particular care not to be seen to be trying to influence the outcome of the election (e.g., by tweeting “x party will help those in poverty most”).

How and Why Human Appeal Lobbies

There are a number of direct lobbying activities, which Human Appeal undertakes:

- We invite politicians to see our work in the UK and overseas. We do this so they can directly engage with the beneficiaries of our organisation and gain a deeper understanding of the world of poverty and development.
- We take part in the political party conferences. We do this to ensure that the parties are aware of the important work that is carried out by Human Appeal.
- We highlight the problems faced by people in the countries where we work through a program of events that target politicians and policy makers.
- We work in partnership to achieve change. Our strategic partnerships with respected organisations enable us to engage collectively with policy makers.
- We meet with politicians to encourage them to support Human Appeal and inform them about the vital work we carry out.

All attempts by staff to influence change by engaging with politicians should go through the Head of Communications.

Staff and Political Activity

If staff are keen to get involved in supporting a political party, they should speak to the Head of Communications to discuss how to ensure their political activities are kept separate from their work for Human Appeal.

Contacts

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Policy Review

The Lobbying & Political Activity policy was prepared by the Communications function at Human Appeal. It will be reviewed on a bi-annual basis to ensure continuing appropriateness.

² Speaking Out: Guidance on Campaigning and Political Activity by Charities (CC9), Charity Commission, 2022.