

Charity Fraud Awareness Week 2021

Supporters Pack

We.

Can.

Do.

This.

#StopCharityFraud

As we emerge from the pandemic, charities and not-for-profits need to recover and flourish without fear of fraud. We can do this by working together.

ABOUT THE CAMPAIGN

Charity Fraud Awareness Week (18 – 22 October 2021) is an award-winning campaign run by a partnership of charities, regulators, law enforcers, representative and umbrella bodies, and other not-for-profit stakeholders from across the world.

The purpose of the week is to raise awareness of fraud and cybercrime affecting the sector and to create a safe space for charities and their supporters to talk about fraud and share good practice.

WHY IS IT IMPORTANT?

All charities, NGOs and not-for-profits are at risk of fraud and cybercrime and should take practical actions to protect themselves from harm. Money lost to fraud and cybercrime cannot be spent on charitable causes which can damage valuable assets, vital services and reputations. A sector that is fraud aware and resilient helps to maintain public trust and confidence.

- Fraud is an increasingly common crime. One in thirteen people fall victim each year, with the internet believed to play a role in more than half.¹
- Cybercrime is on the rise, exacerbated by the pandemic.²
- The average organisation loses 5% of revenue to fraud each year. About 40% goes unreported to law enforcement.³
- Over two-thirds of charities think that fraud is a major risk to them, but less than 9% have fraud awareness training in place.⁴

WHO IS IT FOR?

- Trustees, directors, board members, staff and volunteers
- Organisations that represent the interests of the sector and/or act as their voice
- Accountants, auditors, solicitors and insurers 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.



¹ HM Government and UK Finance (July 2019). *Economic Crime Plan 2019-22*. Office for National Statistics (3 February 2021). *Crime in England and Wales: year ending September 2020*.

² INTERPOL (August 2020). *Cybercrime: COVID-19 Impact*, press release.

³ Association of Certified Fraud Examiners (2021). *Report to the Nations: 2020 global study on occupational fraud and abuse*.

⁴ Charity Commission and Fraud Advisory Panel (October 2019). *Preventing Charity Fraud: Insights & Action*. Charity Commission and Fraud Advisory Panel (October 2019). *Preventing Charity Fraud: Insights & Action*.

WAYS TO GET INVOLVED

There are lots of great ways for individuals and organisations to get involved in the week. Here are some of them.

Charities, NGOs, Not-for-profits	Regulators, law enforcers, advisers, representative bodies
<p>Sign up to the new fraud pledge</p> <ul style="list-style-type: none">• Use and share the free online resources• Join one of the planned webinars• Run a staff fraud awareness session• Write a blog for your intranet• Organise a staff quiz• Hold a team meeting• Remind staff about key policies• Perform a fraud risk assessment• Take part in the social media campaign using #StopCharityFraud	<p>Become an official partner</p> <ul style="list-style-type: none">• Write an article for your website or newsletter• Organise an event for the charities you advise or support• Share your top prevention tips• Promote relevant free resources• Take part in the social media campaign using #StopCharityFraud

WEBSITE

A new website will launch in mid-September featuring free resources for charities to prevent, detect and respond to fraud, a new fraud pledge, and details of webinars planned for the week.

preventcharityfraud.org.uk

FRAUD PLEDGE [for charities only]

Charities can sign up to a new fraud pledge to demonstrate their commitment to tackling fraud. Signatories receive a digital certificate for use on their websites and/or intranets.

LIVE WEBINARS

A series of live webinars will be held during the week, available on demand afterward.



GRAPHICS AND ASSETS

Download the full asset bundle [here](#).

COLOURS		CMYK	RGB	HEX (WEB)
Pink		C0 M75 Y19 K0	R237 G97 B138	#EC608A
Mauve		C68 M99 Y5 K0	R100 G42 B124	#642A7C
Purple		C87 M100 Y40 K53	R46 G29 B60	#2E113B

POSTERS

Posters are editable (so you can add your own logo). Use them to advertise the week and your planned activities. They are sized A3 but are scalable up to A2.



INSERT YOUR LOGO HERE



WEBSITE BANNERS

Choose from three banners to use on your organisation's website and/or staff intranet.



SOCIAL MEDIA 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.

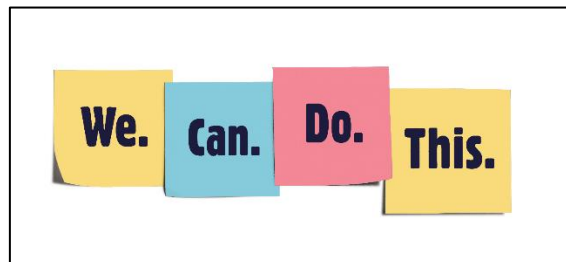
Header banners



Content



Animation (gifs)



EMAIL SIGNATURE

Add an image to your email signature to publicise the week and your support of it. Available in the following file types: jpg, pdf, png and psd.



SUGGESTED MESSAGES FOR SOCIAL MEDIA

Social media content is embargoed until 18 October 2021.

We have created some suggested tweets and posts that you can pre-programme in advance of the week. 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 **#StopCharityFraud** with all your tweets and posts to help us spread the word. It will help us to monitor and evaluate the campaign.

GENERAL

- We are proud to be part of Charity Fraud Awareness Week 2021 #StopCharityFraud
- Preventing fraud is a job for everyone #StopCharityFraud
- Prevention is better than cure. We can #StopCharityFraud
- Don't wait for fraud to happen – do something about it #StopCharityFraud

PREVENTING FRAUD

- Basic cyber-security measures help prevent cybercrime. Think passwords, backups and updates #StopCharityFraud
- Start a regular and open dialogue about fraud today #StopCharityFraud
- Review fraud controls regularly and make improvements where necessary #StopCharityFraud
- Robust internal financial controls help prevent fraud #StopCharityFraud
- Due diligence in all staff and recruitment matters is essential #StopCharityFraud
- Risk assessments can help identify and prioritise fraud risks #StopCharityFraud
- Fraud awareness training should be continuous and regularly evaluated #StopCharityFraud
- Good internal fraud communications can lead to a well-informed and empowered workforce #StopCharityFraud
- An anti-fraud policy should set out your charity's approach to tackling fraud #StopCharityFraud



August 2021
This supporters pack was created by

