



Fundraising Guideline

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Section A:
**Introduction to the Regulatory Guide
for Cash and In-Kind Fundraising**

(A-1) Definitions

The terms used in this Guide shall have the same meanings as those set out in the Fundraising Policy in the Emirate of Abu Dhabi. The following are definitions of the terms used in this Guide that are not defined in the Policy:

- **Cash Donations:** Financial contributions made by individuals in the form of paper currency, coins, or digital funds, provided to licensed and permitted entities for the purpose of being distributed to beneficiary entities in accordance with the applicable legislation in the Country.
- **In-Kind Donations:** Non-monetary contributions that include goods or property.
- **Donations Boxes:** Any secure compartment exclusively designated to receive and hold any valued funds placed therein as donations, including cash, digital, and in-kind donation formats.
- **Digital Donation Boxes:** Boxes, devices, tools, mechanisms, or newly introduced means that enable donations of money through digital or electronic payment methods.
- **Digital Donations:** Monetary donations made through electronic means and channels.
- **Hybrid Donation Boxes:** Donation boxes designed to collect cash donations in addition to enabling donations through digital payment methods. Such boxes shall be subject to the same rules applicable to cash donation boxes.
- **No-Objection Certificate (NOC):** An official document issued by the Department of Community Development (DCD) in Abu Dhabi that serves as formal approval or authorization granted to an entity seeking to conduct fundraising activities within the jurisdiction of the emirate of Abu Dhabi.
- **Fundraising Policy:** The policy issued by the Department regulating the collection of donations, including any updates or revisions.

- **Other Digital Methods:** Other digital methods include bank transfers, monthly direct debits from bank accounts, SMS donations, and others.
- **QR Code Issued from DCD:** A QR code issued by DCD that, when scanned using smart devices, provides direct access to the details of the approved fundraising activity, including the organizing entity, the purpose of the donation, and other relevant details. This QR code aims to enhance transparency, confirm the legitimacy of the activity, and ensure donor confidence in the integrity of the regulatory procedures.
- **Promotional Fundraising QR Codes:** QR codes issued by the relevant entities for promotional purposes, to promote the concerned entity and its donation projects.
- **Regulatory Authorities:** All entities concerned with the regulation and management of donation-collection operations, each within its respective mandate, in accordance with the legislation and procedures followed in Abu Dhabi Emirate.
- **Concerned Entities:** Permitted entities, licensed entities, entities granted charitable status, and accredited charitable associations.
- **Transitional Period:** The period during which donation collection transitions from cash and in-kind donation boxes to electronic and other approved methods, in accordance with DCD's directives and circulars.
- **Donation Collection Centers:** Locations or facilities used to collect cash and in-kind donations.
- **Digital Fundraising Platforms:** Electronic tools and services that enable the collection of donations. Concerned entities typically use digital platforms to collect donations, providing donors with the opportunity to choose among different campaigns and projects.

(A-2) Guide Introduction

This Guide aims to regulate the methods for collecting cash and in-kind donations in the Emirate of Abu Dhabi by setting out the approved regulatory framework and operational procedures, clarifying the responsibilities of the concerned entities, and establishing the requirements necessary to ensure transparency, accountability, and compliance with legal standards and safety requirements. The Guide also focuses on providing diverse fundraising collection methods that enhance donor participation and enable effective oversight, while contributing to limiting the spread of unregulated traditional collection methods in order to safeguard public safety and preserve the Emirate's overall appearance. It serves as a complement to the Fundraising Policy issued by DCD and shall be read and implemented in conjunction with it.

(A-3) Guide Framework

With respect to the methods of collecting cash and in-kind donations in the Emirate, this guide sets out the following:

1. The regulatory framework and operational procedures governing the collection of cash and in-kind donations in the Emirate, and the applicable collection methods.
2. The responsibilities of the concerned entities in relation to collecting cash and in-kind donations.
3. The requirements necessary to ensure transparency, accountability, and compliance with legal standards and safety requirements.

(A-4) Scope of Application of the Guide

In accordance with the Fundraising Policy issued by DCD, the provisions of this guide shall apply to the concerned entities.

(A-5) Objectives

1. Identify and provide multiple, modern fundraising collection methods as alternatives to traditional approaches, in order to enhance donor participation, ensure transparency, and enable effective oversight.
2. Establish a clear regulatory framework for fundraising organizations, defining the permitted legal procedures and mechanisms for carrying out their activities.
3. Limit the proliferation of cash and in-kind donation boxes in the Emirate to safeguard public safety and preserve the Emirate's overall appearance.



Section B:
**Procedures for Managing Cash and In-Kind
Donations During the Transitional Period**

(B.1) Procedures for Existing Cash Donation Boxes

(B.1.1) Status of Existing Cash Donation Boxes

In line with DCD's direction on the digital transformation of fundraising, no new permits shall be issued for the placement of cash donation boxes or hybrid donation boxes in the Emirate. The number of existing boxes will be reduced and the boxes will be progressively removed in coordination with the relevant regulatory authorities, while adopting alternative methods for collecting cash donations, within the timeframes specified in DCD's circulars and directives.

Concerned entities shall submit plans to DCD, within the timeframes specified in DCD's circulars and directives, for the removal of currently licensed cash donation boxes during the transitional period, and shall obtain DCD's written approval of such plans. Concerned entities must comply with the requirements issued by DCD, and existing donation boxes must display the QR code issued by DCD, which shall include the following information in both English and Arabic:

1. Identification of the concerned entity collecting donations.
2. No-Objection Certificate (NOC) issued by DCD.
3. Identification of the entity operating/managing the donation box (if any).
4. Emergency contact number.
5. Purpose of the fundraising activity.
6. Permit number and date of issuance.
7. NOC number and date of issuance.
8. Location of the donation box.
9. Type of donations.

(B.2.1) Materials, Security, Safety and Quality

1. The donation box slot shall be securely sealed, with an opening mechanism that allows it to be opened only to the extent necessary to enable cash donations to be deposited easily.
2. Donation box slots shall be designed to facilitate comfortable and easy use by People of Determination.

(B.3.1) Locations

Donation boxes shall be placed in the following places and locations, as determined by DCD. The concerned entity must obtain approval from the facility management regarding the specific location for placing donation boxes within the premises:

1. Shopping malls
2. Retail shops
3. Office buildings
4. Petrol stations

(B.4.1) Additional Conditions

1. A request for a No-Objection Certificate (NOC) may be submitted to change the locations of donation boxes during the transitional period, whether for a single box or multiple boxes/locations.
2. Proposed locations shall be clearly visible, well-lit, and subject to security camera surveillance.

If any non-compliant donation boxes are identified, the concerned entity shall remove them upon DCD's instruction. If the concerned entity fails to comply within a maximum period of fifteen (15) days from the date of notification, DCD may remove the boxes directly, either by itself or through a third party appointed by DCD, at the expense of the non-compliant concerned entity.

(B.2) Procedures for Managing Existing In-Kind Donation Boxes

(B.2.1) Status of Existing In-Kind Donation Boxes

In line with DCD's direction on the digital transformation of fundraising, no new permits shall be issued for the placement of in-kind donation boxes in the Emirate. Existing boxes will be progressively removed in coordination with the relevant regulatory authorities, while adopting alternative methods for collecting in-kind donations, within the timeframes specified in DCD's circulars and directives. During this transitional period, concerned entities must comply with the directions issued by DCD, in accordance with the following requirements and conditions:

Concerned entities shall submit plans to DCD, within the timeframes specified in DCD's circulars and directives, for the removal of existing in-kind donation boxes during the transitional period, and shall obtain DCD's written approval of such plans, while fully complying with the standards of the Department of Municipalities and Transport throughout the removal process. During this period, existing in-kind donation boxes must display the QR code issued by DCD, which shall include the following information in both English and Arabic:

1. Name of the concerned entity responsible for collecting donations.
2. Number of No-Objection Certificate (NOC) issued by DCD.
3. Identification of the entity operating/managing the donation box (if any).
4. Emergency contact number.
5. Purpose of the fundraising activity.
6. A list of items that may be donated.
7. Contact number for the donation collection (pick-up) service.

(B.2.2) Materials, Security, Safety and Quality

1. Donation boxes shall be made of durable materials to protect donations and ensure public safety.
2. The donation box opening shall be securely sealed, with an opening mechanism that allows it to be opened only to the extent necessary to enable in-kind donations to be deposited easily.
3. The dimensions of the donation box opening shall be designed in accordance with safety standards to prevent children from entering or slipping through.
4. Donation box openings shall be designed to enable easy use by People of Determination.

(B.2.3) Locations

Donation boxes shall be placed in public areas at locations approved by the Department of Municipalities and Transport, in accordance with the list below:

1. Cultural facilities
2. Libraries
3. Educational facilities
4. Medical facilities
5. Bus stations
6. Patrol stations
7. Cooperative societies
8. Community centers
9. Mosques
10. Wedding halls
11. Public parks

The concerned entity must obtain approval from the facility management regarding the specific location for placing the donation boxes at these sites.

(B.2.4) Additional Conditions

1. A request for a No-Objection Certificate (NOC) may be submitted to change the locations of donation boxes during the transitional period, whether for a single box or multiple boxes/locations.
2. Donation boxes shall be positioned so that the opening is kept away from the pavement edge.
3. Only one location shall be allocated to each concerned entity within the area. Where a concerned entity wishes to allocate an additional location, it must obtain a separate permit for the additional location, ensuring a minimum distance of 300 meters between the two locations, regardless of the concerned entity associated with either location.
4. Proposed locations shall be clearly visible, well-lit, and subject to security camera surveillance.

If any non-compliant donation boxes are identified, the concerned entity shall remove them upon the Department's instruction. If the concerned entity fails to comply within a maximum period of fifteen (15) days from the date of notification, DCD may remove the boxes directly, either by itself or through a third party appointed by DCD, at the expense of the non-compliant concerned entity.



Section C:

In-Kind and Cash Fundraising Collection Methods



(C.1) Summary Table of In-Kind and Cash Fundraising Collection Methods

(C.1.1) Table 1 | In-Kind Fundraising Collection Methods

In-Kind Donation Methods	Allowed by Fundraising Policy	DCD Requirements ¹	Type of Fundraising Method ²	Admin & Op. Expenses (Limit) ³
Existing In-Kind Donation Boxes In-Kind Donation Boxes Licensed During the Transitional Period	Yes	-	-	-
Donation Collection Centers Managed by the concerned entities/ operators	Yes	NOC	Regular	15%
Receiving Donations at Headquarter/ Branches For concerned entities	Yes		Regular	15%
In-Kind Donation Collection Services via Pick-Up and Delivery	Yes		Regular	15%

¹ Specific requirements in addition to the general fundraising and licensing requirements set out in the Fundraising Policy.

² The Fundraising Policy provides three methods which are: regular methods, electronic methods, and other methods.

³ Administrative and operational expenses (maximum): the maximum allowable percentage that may be deducted to cover the costs associated with fundraising activities.

(C.1.2) Table 2 | Cash Fundraising Collection Methods

Cash Donation Methods	Allowed by Fundraising Policy	DCD Requirements ¹	Type of Fundraising Method ²	Admin & Op. Expenses (Limit) ³
Banknotes and Coins				
Cash Donation Boxes Licensed During the Transitional Period	Yes	-	-	-
Hybrid Donation Boxes Licensed During the Transitional Period	Yes	-	-	-
Receiving Donations at Headquarter or Branches For concerned entities	Yes	-	Regular	15%
Donation Collection Centers Managed by the concerned entities/ operators	Yes	NOC	Regular	15%
Digital Deposits				
Digital Donation Boxes	Yes	NOC	Regular	15%
Digital Platforms	Yes	DCD Approval	Electronic	5%
Other Digital Methods For example: bank transfers, SMS messages, etc.	Yes	-	Electronic	5%

¹ Specific requirements in addition to the general fundraising and licensing requirements set out in the Fundraising Policy.

² The Fundraising Policy provides three methods which are: regular methods, electronic methods, and other methods.

³ Administrative and operational expenses (maximum): the maximum allowable percentage that may be deducted to cover the costs associated with fundraising activities.

(C.2) Fundraising Collection Methods

(C.2.1) Donation Collection Centers

Minimum Operational Capacity and Compliance Requirements:

Operational Capacity Requirements	1. Availability of adequate human resources (trained staff or volunteers) to manage day-to-day operations. 2. Logistic support for sorting and distributing donations, managed directly or through a licensed operator. 3. Availability of a sustainable budget to cover operational costs (such as utilities, equipment, and maintenance). 4. A clear organizational structure with defined roles and responsibilities.
Regulatory Compliance Requirements	1. Holding a valid license or registration issued by the relevant regulatory authorities. 2. Having systems in place to track donations and inventory, and to produce financial reports. 3. Complying with all health, safety, and municipal regulations (such as fire safety, hygiene standards, and requirements for entrances and exits).

Eligible Locations for Establishing Donation Collection Centers in the Emirate:

The donation collection center must be located on land that is owned, leased, or otherwise lawfully used by the concerned entity, and in a location that may be licensed by the regulatory authorities. Any alternative locations must be submitted to the relevant regulatory authority for review and prior approval.

Requirements for Establishing Donation Collection Centers	
Permitted Locations for Establishing Donation Collection Centers in the Emirate of Abu Dhabi and Site Selection Criteria	The donation collection center must be located on land owned by the concerned entity or within a licensed commercial establishment. Any alternative locations must be submitted to the relevant regulatory authority for review and prior approval. Site Criteria: 1. Approved by the relevant regulatory authority. 2. Easily accessible to donors. 3. Safe for both donors and operators. 4. Does not obstruct pedestrian or vehicle movement.

Center Design, Layout, and Signage	Donation collection centers shall comply with the following requirements: - Centers must be weather-resistant, safe, and protected against tampering in accordance with the specifications of the Department of Municipalities and Transport, and located in areas that are easily accessible for both drop-off and collection operations. - Clear signage must be provided with instructions for donation drop-off. - Each center must display the QR Code issued by DCD following the issuance of the No-Objection Certificate (NOC). - Clear bilingual (Arabic and English) signage must be displayed indicating: - The purpose of the donation collection, including how and where donated items will be used or distributed. - The types of donations accepted at the center (e.g., clothing, furniture, etc.). - Prohibited items, such as damaged or defective goods, non-functional electronics or appliances, hazardous materials (e.g., chemicals, flammable materials, sharp objects), weapons or weapon-like items, and materials containing personal or sensitive information (e.g., ID cards, documents). - The name and logo of the concerned entity organizing the donation collection. - Clear procedures for submitting complaints or inquiries. - Operating hours.
Maintenance and Periodic Clearing	- The responsibility for establishing, maintaining and operating donation collection centers falls under the concerned entity overseeing the fundraising activities. - To ensure order and public cleanliness at the center, the following requirements and measures must be observed: - The center shall be operated by the concerned entity or by an agreed third-party operator. In that case, the concerned entity must provide DCD with a copy of the signed agreement with the operator. - Donations at the center must be cleared periodically to avoid any accumulation. - All centers must maintain proper hygiene standards, and any accumulation or buildup of items is strictly prohibited. - A dedicated log of cleaning and maintenance activities must be kept and made available upon request to inspection teams from the relevant authorities.

Security and Safety Measures	1. A designated staff member must be appointed to supervise the donation collection center and its operations during working hours. 2. The concerned entity must conduct regular inspections of its donation collection centers to ensure that no hazardous or unsuitable materials are deposited, including chemicals, sharp objects, flammable materials, or damaged appliances and furniture. 3. CCTV surveillance systems and adequate lighting must be in place. 4. The donation collection center must comply with all applicable security and safety requirements, including requirements relating to emergency exits. 5. Staff and volunteers must be trained in emergency response procedures. 6. A designated security representative must be appointed to oversee the safety and security of the donation collection centers. 7. In addition to the security and safety measures set out above, the concerned entity must comply with any further requirements issued by DCD.
Operational Procedures	
Operational Follow-Up and Maintenance	1. In the event of any damage to the donation collection center, repairs must be carried out within 48 hours. If the repair requires a longer period, the concerned entity must notify DCD and request an extension. 2. The concerned entity must sort and inspect all donations before redistributing them to beneficiaries.

Requirements for Operating Donation Collection Centers:

Department of Community Development (DCD)	Procedure for Obtaining Approval and a No-Objection Certificate (NOC) A No-Objection Certificate (NOC) must be obtained from DCD for each donation collection center, through the available service channels, before commencing operations, in accordance with the following steps and requirements: Step One: Initial Approval from DCD The concerned entity shall apply for initial approval from DCD after fulfilling the following requirements: 1. Identifying the location(s) of the donation collection center. 2. Obtaining initial approval from the facility management/entity responsible for the site, including authorization to operate the location. 3. Providing a copy of the operating agreement between the entity and the operator (service provider), if any. 4. Providing passport details and Emirates ID details of the representatives of the applicant entity. 5. Providing a signed authorization letter for signatory powers from the applicant entity. 6. Submitting a business plan for the center covering: collection, sorting, distribution, and recycling. Step Two: Approvals from the Relevant Regulatory Authorities After obtaining the initial approval from DCD, the concerned entity shall complete the required approvals/permits from the relevant regulatory authorities, including but not limited to: 1. Department of Municipalities and Transport 2. Department of Economic Development 3. Environment Agency – Abu Dhabi 4. Abu Dhabi Civil Defence Authority 5. Monitoring and Control Center 6. Any other relevant authority Step Three: Issuance of the No-Objection Certificate (NOC) by DCD After completing all required approvals, the concerned entity shall submit a request for the issuance of a No-Objection Certificate (NOC) from DCD through the available service channels. The NOC issued by DCD shall be valid for two (2) years and may be renewed.
Department of Municipalities and Transport (DMT)	Where the donation collection center is located on land owned by the concerned entity, any architectural modifications must be submitted through a consultant approved by the relevant regulatory authority.

(C.2.2) Receiving Donations at Headquarters/ Branches

This refers to the collection of cash and in-kind donations at the main headquarters of the Concerned entity or any of its branches. This includes receiving cash donations (whether in banknotes, coins, or digital form) from donors visiting these locations, as well as accepting allowed in-kind donations in accordance with the approved controls and regulations.

1. Approval from DCD is not required when receiving donations at the headquarters/ branches, provided that the concerned entities comply with the security and safety procedures required by other relevant regulatory authorities.
2. Concerned entities must ensure that the purpose of the donation collection is clearly communicated when receiving donations at the headquarters or branches.

(C.2.3) In-Kind Donation Collection Services via Pick-up and Delivery

This refers to the collection of in-kind donations directly from the donor's location and delivering them to the destination specified by the concerned entity, such as a donation collection center, headquarters, branch, or any other designated location. This service must be offered through approved electronic platforms, such as the entity's dedicated application or website, enabling donors to request and manage the service easily and transparently.

To ensure transparency for donors, the collection service—whether provided directly by the concerned entity or through a third party—must clearly represent the identity of the concerned entity. The service must provide information about the collection process, including the specified date and time of collection. Donors must also be informed of the purpose of collecting donations, how the donations will be handled, and any associated procedures or requirements. In addition, donors must be informed of the various platforms used to arrange the collection service, such as digital portals, mobile applications, or direct communication channels. Furthermore, donors must receive confirmation that their in-kind donations have been successfully collected and delivered.

(C.2.4) Digital Donation Boxes

Entities that collect donations through digital donation boxes must submit an

application to obtain a No-Objection Certificate (NOC) from DCD through the available channels before placing these boxes in public areas. The concerned entity must also obtain written approval from the site owner/management if the location is privately owned. The NOC for digital donation boxes is valid for two (2) years and is renewable. Concerned entities must comply with DCD's requirements in accordance with its applicable standards and procedures.

The application for a No-Objection Certificate must be accompanied by the following documents and information, ensuring compliance with the approved standards:

1. The design of the digital donation boxes, including size and dimensions, and the design of the signage and labels to be displayed on them.
2. The proposed locations for placing and distributing the digital donation boxes, along with the requirement to attach the approval of the facility/establishment management where the box is proposed to be placed.
3. The end date of the donation collection and the date of removing the digital donation boxes from their locations.
4. The operator's agreement, if applicable.
5. Any additional documents, data, or requirements determined by the competent department, depending on the nature of the case.

If the application meets the conditions and requirements, DCD shall issue the No-Objection Certificate, which will include the name of the concerned entity and its main activity, in addition to the details of the approved donation boxes (number, duration, QR code, target amount, and locations), within thirty (30) working days, along with any other information DCD finds appropriate.

Operational Standards for Digital Donation Boxes:

Site Approval and Suitability	1. A No-Objection Certificate (NOC) must be obtained from DCD before placing digital donation boxes at their designated locations, in accordance with the requirements. 2. Digital donation boxes must be placed only in the locations approved under the NOC, and the following conditions must be met: • The designated location must be clearly covered by the site's surveillance cameras. • The placement of the box must not obstruct pedestrian movement, wheelchair access, or vehicle flow. • The location must be suitable for the nature and size of the box, ensuring stability and preventing slipping or falling for any reason. • The location must have sufficient internet connectivity to ensure uninterrupted digital donation transactions. • Any additional standards approved DCD. If there is a desire to relocate digital donation boxes from their approved locations, prior approval must be obtained from the relevant regulatory authorities.
Signage and Design	A clear label must be placed on each digital donation box and must include the following: 1. The name of the concerned entity collecting donations. 2. The purpose of the donation collection, which must align with the concerned entity's objectives. 3. The QR code issued by DCD. 4. A contact number for inquiries or complaints. 5. Use of both Arabic and English. The concerned entity must obtain prior approval from DCD for the label design before implementing or adopting any design for use on digital donation boxes, to ensure compliance with the requirements.

Maintenance and Technical Support	1. Digital donation boxes must be inspected at least quarterly to verify: • The status of the digital user interface (such as the touch screen and internet connectivity). • The condition of the box/device (no tampering or vandalism, and screen clarity). 2. Malfunctioning or unfit boxes/devices must be repaired or replaced within 48 hours. If the damage requires a longer timeframe, DCD must be notified to request an extension. 3. Maintenance records must be maintained and made available for inspection.
Violations, Penalties, and Fines	Any violations of the Fundraising Policy or this guide shall be subject to administrative penalties and fines, in accordance with what will be issued by DCD, as applicable.

Approved locations for placing digital donation boxes, as determined by DCD. The concerned entity must obtain approval from the facility/establishment management regarding the specific location for placing digital donation boxes within the premises:

1. Shopping malls
2. Retail shops
3. Office buildings
4. Patrol stations
5. Cultural facilities
6. Libraries
7. Educational institutions
8. Medical facilities
9. Bus stations
10. Cooperatives
11. Community centers
12. Mosques
13. Public parks
14. Any additional locations approved by DCD

(C.2.5) Approved Digital Platforms

Entities seeking to approve a digital platform for collecting donations must submit an application to obtain the DCD's "Approval for the Adoption of an Electronic Platform for the Purposes of Donation Collection."

Required Documents:

1. A copy of the applicant's registration decision, license, or establishment documents, such as the Articles of Association or Memorandum of Association (as applicable).
2. A document confirming the signatory authority of the individuals authorized to sign on behalf of the concerned entity submitting the application.
3. A valid copy of the passport or Emirates ID of the representative of the concerned entity submitting the application.
4. A platform assessment report issued by one of the locally licensed consultancy/ expert firms within the UAE, registered as an expert with the UAE Courts, covering the following elements, platform integrity, data safety, platform security, risk assessment, testing and verification, donation tracking, management of available entities and beneficiaries, compliance monitoring, real-time data analytics, data privacy, integration processes).

(C.3) Additional Guidelines

(C.3.1) Required Data and Reporting

Based on DCD's Fundraising Policy, all concerned entities that practice any of the donation collection methods outlined in this guide or the policy shall comply with data documentation and the submission of relevant reports, as specified below:

1. The concerned entity shall maintain records indicating the type and quantity of donations collected.
2. Quarterly reports shall be submitted to DCD detailing the total in-kind donations collected and how they were utilized or resold.
3. Concerned entities shall maintain accurate and up-to-date records of all cash and in-kind donations received and disbursed.
4. All concerned entities shall link their electronic system to the unified digital platform approved by DCD for data entry, tracking, and identifying donors, as determined by DCD (cash donations).
5. Quarterly reports shall be submitted to DCD detailing the volume of donations, their use, and the impact achieved.
6. Reports shall demonstrate compliance with the approved purpose of the donation collection activity.
7. A designated employee or specialized unit shall be responsible for the accuracy of data, report preparation, and system integration.
8. Records shall be made available for review and audit upon request by the relevant team at DCD.
9. Any discrepancy or data irregularity shall be reported to DCD immediately.
10. Periodic internal reviews shall be conducted to ensure data integrity and compliance with the applicable controls.
11. All reports shall be reflected in the concerned entity's financial statements.

(C.3.2) Conditions for Displaying Promotional QR Codes for Donation Collection

The use of QR codes affixed through removable or tamperable means, such as stickers, is prohibited. The concerned entity must ensure that the QR code is engraved or securely embedded onto solid, tamper-resistant surfaces. This measure aims to maintain transparency in the donation collection process and enhance donor trust.

Permitted Methods for Using Promotional QR Codes for Donation Collection:

1. **Printed media:** QR codes may be included in published newspapers and other official printed materials.
2. **Social media:** QR codes may be used across the concerned entity's approved social media platforms.
3. **Digital screens:** QR codes may be displayed on digital screens, such as those available at ATMs.
4. **Email or digital communications:** QR codes may be included in emails or other forms of digital correspondence.

