

Hamilton Community Foundation
Policy & Procedures Manual

Section: **Asset Development**

Subject: **POLICY on ETHICAL FUNDRAISING AND FINANCIAL ACCOUNTABILITY**

Approved by: **Board of Directors** Section: **4**
Policy #: **4.1**

Date of origin: 1999

Date reviewed: March 24, 2015

Date revised: March 24, 2015

BACKGROUND

Prior to 2015, there was an *Ethical Fundraising and Financial Accountability Code* developed and promoted by Imagine Canada to set standards for charities in the areas of fundraising and financial reporting practices. While the Code covered many activities that HCF does not engage in (direct mail campaign, on-line/phone solicitation, etc.), it was consistent with the practices and standards of HCF and its staff and formed the backbone of the HCF policy on ethical fundraising. Since the HCF policy was last reviewed, the Code has been merged into Imagine Canada's Standards Program; so, it is necessary now to specifically articulate those aspects of the previous Code that HCF endorses and to which it adheres.

POLICY:

Introduction

The primary purpose of this policy is to assure donors of the integrity and accountability of HCF's fundraising practices that respect donors' rights to truthful information and privacy. This policy articulates HCF's commitment to manage responsibly the funds that donors entrust to them, and to report their financial affairs accurately and completely.

FINANCIAL ACCOUNTABILITY

HCF is accountable to the following stakeholders:

To the public

1. In accordance with act of incorporation, the *Hamilton Community Foundation Act, 1994* [clause 14(3)], HCF shall publish in the newspaper published in the City of Hamilton that has the largest circulation in Hamilton a summary of the financial position of the Foundation as at the fiscal year end and the results of operations of the fiscal period then ended derived from the audited financial statements.

2. Each year, the complete set of audited financial statements shall be posted on the HCF website as soon as practical after acceptance of the statements by the Board of Directors. Statements for the last three fiscal years will be available at any time. Hard copies of the financial statements will be available on request to the office.

To the Board of Directors

Costs of fundraising

3. The annual development (fundraising) costs are not necessarily attributable to donations received in that year. The nature of donations to the Foundation can result in costs preceding the receipt of the donation by several years (for example, donations through wills.) As a result, consistent with the community foundation sector, operating costs are evaluated by a ratio of total operating expenses to average total assets. Ratios fall with a range depending on the size and stage of the community foundation development. The result is compared with benchmarks established in the community foundation sector.

The results and benchmarks are monitored on an ongoing basis. This is part of the annual budgeting process and also the detailed quarterly financial reporting presented to the board for their review. The report includes a detailed variance analysis with explanations of line by line results

To the Donor

4. Each year, the donors receive a detailed status report on the accounting of their fund over the past year. This includes a report on the transactions in their fund, and investment commentary setting out the results for the year in review, comments on the current investment climate and expectations for the year ahead, actions in place to mitigate loss, etc.

ETHICAL FUNDRAISING

There is a clear understanding by all staff and Board members that the donors and potential donors to the Foundation are to be treated with respect and dignity. In particular, the following aspects are critical:

1. Fundraising practices

Fundraising solicitations on behalf of the Foundation shall:

- Be truthful;
- Accurately describe the Foundation's activities and the intended use of the donor's funds; and
- Disclose, upon request, whether the individual or entity seeking the donation is a volunteer, employee or contracted third party.

Volunteers, employees or contracted third party shall:

- Adhere to the provisions of this *Ethical Fundraising and Financial Accountability Policy*
- Act with fairness, integrity and in accordance with all applicable laws;
- Adhere to the provisions of applicable professional codes of ethics, standard practices, etc.

- Cease solicitation of a prospective donor who identifies the solicitation as harassment or undue pressure;
- Disclose immediately to the Foundation any actual or apparent conflict of interest; and
- Not accept donations for purposes that are inconsistent with the Foundation's mission.

2. Remuneration

Development 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 donations received or the value of funds raised. Compensation policies for development associates, including performance-based compensation practices (such as salary increases or bonuses) will be consistent with the Foundation's policies and practices that apply to non-fundraising personnel.

3. Donor requests

Every effort will be made to honour any donor requests to:

- Limit the frequency of contact
- Not be contacted by telephone or other technology
- Receive printed material concerning the Foundation
- Discontinue contact

4. Anonymity

Donors' wishes for anonymity are explored in detail with the results captured on the *Privacy Matters* Schedule B to the fund agreement. See item 12 in *Donation Acceptance Policy* and *Privacy Matters Schedule B* attached.

5. Legal Advice

Individuals considering a donation to the Foundation are encouraged to seek independent advice from their legal and financial advisors before finalizing the arrangements for a gift that may significantly affect their financial position, taxable income or relationship with other family members.

6. Confidentiality

The Foundation does not rent, exchange or otherwise share its fundraising list with other organizations.

7. Complaints

The Foundation will respond promptly to a complaint by a donor or prospective donor about any matter that is addressed in in this policy. A designated staff member will attempt to satisfy the complainant's concerns in the first instance. A complainant who remains dissatisfied will be informed that he/she may submit the complaint in writing to the Foundation's board of directors for its consideration and response.

MONITORING:

This policy is to be reviewed annually by the Board at the Board meeting closest to the anniversary of its adoption.

Hamilton Community Foundation
PRIVACY MATTERS
Direction Form
Schedule B

DONATION

1) Public disclosure

I am prepared to make the amount of this donation public.

Yes ____ No ____

I authorize you to publicly reveal our names as contributors to HCF.

Yes ____ No ____

2) Disclosure to Board of Directors:

Once the fund agreement has been finalized to your satisfaction, it will be presented to our Board of Directors for review and signature. At that time, personal information about you may be presented to the Board for the purpose of providing background information so that the Board may better understand the reasons and motivation behind your fund. This information may also be documented as part of the minutes for the Board meeting and be included in a Board Resolution. Should there be any personal information that you do not wish to be presented to the Board or if you have any concern in this matter, please advise.

I authorize you to reveal information about me/us (as donor(s) and as provided in the Introduction to the agreement) to the Board. Yes ____ No ____

FUND

1) Annual Report and other HCF publications:

The Annual Report and the Website of the Community Foundation includes specific details of all of the endowment funds established at Hamilton Community Foundation. This information includes total contributed donations to each fund, as well as information pertaining to any grants that were made from the Fund within the past year. If you do not wish your Fund name to be included in this list please advise and we will gladly accommodate your request.

In the Annual Report and other publications:

I authorize you to list the name of this Fund

Yes ____ No ____

I authorize you to disclose the total grants distributed from the Fund

Yes ____ No ____

I authorize you to list the details of the grants and organization

Yes ____ No ____

(Donor's initials)

Privacy Matters (cont'd)

2) Grant Distributions:

Each year when grants are distributed, information is provided to the recipient regarding the Fund and the contributing donor. Recognition of the Fund and the Foundation is provided by the recipient organization in its publications. If you would prefer that your name or Fund not be so publicized, we will ensure that the information is not disclosed.

I authorize you to reveal information about the Fund to the recipient organization Yes ___ No ___

I authorize you to reveal information about me/ us as donor(s) to the recipient organization Yes ___ No ___

Public recognition of the grant by the recipient organization is Acceptable Yes ___ No ___

Signature

Date