



DEPARTMENT OF CO-OPERATIVES & FRIENDLY SOCIETIES
CHARITIES AUTHORITY, JAMAICA

Ministry of Industry, Commerce, Agriculture and Fisheries
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Guidance to Charities operating in the “New Normal”

Charities by their nature are something unique and special and must be protected. With the world operating in the “New Normal” Charities are even more relevant and critical to the efforts Government and other Stakeholders in responding to the fight against COVID-19. With approximately one thousand and seven hundred Registered Charitable Organizations existing in Jamaica, The Charities Authority has an important job to ensure that the local and international public’s generous donations are accounted for in line with the Charities Act, 2013 and their Objectives. DCFS also wants to ensure that charities remain a safe environment for good work to flourish and that any decisions being made, be in the best interests of the charities’ in the long term all while maintaining the public’s trust and complying with relevant Government’s Guidelines.

The Charities Authority understands that many charities are facing difficult decisions about their fundraising activities as well as what the “New Normal” means for the future of their charities and how to proceed especially with income-generating activities to support the vital work they provide. The Department encourages all Charities to weigh the benefits and risks of their ongoing events, fundraising activities and exercise judgment when deciding what is in the best interests of their beneficiaries, supporters, staff, volunteers and the public.

Charities’ incomes have been drastically hit, and demand for services for many has been increased. Hence, Charities operating during this Pandemic should keep up-to-date with the official information provided by the government that may affect their activity especially fundraising and prepare to re-assess or stop their activities at short notice. Charities should ensure that any fundraising activities continue to be carried out is straightforward, open, and

lawful. This includes making sure that the government's policies on social distancing are observed.

In recognizing that many Charities will be making decisions about the viability of the important work they do, DCFS wants to encourage Charities to look into new techniques to keeping in touch with its members as well as acquiring funds to support their initiative in the short term, such as:

- Holding meetings online or by telephone - the current situation has made it increasingly difficult to hold face-to-face meetings and ensure the safety of the attendees so utilizing this method keeps persons in contact without the possible health implications.
- Person-to-person fundraising - Utilizing the government guidelines this type of fundraising can be more personal and intimate where the ethos of the charities can be better explained and understood than a larger fundraising event.
- Direct marketing Fundraising – Utilizing methods such as telephone, email, text message or post can prove to be very efficient.
- Video Conferencing Fundraising events – Utilizing technology to have large fundraising events can be used in the substitute for large in-person fundraising events.

The Charities Authority in an effort to assist the Registered Charitable Organizations in these times will approve the late filing of Financial Statements by request only and no later than June 30, 2020.

Yours Sincerely,



Errol Gallimore

Registrar of Co-operatives Societies and Friendly Societies