

ETHICAL FUNDRAISING AND DONOR ACCOUNTABILITY

CATEGORY, SCOPE, AND AUTHORITIES		KEY DATES	
Policy category:	Governance	Approval:	Oct 2013
Functional area:	Fund Development Marketing & Comms	Effective:	Oct 2013
Applies to:	Employees, Volunteers, Board, Others	Revision frequency:	Every 5 years
Approval Authority:	Board of Directors	Last review:	August 2024
Executive Champion:	VP, Marketing, Communications and Development	Next review:	20294

I. RATIONALE

Ovarian Cancer Canada (OCC) is dedicated to achieving our mission and vision through effective fundraising efforts. Maintaining public trust is paramount, and we are committed to transparency and accountability to all stakeholders. We abide by the Code of Ethical Standards and Donor Bill of Rights of the Association of Fundraising Professionals, and we are voluntarily accredited since 2014 by the Imagine Canada Standards Program which recognizes excellence in financial accountability and transparency, and in fundraising practices. Written policies not only ensure compliance but also foster strong relationships with donors and improve staff efficiency.

II. OBJECTIVE

Ovarian Cancer Canada (OCC) will maintain high standards of integrity and stewardship in fundraising practices. This policy ensures that OCC's fundraising activities:

- a. Reflect the highest standards of integrity and stewardship.
- b. Align with OCC's mission, vision, and values.
- c. Comply with legal and regulatory requirements.
- d. Adhere to established fundraising standards.

III. SCOPE

This policy applies to all OCC employees, volunteers, or third parties engaged in fundraising activities for OCC. It encompasses all fundraising activities conducted by OCC or on its behalf.

IV. POLICY DETAILS

All fundraising practices undertaken by or on behalf of OCC must comply with the following standards:

1. Volunteers, employees and third parties who solicit or receive funds on behalf of OCC must:
 - Act with fairness, integrity, and in accordance with all applicable laws.
 - Cease solicitation of a prospective donor who identifies the solicitation as harassment or undue pressure, or who states that he/she does not wish to be solicited.
 - Disclose to OCC all potential, actual or perceived conflict of interest; such disclosure does not preclude or imply ethical impropriety.
 - Not accept donations for purposes that are inconsistent with OCC's mission.

2. All fundraising solicitations by or on behalf of OCC must:
 - Be truthful. Solicitations will not make claims that cannot be upheld or are misleading.
 - Accurately describe OCC's activities.
 - Disclose the organization's name.
 - Disclose the purpose for which funds are requested.
 - Disclose the organization's policy with respect to issuing official donation receipts for income tax purposes, including any policy on minimum amounts for which a receipt will be issued. Refer to *Philanthropic Gifts Policy, Section 3: Valuation and Income Tax Receipting*.
 - Disclose, upon request, whether the individual or entity seeking donations is a volunteer, an employee or a contracted third party.
 - Include OCC's contact information in any written solicitations by or on behalf of OCC.
 - Refrain from any negative advertising or criticize other organizations to benefit OCC.
 - Never knowingly infringe the intellectual property rights of other parties.

3. Fundraising solicitations will preserve the dignity and protect the safety and privacy of those that OCC strives to support.
 - Fundraising solicitations must respect the dignity and privacy of beneficiaries.
 - OCC will not exploit beneficiaries and will portray them accurately and respectfully.

4. OCC does not, directly or indirectly, pay finder's fees or contingent fees, commissions or percentage compensation based on contributions.

5. OCC does not conduct face-to-face solicitations (e.g., door-to-door campaigns, street-side fundraising).

6. When OCC undertakes cause-related marketing with a third party, it will disclose in all related materials how the organization benefits from the sale of products or services and the minimum or maximum amounts payable under the arrangement. If no minimum amount is payable, the organization should disclose this.

OCC will treat donors with respect by upholding to the following donor rights:

7. Donors shall be entitled to receive an official tax receipt for all eligible donations made to OCC. In some cases, the value noted on the receipt will be the amount of the donation, less the fair market value of an incentive received by the donor (e.g. registration fees, gala dinner tickets, etc.). Refer to *Philanthropic Gifts Policy, Section 3: Valuation and Income Tax Receipting for details*.

8. OCC will honour donors' and prospective donors' requests to:
 - Limit the frequency of solicitations.
 - Not be solicited by telephone or other technology.
 - Receive or not receive printed material concerning the organization.
 - Discontinue solicitations where it is indicated they are unwanted or a nuisance.
9. OCC respects the privacy of its donors and the confidentiality of their personal information as outlined in our *Privacy Policy*. OCC will use donor personal information only for purposes consistent with this Policy and with its *Privacy Policy* and will not use or disclose any donor personal information for other purposes except as permitted by law or with the consent of the individual. When OCC conducts online solicitations, its practices shall comply with applicable Anti-Spam Legislation.
10. OCC honours donors' requests to remain anonymous in relation to:
 - Being publicly identified as a supporter of OCC; and/or
 - Having the amount of their contribution publicly disclosed.
11. OCC does not sell, rent, exchange, or otherwise share its donor list.
12. OCC practices shall include measures to provide verification of the affiliation of any person representing OCC and to secure and safeguard any personal information, including credit card information, provided by donors, in accordance with OCC's *Privacy Policy*.
13. Designated donor gifts will be used in accordance with donor wishes as per our Gift Acceptance Policy.
14. Donors will be provided with a mechanism to file complaints related to our fundraising practices and are entitled to receiving a response, as outlined in our *Complaints Policy*.

OCC is committed to accountability and transparency of its fundraising practices and upholds the following principles:

15. OCC may seek to fundraise for a variety of purposes including:
 - For its general purposes.
 - For special projects or initiatives.
 - Fundraising for gifts that are subject to restrictions, as more fully described in our Philanthropic Gifts Policy.
16. All donations will be used in accordance with OCC's charitable purposes.
17. All donations will be used in accordance with donor's express intentions.
18. OCC will spend the maximum amount possible of available resources for the purposes for which they were given. To this end, the Board of Directors will regularly review the cost-

effectiveness of the organization's fundraising programs to minimize administration and fundraising expenses as much as possible.

19. OCC will report to donors on the use of their funds and the results of the project(s) for which their contributions were used.
20. OCC will accurately and transparently disclose information about how it uses the funds entrusted to us by donors. Such information includes but is not limited to annual audited financial statements, annual reports, Registered Charity Information Return (T3010), investment policy. OCC shall provide upon request, the following information:
 - Its best available information on the gross revenue, net proceeds and costs of any fundraising activity it undertakes.
 - Its most recent annual report and audited financial statements.
 - Its registration (BN) number as assigned by the Canada Revenue Agency ("CRA").
 - Any information contained in the public portion of its most recent Charity Information Return (Form T3010A) as submitted to CRA.
 - The names of the members of its board of directors.
 - A copy of this Policy.
21. OCC's Board of Directors will be informed at least annually of the number, type and disposition of complaints received from donors or prospective donors about matters that are addressed in this Policy.

V. RELATED DOCUMENTS

The following internal and external documents support the application of this policy:

- a. Related organizational policies
 - Privacy Policy
 - Philanthropic Gifts Policy
 - Complaints Policy
- b. Applicable legislation and regulations:
 - Code of Ethical Standards, Association of Fundraising Professionals Canada
 - Imagine Canada Standards Program

DEFINITIONS

Executive Champion: A member of the LT with overall responsibility for an assigned policy including: drafting, carrying out appropriate consultations / assessment, evaluating implications of the policy including risks and costs and seeking legal advice where necessary, developing and carrying out the communication, change management and implementation plan, writing any related procedures, standards or guidelines, monitoring compliance through regular reviews of the policy and reporting to the approval authority on compliance with the policy. The Executive Champion may designate a delegate, who must be named.

Leadership Team (LT): The most senior level of staff leadership within OCC comprised of the Chief Executive Officer (CEO) and Vice-Presidents. The CEO may alter the composition of the LT as required from time to time. One person may hold more than one position. Titles may change at the discretion of the LT or the Board.

POLICY HISTORY

Include a record of all changes to the policy and their approval dates.

Date	Type of review	Comments
Oct 2013	Policy development	
Dec 2018	Policy review	
Jan 2019	Policy approval by the Board of Directors	
Apr 2024	Revision	Separated the existing policy in two: one dealing with ethical fundraising and donor accountability and one with philanthropic gifts.