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## Fundraising Policy

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### 1. Introduction

Donations from individuals, corporate enterprises, foundations and other private organizations to the Société historique de Saint-Boniface (SHSB) have increasingly become a source of revenue to sustain the Centre du patrimoine's constant growth. This revenue is complementary to fees for services paid to the SHSB and governmental grants. The *Fundraising Policy* is addressed to anyone who accepts or solicits donations on behalf of the organization. It has been put in place, amongst other reasons, to:

- Formalize the conditions and procedures to be followed in the acceptance of donations;
- Take care that donations are only received in compliance with the guidelines of the Canada Revenue Agency to operate as a registered charity;
- Ensure that exact information is made available to donors and that precise reports are produced concerning donations accepted by the SHSB;
- Ensure that the SHSB develops and maintains an ongoing relationship with its donors;
- Make sure that donations are managed soundly by means of reliable and efficient administrative, legal and accounting practices and procedures;
- Conduct due diligence so as to avoid accepting a donation that could:
  - Expose the SHSB to an undetermined responsibility or great obligations;
  - Establish a precedent or have reference to a sensitive issue;
  - Come from illegal activities, and;
  - Because of its unusual nature, raise questions about its conformity with the mission and role of the SHSB.

## 2. Definition

*Donation:* Includes financial donations made in cash or through various financial instruments as well as gifts in kind.

## 3. Donor Rights

Philanthropy rests on voluntary action for the common good. It is a tradition of giving and sharing essential to quality of life. The SHSB recognizes that it must deserve the respect and confidence of the general public in its fundraising practices. Potential donors should have full confidence in our organization and the reasons for which it seeks their support. Thus, all donors have the right to:

- 1) Be informed about the mission of the SHSB, to what purpose it will collect donations, and of its capacity to make efficient use of donations for that intended purpose.
- 2) Be informed of the membership of the Board of the SHSB and to expect the Board to exercise prudent judgment in its role of stewardship;
- 3) Have access to the most recent financial statements and annual reports;
- 4) Trust that their donations will be used according to the intent they specified;
- 5) Be recognized and thanked for their donations;
- 6) Be assured that information relating to their donations will be treated in conformity with the *Personal Information Protection and Electronic Documents Act* adopted by the government of Canada and the *Politique sur la protection des renseignements personnels* adopted by the SHSB;
- 7) Expect all contact with representatives of the SHSB to be professional;
- 8) Informed whether solicitors on behalf of the SHSB are volunteers, staff members or third parties hired by or working with the SHSB;
- 9) Have their name removed from distribution lists used by the SHSB;
- 10) Expect that reasonable efforts are deployed by the SHSB to respect their request not to be contacted during future campaigns or to be provided with choices such as being contacted by mail once or twice a year. This also applies to potential donors;
- 11) Expect that reasonable efforts are made to respond to their requests for printed documents relating to the organization;
- 12) Remain anonymous;
- 13) Ask questions when considering a donation and to quickly receive sincere and honest answers; and
- 14) Never be submitted to coercion or undue pressure.

## 4. Use of Donations

- 1) All donations are used to support the mission and the programs of the SHSB.

- 2) Designated donations are used for their intended purpose; any change in their use must be confirmed in advance by the donor.
- 3) The financial business of the organization is led efficiently and responsibly, according to generally recognized principles of financial management, accounting procedures and operational policies.
- 4) The SHSB aims for a reasonable proportion between fundraising expenses and revenue.

## 5. Fundraising Practices

1. Any person who solicits or receives donations in the name of the SHSB must:
  - Act with fairness, integrity, transparency and in conformity with applicable laws;
  - Never reap personal benefits from the donation;
  - Avoid all forms of conflict of interest, real, apparent or potential and must inform the organization immediately if a conflict of interest arises; and
  - Refuse donations which are not compatible with the mission of the SHSB.
2. Fundraising campaigns must truthfully and faithfully reflect the mission of the SHSB and the purpose for which donations are solicited. The organization cannot exaggerate prior achievements in fundraising and in other matters, nor promise unrealistic results.
3. All fundraising professionals, whether they are a staff member or a consultant, are paid a reasonable salary or fee, or are acting voluntarily. The indemnity is not based on return or, in other words, it is not based on the amount of funds raised through donations.
4. The SHSB maintains control and ownership of the charitable assets, including revenue generated by fundraising and the donor list. However, the *Centre du patrimoine Endowment Fund* is held by Francofonds.
5. If the SHSB decides to hire a Director of development, he or she will have to become a member in good standing of the Association of Fundraising Professionals and abide by its Code of Ethics.

## 6. Acceptance of Donations

The measures in this section of the policy apply to all donations received by the SHSB.

1. The kind of donations accepted includes, but is not necessarily limited to: donations in cash, by cheque or credit card, marketable securities, donations in kind, bequests, personal property, real property holdings, charitable annuities, remaining charitable holdings in trust or a designation as the beneficiary for pension plans or insurance policies.
2. The SHSB reserves the right to refuse any donation, without limiting the generality of the foregoing, for the following reasons:

- a) The individuals, organizations or businesses that want to donate have policies or practices believed to be racist, sexist or discriminatory in other ways, or that are disrespectful of human rights and dignity;
  - b) The donations are incompatible with the mission, objectives and priorities of the SHSB; and
  - c) The donations are too restrictive or difficult to manage.
3. Questions as to whether a donation should be accepted or not are submitted to the Donation Acceptance Committee, a special Board Committee that meets as required, for its consideration.
  4. The following people serve on the Donation Acceptance Committee:
    - The Chair of the Board,
    - The Executive Director,
    - Two members of the Development and Marketing Committee, appointed by its Chair, and
    - Two members of the Board, appointed by its Chair, who do not already sit on the Donation Acceptance Committee.
  5. The Donation Acceptance Committee also presents recommendations on matters involving the acceptance of donations, when required.