

**FUNDRAISING POLICY**

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## 1 Statement

The Volunteer Bureau of Leeds and Grenville will operate within the Canadian Centre for Philanthropy Ethical Fundraising and Financial Accountability Code, as well as the fundraising policy of the United Way of Leeds and Grenville.

(Copies of both are available at the head office).

## 2 Donors' Rights

- All donors (individuals, corporations, and foundations) are entitled to receive an official receipt for income tax purposes for the donation. Donors of non- monetary eligible gifts (or gifts-in-kind) are entitled to receive an official receipt that reflects the fair market value of the gift. (Note: The term “Eligible gifts” is comprehensively defined by Canada Revenue Agency (CRA). A full definition can be found in CRA’s Interpretation Bulletin dealing with gifts and official donation receipts.<sup>1</sup> Some common gifts, such as donations of volunteer time, services, food, etc. are not eligible to receive official tax receipts). The Bureau’s governing board has established a minimum amount of ten dollars (\$10.00) for the automatic issuance of receipts, in which case smaller donations will be receipted only upon request.
- All fundraising solicitations by or on behalf of the Bureau will disclose the Bureau’s name and the purpose for which funds are requested. Printed solicitations (however transmitted) will also include its address or other contact information.
- Donors and prospective donors are entitled to the following, promptly upon request: the Bureau’s most recent annual report and financial statements as approved by the governing board; the Bureau’s registration number (Business and Charitable number) as assigned by CRA; any information contained in the public portion of the Bureau’s most recent Charity Information Return (Form T3010) as submitted to CRA; a list of the names of the members of the Bureau’s governing board; and a copy of this Fundraising Policy.
- Donors and prospective donors are entitled to know, upon request, whether an individual soliciting funds on behalf of the Bureau is a volunteer, an employee, or a hired solicitor.
- Donors will be encouraged to seek independent advice if the Bureau has any reason to believe that a proposed gift might significantly affect the donor’s financial position, taxable income, or relationship with other family members.
- Donors’ requests to remain anonymous will be respected.

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<sup>1</sup> Currently, “Eligible Gifts” are defined in IT110R3 Gifts and Official Donation Receipts  
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- The privacy of donors will be respected. Any donor records that are maintained by the Bureau will be kept confidential in accordance with the Bureau's Privacy Policy. Donors have the right to see their own donor record, and to challenge its accuracy.
- Donors and prospective donors will be treated with respect. Every effort will be made to honour their request to: limit the frequency of solicitations; not be solicited by telephone or other technology; and receive printed material concerning the Bureau.
- The Bureau will respond promptly to a complaint by a donor or prospective donor about any matter that is addressed in this Fundraising Policy. A designated staff member or volunteer will attempt to satisfy the complainant's concerns in the first instance. A complainant who remains dissatisfied will be informed that he/she may appeal in writing to the Bureau's governing board or its designate, and will be advised in writing of the disposition of the appeal. A complainant who is still dissatisfied will be informed that he/she may notify the Canadian Centre for Philanthropy in writing.

### **3 Fundraising Practices**

1. Fundraising solicitations on behalf of the Bureau will: be truthful; accurately describe the Bureau's activities and the intended use of donated funds; and respect the dignity and privacy of those who benefit from the Bureau's activities
2. Volunteers, employees and hired solicitors who solicit or receive funds on behalf of the Bureau shall:
  - adhere to the provisions of this Fundraising Policy;
  - act with fairness, integrity, and in accordance with all applicable laws;
  - adhere to the provisions of applicable professional codes of ethics, standards of practice, etc.;
  - cease solicitation of a prospective donor who identifies the solicitation as harassment or undue pressure;
  - disclose immediately to the Bureau any actual or apparent conflict of interest; and
  - not accept donations for purposes that are inconsistent with the Bureau's objects or mission.
3. Paid fundraisers, whether staff or consultants, will be compensated by a salary, retainer or fee, and will not be paid finders' fees, commissions or other payments based on either the number of gifts received or the value of funds raised. Compensation policies for fundraisers, including performance based compensation practices (such as salary increases or bonuses) will be consistent with the Bureau's policies and practices that apply to non-fundraising personnel.
4. The Bureau will not sell, rent, exchange or otherwise share its donor list.
5. The Bureau's governing board will be informed at least annually of the number, type, and disposition of complaints received from donors or prospective donors about matters that are addressed in this Fundraising Policy.

## 4 Financial Accountability

- The Bureau's financial affairs will be conducted in a responsible manner, consistent with the ethical obligations of stewardship and the legal requirements of provincial and federal regulators.
- All donations will be used to support the Bureau's objects, as registered with CRA.
- All restricted or designated donations will be used for the purposes for which they are given. If necessary due to program or organizational changes, alternative uses will be discussed where possible with the donor or the donor's legal designate. If the donor is deceased or legally incompetent and the Bureau is unable to contact a legal designate, the donation will be used in a manner that is as consistent as possible with the donor's original intent.
- Annual financial reports will:
  - be factual and accurate in all material respects;
  - disclose:
    - i. the total amount of fundraising revenues (receipted and non-receipted)<sup>2</sup>;
    - ii. the total amount of fundraising expenses (including salaries and overhead costs)<sup>3</sup>;
    - iii. the total amount of expenditures on charitable activities (including gifts to other charities)<sup>4</sup>;
    - iv. identify government grants and contributions separately from other donations; and
  - be prepared in accordance with generally accepted accounting principles and standards established by the Canadian Institute of Chartered Accountants, in all material respects.
- No more will be spent on administration and fundraising than is required to ensure effective management and resource development. In any event, the Bureau will meet or exceed CRA's requirement for expenditures on charitable activities. (The Income Tax Act sets out a requirement that all registered charities spend 80% of their receipted donations from the previous taxation year – excluding bequests, endowed donations that cannot be expended for at least 10 years, and gifts from other charities – on charitable activities; in addition, charitable foundations are required to expend 4.5% of their assets in support of charitable programs.<sup>5</sup>)
- The cost-effectiveness of the Bureau's fundraising program will be reviewed regularly by the governing board.

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<sup>2</sup> Total of amounts from lines 100, 102 and 113 of T3010 (CRA's Registered Charity Information Return, 2001)

<sup>3</sup> Amount from line 123 of T3010 (2001)

<sup>4</sup> Total of amounts from lines 120 and 121 of T3010 (2001)

<sup>5</sup> See Section 149.1 of the Income Tax Act.