

CVS POLICY & PROCEDURE MANUAL

Policy Area: Finance

Policy # & Name: 7.8 Fundraising - Ethics

Group: Board and Staff

Purpose:

To ensure fundraising is ethical and appropriate to the public image of CVS; and donors' requests are respected.

Policy Statement:

The Board is responsible for ensuring there are enough financial resources to meet the mission of the organization. To meet this responsibility the Board may engage in fundraising activities. They are conducted in the best interests of CVS and do not conflict with any existing contract or agreement restrictions. Individuals served are presented in an imaging-enhancing manner.

CVS adopts the Canadian Centre for Philanthropy's Ethical Fundraising and Financial Accountability Code. In so doing, board members and management commit to being responsible custodians of donated funds, to exercise due care concerning the governance of fundraising and financial reporting, and to ensure to the best of their ability that the Society adheres to the provisions of the Code.

Practice Standards:

The Board considers several factors when presented with fundraising opportunities. The decision to accept fundraising opportunities is based on the following:

- ? Fundraising practices as outlined in the Canadian Centre for Philanthropy Canadian Centre for Philanthropy Ethical Fundraising and Financial Accountability Code;
- ? CVS mission/vision, philosophy;
- ? Existing funding/contract restrictions;
- ? The capacity of staff, volunteers and Board to commit to the fundraising activities; and
- ? Cost benefit analysis.

Board and Committee members follow the Board Code of Ethical Conduct and disclose any conflict of interest with regard to fundraising opportunities.

All fundraising complies with applicable laws and regulations.

Best Practices:

Ensure Board and others involved in fundraising are aware that:

- ? Fundraising requires personal commitment to the purposes, goals and activities of the fundraising program.
 - ? Fundraising needs leadership and time.
 - ? Boards need to monitor progress and effectiveness of fundraising efforts and stay up-to-date on trends and new techniques in fundraising.
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Policy Audit: March Annually

Date Issued: March 2004

Date Revised:

Position

Responsible: Board of Directors, Executive Director

References:

☞ 9.2 - Board Code of Ethical Conduct

☞ 9.22 - Canadian Centre for Philanthropy Ethical Fundraising and Financial Accountability Code

☞ www.centreforphilanthropy.ca
