

Policy No
Policy Name

GOV-PO-500
Fundraising Policy



SOUTHLAKE
REGIONAL HEALTH CENTRE
FOUNDATION

Created
Approved by the Board
Last Revised
Effective Date

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March 28, 2018
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March 29, 2018

PURPOSE

Ensure all fundraising activities, carried out by the Foundation or by third parties are conducted in an ethical manner, consistent with our mission, vision, values and strategic objectives, and in accordance with all legal and regulatory bodies and professional certification requirements. The Foundation will abide by the Canadian Marketing Association (CMA) Code of Ethics and Standards of Practice, the Certified Fund Raising Executive (CFRE) standards, the Association of Fundraising Professionals (AFP) Code of Ethical Principals and Standards and the AHP Statement of Professional Standards and Conduct. This policy requires the Foundation to adhere to all 14 fundraising standards as outlined by Imagine Canada in their Standards Program.

Ensure all fundraising activities are carried out within an approved framework appropriate to the portfolio. Fundraising operations within the approved strategies are the responsibility of Foundation management and staff.

SCOPE

This policy applies to all employees, representatives, community members and/or volunteers who participate in any type of fundraising activities on behalf of the Foundation.

POLICY

Fundraising Activities

All fundraising activities by the Foundation or third parties acting on behalf of the Foundation will:

- be truthful;
- adhere to all ethical and legal guidelines as established by government and professional regulatory bodies;
- accurately describe our activities and the purpose for which the funds are being solicited;
- disclose our legal name, and include our current address and other relevant contact information;
- disclose that there is no minimum amount required to receive an acknowledgement or receipt;
- disclose upon request whether the individual or entity soliciting support is a volunteer, employee or contracted third party;
- comply with Southlake Foundation's gift acceptance policy, and as such ensure the fundraising will add value to the Foundation and/or the Foundation's qualified Donees (currently the Hospital and Residential Village).

The Foundation does not make claims that cannot be upheld or are misleading. It does not exploit its beneficiaries. It is sensitive in describing those it serves, and fairly represents their needs and how these needs will be addressed.

In the case of thirdParty Events, the Foundation will make every effort to ensure event organizers adhere to these solicitation requirements, and will be addressed in the Third Party Events package (online or hardcopy) presented to Organizers.

Relationship Fundraising

Relationship fundraising, based on one-to-one relationships cultivated between a staff member, volunteer and a prospective donor, generate revenue to fund priority campaigns and programs at the hospital. This method of fundraising is focused primarily on gifts of \$25,000 or more and donors may choose to pay total committed amount (the pledge) over a period of time commensurate with industry standards. All pledge commitments will have a gift agreements outlining gift details, including but not limited to: gift amount, instalment payment schedule, and

recognition. Any donor discussion that engages in a funding opportunity that is not currently a hospital priority, must be approved according to the gift acceptance policy.

Mass Solicitation

Mass Solicitation will generate unrestricted (budgeted) revenue unless determined otherwise by the Foundation staff or specifically required by the donor. All third parties that provide services to the Mass Solicitation portfolio will follow all industry, provincial, and federal privacy and marketing guidelines. Third parties that conduct face-to-face, street-side, or telephone solicitations will also be required to provide a verification of the affiliation of the person representing the organization, and a secure process that safeguards any confidential information, including payment and donor information (i.e. credit cards, addresses) as provided by the donor or the Foundation.

Special Events

All Southlake Foundation Special Events will generate unrestricted (budgeted) revenue (excluding staff time), unless determined otherwise by the Foundation Board of Directors. The Foundation will review all Southlake Special Events cost per dollar raised on an annual basis to ensure the Event does not exceed industry average at maturity pending review, the Foundation will make the recommendation to adjust the Event strategy to meet cost per dollar objectives or divest the Event to accommodate a new event or revenue opportunity.

The Southlake Special Events Portfolio will have operational policies and procedures that detail the responsibilities of staff, volunteers and consultants (where applicable). Southlake Foundation will not award sponsors (including GIK), event exclusivity. For example, we will not restrict ourselves to only one car manufacturer/dealer as a sponsor for a specific event. However, the Foundation may allow for sponsorship exclusivity at specific sponsorship levels. For example, an insurance company may have exclusivity at the “Presenting” sponsor level, but their sponsorship does not restrict the Foundation from accepting insurance companies as sponsors above or below “Presenting.” Entry level sponsorships are not eligible for exclusivity.

Cause-Related Marketing

All cause-related marketing activities will disclose how the Foundation benefits from the sale of products or services, the duration of the program, program activities, and any minimum contribution amounts. The Foundation will have operational policies that detail CRM requirements, logo use and any exclusions in terms of CRM’s we will not accept.

Third Party Events (aka Community Events)

All Third Party Event organizers must submit an event proposal three weeks prior to their event. All proposals need to be reviewed and approved by Southlake Foundation. All approved Third Party Events that meet specific criteria will be provided with a Third Party Events package (online or hardcopy) to assist in their planning as well as an “In Support of Southlake” logo for use in promotional materials and at their event. Southlake Foundation will not assume any risk or liability on behalf of any third party event.

Fundraising Solicitors

Paid fundraisers, whether staff or third parties, who solicit or receive contributions on behalf of the Foundation will:

- treat supporters and prospective supporters with respect;
- act with fairness, integrity, and in accordance with all applicable laws;
- provide information about their specific role and verification of their affiliation with the Foundation;
- discontinue solicitations where it is indicated they are unwanted or a nuisance and immediately record the information in the Foundation’s database;
- disclose immediately to the Foundation any actual or apparent conflict of interest or loyalty;
- not accept contributions for purposes that are inconsistent with the Hospital’s or the Foundation’s mission or objects;
- adhere to this and other applicable policies of the Foundation.

The Foundation will not directly or indirectly pay finder's fees, commissions or percentage compensation based on contributions.

Supporters

The Foundation will respect the wishes and privacy of all current and prospective supporters. Any and all information obtained as a result of fundraising activities will be stored in accordance with the Foundation's Privacy Policy as well as the donor's wishes.

The Foundation will not:

- publish supporter names or amounts without permission and will respect supporter requests to remain anonymous
- sell, rent, or trade its donor list.

The Foundation will respect requests to limit the frequency of contact, not be contacted by specific communication and/or relationship channels and to discontinue contact. The Foundation will track supporter's requests with specific coding related to their wishes and will maintain a record of the time and nature of their request.

Donors are encouraged to consult with their own professional advisors such as legal counsel, accountants, financial advisors, and/or estate planners for options about the tax or other legal consequences of an intended gift. The Foundation also encourages donors to share their gift plans as appropriate with family members.

EXCEPTIONS

Any exceptions will require Board of Director approval.

CONTROLS

Per the Complaints Policy, the Board of Directors will review a complaints report at each board meeting. The Board Chair will be notified immediately by the President if a breach of this policy occurs.

The Foundation will maintain control of the **use of the name** or other materials associated with the Foundation and Southlake Regional Health Centre. All external communications, such as press releases, media advisories, ads, will be developed by the Foundation in accordance with Foundation Board approved messaging and positioning.

The revenue budget for the Foundation will be approved by the Foundation Board during the annual budget process.

Non-compliance with this policy will result in appropriate disciplinary action.

DEFINITIONS

Supporter: any person or entity who gives to the Foundation. This includes but is not limited to: philanthropic donors, corporate donors/sponsors, third party event organizers and private and corporate foundations.

Fundraising activities: any action carried out to generate support for Southlake Regional Health Centre (the Hospital) and any other qualified Donees.

Contributions: donations, sponsorships, purchases (e.g. event registrations, auction items), and pledges received by the Foundation.

Direct Relationship Fundraising: includes all face-to-face fundraising initiatives and solicitations conducted by fundraising staff and volunteers for major gifts \$25k+ and middle donors \$1K - \$24K, (individual, corporate, and foundation).

Mass Solicitation: includes all direct marketing and mass market initiatives, including but not limited to: direct mail (donor, grateful patient, acquisition and unaddressed), telefundraising, on-line direct response, crowdfunding, tribute gifts (including in memoriam and Heroes), employee giving/workplace campaign, and canvassing (door-to-door/street-side).

Southlake Special Events: These events are branded 'Southlake' and are organized and run by the Southlake Foundation in collaboration with a team of volunteers to raise unrestricted funds in support of the Hospital. Special Events require a financial investment by the Foundation

Cause Related Marketing (CRM): CRM's are mutually beneficial collaborations that align the power of a company's brand, marketing and people to Southlake's brand and assets to create shareholder and social value, connect with constituents and publicly communicate values while generating revenue.

Third Party Events (aka Community Events): These events are Foundation approved fundraising initiatives organized, staged and funded by a community group, club, business or individual(s) who wish to raise funds on behalf of Southlake Foundation.

Unrestricted Revenue: An unrestricted donation provides the most flexibility for the Foundation and ultimately the hospital to support the greatest priority need that is consistent with our mission, vision, values and strategic objectives.

Restricted Revenue: A restricted donation is a designation by the donor to support a specific priority campaign or program. Restricted donations that are not part of the hospitals key priorities, must be approved according to the criteria outlined in the gift acceptance policy.

RELATED POLICIES

GOV-PO-015 Gift Acceptance Policy
GOV-PO-002 Privacy Policy
GOV-PO-201 Donor Recognition Policy
GOV-PO-020 Endowment Policy
GOV-PO-005 Complaints Policy