



## **HOSPICE WELLINGTON BOARD or BOARD COMMITTEE STANDARD OPERATING PROCEDURE**

### **FUNDRAISING STANDARDS OVERVIEW**

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**PURPOSE:** To provide annual standard process undertaken by Finance & Audit Committee and Board of Directors in providing oversight to fundraising and administrative costs.

**RESPONSIBILITIES:** Treasurer, Finance & Audit Committee to Board of Directors.

#### **Principles**

Hospice Wellington relies on successful fundraising from philanthropic donors to offer the range and quality of services it provides. The reputation of Hospice Wellington for integrity and ethical fundraising practices is critical to inspiring the confidence and trust of donors in order to obtain and retain their financial support. Our commitment to ethical fundraising shows respect for our donors, and clearly puts the onus on Hospice Wellington to be honest and transparent in attracting, investing, and disbursing donated funds. This policy overview outlines the ways in which we seek to raise funds in the most ethical manner possible.

#### **Governance**

1. The Hospice Wellington Board of Directors formally reviews fundraising policies at a governance level at a minimum of every three years.
2. All fundraising programs undertaken by Hospice Wellington are reviewed by the Finance Committee, to ensure consistency with our statements of Mission, Vision, and Values.
3. Our fundraising policies, practices, and expectations are clearly communicated to all staff.

#### **Public Representations**

1. All fundraising solicitations carried out by or on behalf of Hospice Wellington are truthful, accurately describe our activities and the intended use of donated funds; and are carried out by volunteers or employees who identify themselves and disclose our name and the purpose for the request. Hospice Wellington adheres to any applicable legislative requirement for not-for-profit fundraising.
2. Hospice Wellington communications and marketing materials will be of the highest ethical standards, including only legitimate claims and accurate reflections of the organization.



3. Hospice Wellington communications including stories about the clients and families served by Hospice Wellington will be developed with the consent of the subject(s) of the story.
4. We encourage donors to seek independent advice if the proposed gift is a Planned Gift or if we have reason to believe that the proposed gift might significantly affect the donor's financial position or affect other family members.
5. Our solicitations treat donors with respect, and we make every effort to honour their requests to:
  - i. limit the frequency of solicitations they receive;
  - ii. restrict the manner in which they are solicited;
  - iii. discontinue personal solicitations of that individual or organization entirely; and
  - iv. honour donor requests to remain anonymous both in terms of the amount of the contribution and public release as a support of the organization.
6. We will provide our charitable registration number, names of Board Directors or Executive and organization staff members, this Fundraising Standards Overview Policy, Hospice Wellington Investment Policy, and all other Policies, upon request.
7. We issue official charitable tax receipts for monetary gifts and gifts-in-kind for all donations in a manner consistent with the requirements of the *Canada Revenue Agency*.
8. Hospice Wellington appreciates all donations and in-kind donations and their contribution to further the Mission of Hospice Wellington.
9. Recognizing donors for their financial support is guided by Hospice Wellington's *Donor Naming and Recognition Board Policy*, which is available upon request.

### **Restricted and Designated Donations**

1. Hospice Wellington recognizes that donors who restrict their donations or designate them for a specific use have a right to expect that their donation will be applied according to their specific directions and we adhere to their wishes.
2. Hospice Wellington honours all statements we make regarding the use of a contribution.
3. We have procedures and policies in place to deal with donations that cannot be applied to a specific project (*see Donor Naming and Recognition Board Policy*).
4. Hospice Wellington will direct any surplus funds raised beyond the original requirements of a given fundraising objective in a manner that respects the original spirit and intent underlying the gifts.



5. Hospice Wellington will maintain a Donor Naming and Recognition Board Policy.
6. In the event of request for endowment donation, Hospice Wellington has chosen the Guelph Community Foundation as its agent and will adhere to the endowment policy of the Guelph Community Foundation.

### **Fundraising Costs**

1. The Hospice Wellington Board of Directors is accountable for overseeing and reporting on fundraising costs.
2. Hospice Wellington fundraising costs are kept to the minimum necessary to meet our objectives, and we strive to exceed the standards established by the *Canada Revenue Agency* for registered charities.

### **Financial Disclosure and Regulatory Compliance**

1. Hospice Wellington acts promptly to provide information requested from donors and prospective donors in its most factual, accurate, and current form.
2. We provide information that will add to the public's understanding of and confidence in our operations, methods, and the costs of fundraising by publishing an annual report and by hosting a public annual general meeting to report to the community.
3. We ensure our financial statements accurately present the financial activities and overall financial position of our organization and disclose, at a minimum, the information contained in Imagine Canada's Standards Program – Section C Fundraising.
4. We prepare our audited annual financial statements in accordance with *Generally Accepted Accounting Principles (GAAP)* in all material respects and with all other guidelines adopted by the *Chartered Professional Accountants of Canada (CPAC)* which apply specifically to our type of charitable organization.
5. Financial summaries or extracts released by Hospice Wellington are clearly related to and consistent with the information provided in our full financial statements.
6. Hospice Wellington adheres to all legislative requirements ensuring security and safeguarding of any confidential information, including credit card information provided by donors in accordance with Payment Card Industry (PCI) standards.

### **Collection, Maintenance, Use, and Confidentiality of Donor Records**



1. Hospice Wellington adheres to *Freedom of Information and Protection of Privacy Act 1990 (FIPPA)* and the *Personal Information Protection and Electronic Documents Act 2000 (PIPEDA)*.
2. Hospice Wellington guards against making unwarranted or intrusive inquiries into a donor's or prospect's personal life; and commits to only gathering information that is publicly available, or relevant and necessary to our fundraising efforts.
3. We will make all reasonable efforts to ensure that personal information we collect is complete and accurate.
4. We obtain a donor's oral consent regarding the proposed use of the donor's personal information when information is collected by telecommunication.
5. We will preserve the anonymity of our donors at the donor's request, including special alerts on all records pertaining to anonymous donors. This anonymity may include the donor's name and/or amount of their gift.
6. Any donor record that is maintained by Hospice Wellington shall be kept confidential, and donors shall have the right to see their own donor record and to challenge its accuracy.
7. Hospice Wellington will only release confidential information about a donor to any outside party with the donor's consent.
8. Hospice Wellington recognizes that our duty to ensure the confidentiality of donor records continues even after our relationship with a donor or prospect has ended.
9. Hospice Wellington honours donors' and prospective donors' requests to limit the frequency of contact; to not be contacted by telephone or other technology; to receive printed material concerning the organization; and request to discontinue contact.
10. Hospice Wellington honours donors' and prospective donors' requests to remain anonymous both in terms of the amount of the contribution and public release as a support of the organization.
11. We have established and follow standard of practice regulating time periods for the retention and the secure disposal of donor information.

### **Solicitation of Users of Hospice Wellington Services**

1. Hospice Wellington will invite feedback on the quality of services former clients and their families have received and solicit financial support in an appropriate manner.



2. Hospice Wellington may also invite some family members to share their personal stories at public events, in communication materials or as a part of formal solicitations of potential donors.
3. All requests to be excluded from the above will be respected and acted on promptly.

## **Privacy**

Hospice Wellington has a Privacy Policy overseen by the Chief Privacy Officer.

To ensure the privacy of our donors, we do not sell, rent or exchange our donor lists to, or with, other organizations. Hospice Wellington is guided by the *Canadian Marketing Association Code of Ethics and Standards May 2020* and the *Freedom of Information and Protection of Privacy Act 1990 (FIPPA)* and the *Personal Information Protection and Electronics Documents Act 2000 (PIPEDA)*.

## **Electronic Gift**

Hospice Wellington is guided by the *Canadian Code of Practice for Consumer Protection in Electronic Commerce, 2004*.

1. The Hospice Wellington website lists our full name, charitable registration number, eligibility for a tax receipt, and mission, vision and values for online donors.
2. The Hospice Wellington website clearly provides alternative contact information for those who wish to contact us other than through the website or e-mail.
3. Online donors will not receive communications or solicitations from Hospice Wellington if they have provided notification to “opt out” of receipt of communication, excluding electronic receipts.

## **Donor Complaints**

1. Hospice Wellington maintains a Board Policy: *BD21 Complaints*, to ensure that all complaints from donors or the community-at-large are handled promptly.



2. The Board of Hospice Wellington is informed quarterly of the number, type, and disposition of such complaints.

## **Fundraising Personnel**

1. Hospice Wellington informs all volunteers or employees of the organization (fundraisers) about all relevant provisions of municipal, provincial, and federal laws applicable to their fundraising activities, and ensures that fundraising activities are carried out in accordance with those laws.
2. Hospice Wellington takes reasonable steps to ensure that every person participating in our fundraising program is aware of and complies with the codes and standards established by Imagine Canada.
3. We take every reasonable step to ensure that our fundraisers adhere to the applicable professional codes of conduct, such as the Association of Fundraising Professionals' Code of Ethical Standards.
4. Fundraisers employed by Hospice Wellington are compensated on the basis of their previous experience, in combination with conditions in the current employment market.
5. In extraordinary circumstances such as a major capital campaign, Hospice Wellington may use the services of consultants or external fundraisers.
6. Paid fundraising staff employed by Hospice Wellington and/or consultants and external fundraisers will be compensated by a salary, retainer, or fee and will not be paid finders' fees, commissions, or other payments based either on the number of philanthropic contributions received or the value of funds raised.
7. Organizers of Third Party fundraisers that will benefit Hospice Wellington, are encouraged to adhere to this policy, and are bound by a third party contract duly signed by both parties prior to start of commitment.
8. Where Hospice Wellington formally enters into a cause-related marketing agreement with a third party, full disclosure of how the organization benefits from the sale of products or services and the minimum or maximum amounts payable under the arrangement must be finalized and be transparent.

## **Conflicts of Interest**

All Fundraising Personnel abide by the Hospice Wellington Code of Conduct, which includes Conflict of Interest statement and declaration.



- we are mindful of our fiduciary duty to ensure the disclosure of any conflict of interest that would be of material interest or relevance to a donor or which may influence a donor's decision to give; and
- where a donor elects to make a gift in spite of the presence of a conflict of interest, we encourage that the donor obtain independent legal advice regarding that potential gift.

### **Review**

This policy will be reviewed at a minimum every 3 years by the Finance and Audit Committee, for recommendation to and approval by the Board.

