	<b>Responsibility:</b>	<b>Subject:</b>	<b>5-50</b>
	Board – Fundraising & Ethics	Ethical Fundraising and Ethical Conduct Policy	<b>Page:</b> 1 of 4
			<b>Approved:</b> March 26, 2018
			<b>Supersedes:</b> February 9, 2009
<b>500 Hallmark Drive • Waterloo • ON • N2K 3P5 • T: 519.886.8886 • F: 519.886.0105</b>			

## A: PURPOSE:


The Foundation’s success is heavily dependent on its ability to inspire confidence and trust in the minds of our donor public. This policy is intended to ensure that KidsAbility Foundation maintains high standards of integrity and stewardship in both its active fundraising and related communication activities and its acceptance of donations. This policy speaks to several areas of our fundraising program and outlines the ways in which we seek to operate in the most ethical manner possible. Our commitment to ethical fundraising shows respect for our donors and clearly puts the onus on our Foundation to be open, honest, and transparent in the attracting, investing, and disbursing of donated funds.

## B: POLICY:

### I. Financial Disclosure and Public Representations

KidsAbility Foundation observes the following practices when responding to requests from donors and prospective donors for financial information:

- a) we act promptly to provide information requested in its most factual, accurate, and current form;
- b) 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 an annual public event to report to the community;
- c) our financial statements accurately present the financial activities and overall financial position of our organization and disclose, at a minimum, the information currently required by Imagine Canada Standards;
- d) our audited annual financial statements are prepared in accordance with Generally Accepted Accounting Principles (GAAP) and with the guidelines adopted by the Canadian Institute of Chartered Accountants (CICA) which apply specifically to our type of charitable organization;
- e) fundraising solicitations by or on behalf of KidsAbility Foundation 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;
- f) we encourage donors to seek independent advice if the proposed gift is deemed significant or is a Planned Gift or if we have reason to believe that the proposed gift might significantly affect the donor’s financial position;
- g) our solicitations treat donors with respect and we make every effort to honour their requests to:
  - limit the frequency of solicitations;
  - not be solicited by telephone or other technology;
  - receive printed material about us;

	<b>Section:</b> Governance – Fundraising & Ethics	<b>Subject:</b> Ethical Fundraising and Conduct Policy	<b>5-50</b>
			<b>Page:</b> 2 of 4
			<b>Approved:</b> March 26, 2018
			<b>Supersedes:</b> February 9, 2009
500 Hallmark Drive • Waterloo • ON • N2K 3P5 • T: 519.886.8886 • F: 519.886.0105			

- discontinue solicitations where requested;
- h) we issue official Income Tax receipts for monetary gifts and for gifts-in-kind in accordance with CRA guidelines;
- i) we endeavour to make claims that can be upheld and we do not use marketing materials that could be considered misleading. In our communications, we treat with respect the children and families who are served by KidsAbility Centre for Child Development;

## II. Restricted and Designated Donations


Our Foundation adheres to the following fundraising practices as they relate to restricted or designated donations:

- a) we recognize 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;
- b) we honour all statements we make regarding the use of a contribution;
- c) we have a procedure or policy in place to deal with donations that are intended for purposes other than a specific project;
- d) for surplus funds realized over and above the requirements of a given campaign it is our practice to apply such funds to a project as closely related as possible to the original designation so as to respect the donors' original intentions;
- e) our accounting system and fundraising software system track funds that are restricted or designated for a specific use;
- f) in the administration of gift funds we review agreements in place to ensure that we adhere to the donors' intentions.

## III. Fundraising Costs

Our Foundation observes the following practices when incurring administrative and fundraising costs:

- a) our Board of Directors is responsible for overseeing the way in which fundraising costs are incurred and reported;
- b) our Board of Directors establishes appropriate policies for the organization's fundraising activities and the disclosure of fundraising expenses;
- c) we strive to maintain our administrative and fundraising costs to the minimum necessary to meet our objectives and it is our intention to meet and to strive to exceed the standards established by the Canada Revenue Agency for registered charities;

	<b>Section:</b> Governance – Fundraising & Ethics	<b>Subject:</b> Ethical Fundraising and Conduct Policy	<b>5-50</b>
			<b>Page:</b> 3 of 4
			<b>Approved:</b> March 26, 2018
			<b>Supersedes:</b> February 9, 2009
500 Hallmark Drive • Waterloo • ON • N2K 3P5 • T: 519.886.8886 • F: 519.886.0105			

- d) the allocation of expenditures to administration, fundraising, and program services reflects our organization’s mission and actual activities and conform to GAAP and all other appropriate guidelines adopted by the Canadian Institute of Chartered Accountants that are applicable to our type of charitable organization.


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

Our Foundation observes the following practices when collecting donor information, maintaining and using confidential donor records, and protecting donor anonymity:

- a) we guard against making unwarranted or intrusive inquiries into a donor’s or prospect’s gift history or personal life and gather only information that is relevant and necessary to our fundraising efforts;
- b) we make all reasonable efforts to ensure that the personal information we collect is complete and accurate;
- c) the personal information contained in the Foundation’s files or any other personal information concerning an actual or prospective donor obtained during the donor solicitation process is to be publicly disclosed or employed beyond the reasons for which it is being used or obtained.
- d) any donor records that are maintained by the Foundation shall be kept confidential to the greatest extent possible. Donors shall have the right to see their own donor record and to challenge its accuracy;
- e) we will preserve the anonymity of our donors at the donor’s request;
- f) we give special protection to all records pertaining to anonymous donors;
- g) we require a donor’s consent before confidential information is released to any outside party;
- h) we have established and follow reasonable time periods for the retention and the secure disposal of donor information;
- i) we have established special security safeguards to protect donor information and limit access to donor files;
- j) we recognize that our duty to ensure the confidentiality of donor records continues even after our relationship with a donor or prospect has ended;
- k) we obtain a donor’s oral consent regarding the proposed use of that donor’s personal information when information is collected by telecommunication;
- l) we provide donors with an opportunity to remain anonymous and to request that the donor’s name and/or the amount of the gift not be publicly released.

#### **V. Supervision of Fundraisers**

As a practice, it is only in extraordinary circumstances that we might use the services of external fundraisers: if, for example, we were to engage in a major capital campaign. Our organization

	<b>Section:</b>	<b>Subject:</b>	<b>5-50</b>
	Governance – Fundraising & Ethics	Ethical Fundraising and Conduct Policy	<b>Page:</b> 4 of 4
			<b>Approved:</b> March 26, 2018
			<b>Supersedes:</b> February 9, 2009
<b>500 Hallmark Drive • Waterloo • ON • N2K 3P5 • T: 519.886.8886 • F: 519.886.0105</b>			

observes the following practices when monitoring and supervising the activities of volunteers, employees, or paid solicitors (collectively referred to as “fundraisers”) who solicit or receive funds on our behalf:

- a) we take reasonable steps to ensure that every person participating in our fundraising program is aware of and complies with this policy;
- b) we inform our fundraisers about relevant provisions of municipal, provincial, and federal laws applicable to their fundraising activities and direct that our fundraising activities are carried out in accordance with the law;
- c) 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 Principles and Standards of Ethical Practice*;
- d) we recognize that donors and potential donors have a right to be informed of the exact nature of the employment or contractual relationship we have with our fundraisers and we respond promptly to all inquiries in this regard.

## **VI. Compensation of the Foundation’s Fundraising Staff**

Our Foundation observes the following compensation practices:

- a) fundraisers who are employed by the Foundation are compensated on the basis of their experience, expertise, and the time requirements of the position in light of the current employment market which will provide a guideline we will not exceed;
- b) Paid staff and/or consultants 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;
- c) we undertake the institutional planning, board development, and volunteer recruitment necessary to make our fundraising program successful over time.

## **VII. Associated Foundation Policies:**

The following policies and procedural documents provide additional detail on many of the items noted above:

- 4-10 Gift Acceptance Policy
- 5a-10 Conflict of Interest
- 5-40 Privacy and Anti-Spam Policy
- 5-60 Whistleblower Policy
- 5-90 Donor Complaints