



Policy Number	SAID 13.02.05
Policy Name	Development and Evangelism
Chapter	Management Systems
Release No.	5 (this replaces all previous releases of this policy)
Release Date	July 2016
Date For Next Review	January 2019

02.05.01 Policy

The Salvation Army is a Christian organisation who seeks to meet human needs in the international community, through both development and non-development evangelical projects. The Salvation Army International Development Office (SAID) has committed to ensuring accurate representation of our international development and non-development activities to project beneficiaries, partners organisations, donors and the public. Funds designated for the purpose of international aid and development activities will be used only for those purposes and will not be used for any non-development activity, including persuading a person to adopt or change a particular religious adherence.

This policy is to be read in conjunction with SAID's 'Fraud, Bribery & Corruption' Policy 13.01.02, "Tax Deductibility" Policy 13.01.04, and 'Verification of Information' Policy 13.02.21 and is in line with the Australian Church Agency Networks' positional statement on Proselytisation and Poverty (Appendix 13.02.05.01.)

Scope:

This policy and associated procedures apply to all employees, Salvation Army (TSA) Officers, volunteers, organisations and persons engaged or involved, either directly or indirectly, in SAID programs, including partners and the SAID Executive Board.

02.05.02 Rationale

The Salvation Army's motivation is derived from the Biblical principles of love for Jesus Christ and love and compassion for our 'neighbour'. SAID takes a holistic approach to development; we see transformation as a continuing process of positive change in the physical, economic, social, emotional and spiritual aspects of a person.

SAID's role within The Salvation Army Australia Eastern Territory is to oversee international projects. This includes both community development and non-development evangelical projects, known as mission



support. Mission support activities are crucial in supporting the mission and growth of The Salvation Army and provide a platform for The Salvation Army to reach out to people in need. However, a clear distinction is made in the management and promotion of development projects undertaken by The Salvation Army and non-development mission support projects undertaken for The Salvation Army.

02.05.03 Procedure

Definitions

Aid and development: Aid and development refers to activities undertaken in order to reduce poverty and address global justice issues. In the non-government organisation sector, this may occur through a range of engagements that includes community projects, emergency management, community education, advocacy, volunteer sending, provision of technical and professional services and resources, environmental protection and restoration, and promotion and protection of human rights.

Department of Foreign Affairs & Trade (DFAT): The Australian Government Department responsible for International Development facilitation.

Evangelism: Activities undertaken with the intention of converting individuals or groups from one faith and/or denominational affiliation to another.

Staff: This includes all paid employees, volunteers and TSA Officers.

Procedural Guidelines

1. Project Design and Implementation

- 1.1 **Purpose:** The purpose of this Section is to provide clear guidelines regarding the measures that will be taken to ensure development activities do not include Evangelism components.
- 1.2 SAID Project Staff will work with their Implementing Territory partners to ensure a clear understanding of the difference between development and non-development activities.
 - 1.2.01 Where it seems the Implementing Territory partner has misunderstood the difference between development and non-development activities, the SAID Project Staff will undertake capacity building initiatives to correct any misunderstandings. This may be conducted through email, over the phone/skype or while in-country on a Monitoring Visit.
 - 1.2.02 Ongoing dialogue between the SAID Project staff and the partner will reiterate the distinction between development and non-development activities and the need for separate projects for these activities.
- 1.3 All Concept Notes for development activities will be reviewed by the SAID Project Staff to ensure they do not include non-development components, including the promotion of a particular religious adherence.



- 1.3.01 SAID Project Staff will work with the Implementing Territory partner in the design and creation of the Project Proposal to ensure any non-development components have been removed.
- 1.4 SAID Project Staff will complete the Project Appraisal Document to ensure community members have not been chosen or excluded as beneficiaries of a development project because of adherence to or adoption of religious beliefs, or participation in church, religious or non-religious activities. This is in line with the guiding principle of non-discrimination.
- 1.4.01 Where the Project Appraisal Document identifies that beneficiaries have been chosen based on religious grounds, the Project will not be approved. The SAID Project Staff will work with the Implementing Territory partner to correct the issue prior to submission to the SAID Executive Board for Approval.
- 1.5 All Memorandum of Understandings (MoU) SAID enters into with an Implementing Territory partner for development activities, will require that the partner agree that funds designated for aid and development purposes will not fund any non-development activity, including the adoption of a particular religious adherence.

2. Project Monitoring and Evaluation

- 2.1 Purpose: The purpose of this Section is to provide clear guidelines regarding the measures that will be taken to monitor and evaluate development activities to ensure they do not include Evangelism components.
- 2.2 While on in-country Monitoring Visits, the SAID Project Staff will review the partner's adherence to the MoU and the requirements of this Policy through the completion of the Partner Capacity Assessment and the Monitoring Report.
- 2.3 Partner compliance with this Policy will also be assessed through Project Reports and email/correspondence between the SAID Project Staff and partner.
- 2.4 Where it is suggested that the requirements of this Policy have not been followed, as identified through cl.2.2 and 2.3, the MoU will allow for future funding for the project to be suspended until the outcome of an investigation by SAID.
- 2.4.01 Where the investigation confirms that this Policy has not been followed, all future funding for the Project will be suspended until the concern/issue is corrected. It is at the SAID Executive Board's discretion whether they instead choose to terminate the MoU for the Project.
- 2.5 The Project Evaluation will be utilised to ensure there are no underlying patterns of particular religious affiliation attached to the Project. This may be fulfilled through a review of the participant numbers, interviews with participants, the participation of Community Groups in the Design and Planning stage, or participant stories.



3. Media and Promotions

- 3.1 Purpose: The purpose of this Section is to provide clear guidelines regarding the measures that will be taken to ensure media and fundraising material clearly differentiate between development and Evangelism activities.
- 3.2 Fundraising materials will be reviewed by the SAID Director (as outlined in the SAID Verification of Information Policy 13.02.21) prior to publication to ensure that solicitations make a clear distinction between development and non-development international projects. This includes identifying that donations towards development activities will be tax deductible and donations towards non-development activities are non-tax deductible.
- 3.3 Where fundraising solicitations include references to both development and non-development activities, the SAID Director will ensure that donors are provided with the choice of where to contribute funds to.
- 3.4 All receipts issued by SAID to donors will clearly indicate the tax status of donations.
- 3.5 The SAID Accountant will ensure that funds received for development and non-development activities are accounted for separately.
- 3.6 Publications, including donor updates, news articles and reports related to international projects will be reviewed by the SAID Director (as outlined in the SAID Verification of Information Policy 13.02.21) prior to publication to ensure differentiation of reporting for development and non-development activities.
- 3.7 The SAID Director will ensure all SAID electronic media content is reviewed on a regular basis (as outlined in the SAID Verification of Information Policy 13.02.21) to ensure that this policy is complied with.