

TITLE: Ethical Fundraising & Financial
Accountability Code

POLICY: B-2015

COMMITTEE: Finance & Audit
TOPIC: Fund Development

PASSED: May 8, 2002
AMENDED: April 1, 2014
January 31, 2017
REVIEW PERIOD: Every 3 years.

Donor Policies and Public Representations

1. The Edmonton Public Library (EPL) shall prepare and issue official Income Tax receipts for monetary gifts and for gifts-in-kind pursuant to the EPL Gift Acceptance Policy and in compliance with all regulatory requirements. EPL shall acknowledge in writing contributions not entitled to be officially receipted, subject to the EPL Gift Acceptance Policy.
2. All fundraising solicitations by or on behalf of EPL shall disclose EPL's name and the purpose for which funds are requested. Printed and on-line solicitations shall include the main branch address and other pertinent contact information.
3. EPL shall provide the following information upon request:
 - the most recent annual report and financial statements as approved by the EPL Board
 - the charitable registration number (BN) as assigned by the Canada Revenue Agency (CRA)
 - any information contained in the public portion of the most recent Charity Information Return (T3010A) as submitted to CRA
 - a list of the EPL Board of Trustees
 - a copy of this Ethical Fundraising and Financial Accountability Code
4. Those fundraising for or on behalf of EPL shall disclose, upon request, whether the individual or entity soliciting contributions is a volunteer, employee or a contracted third party.
5. The privacy of donors shall be respected. Any donor records maintained by EPL 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.

6. EPL shall not exchange, rent, sell or otherwise share its fundraising lists with other organizations.
7. Solicitations by or on behalf of EPL shall treat donors and prospective donors with respect. Every effort shall be made to honour their requests to:
 - limit the frequency of solicitations
 - not be solicited by telephone or other technology
 - receive printed material concerning EPL
 - discontinue solicitations where it is indicated they are unwarranted or a nuisance
8. EPL shall respond promptly to a complaint by a donor or prospective donor about any matter that is addressed in this Code.

Fundraising Practices

1. Fundraising solicitations on behalf of EPL shall:
 - be truthful
 - accurately describe EPL's activities and the intended use of donated funds
 - disclose the organization's name
 - disclose the organization's policy with respect to issuing Official Income Tax receipts including any policy on minimum amounts for which a receipt will be issued
2. EPL shall not make claims that cannot be upheld. EPL shall not make representations that could be misleading. EPL shall not exploit its beneficiaries. EPL shall be sensitive in describing those it serves and fairly represent their needs and how these needs will be addressed.
3. When EPL conducts on-line solicitations its practices shall be consistent with or exceed the provisions of the *Canadian Code of Practice for Consumer Protection in Electronic Commerce*.
4. When EPL conducts face-to-face solicitations, including but not limited to door-to-door campaigns or street-side fundraising, its practices shall include measures to:
 - provide verification of the affiliation of the person representing EPL
 - secure and safeguard any confidential information, including credit card information, provided by donors
5. Volunteers, employees and third party consultants/solicitors who solicit or receive funds on behalf of EPL shall:
 - adhere to the provisions of this Code
 - act with fairness, integrity and in accordance with all applicable laws
 - adhere to the provisions of applicable professional codes of ethics, standards of practice, etc.
 - 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 immediately to EPL any actual or apparent conflict of interest or loyalty
 - not accept donations for purposes that are inconsistent with EPL goals or mission
6. EPL shall provide, upon request, its best available information on the gross revenue, net proceeds and costs of any fundraising activity (including the fundraising costs categorized as education and/or public awareness) it undertakes.
 7. EPL shall not, directly or indirectly, pay finder's fees, commissions or percentage compensation based on contributions.
 8. If EPL undertakes any cause-related marketing in collaboration with a third party, they shall disclose how EPL benefits from the sale of the products or services and the minimum or maximum amounts payable under the arrangement. If no minimum amount is specified, EPL should disclose this.
 9. The EPL Board shall be informed at least annually of the number, type and disposition of complaints received from donors or prospective donors about the matters that are addressed in this Code.

Financial Practice and Transparency

1. EPL's financial affairs shall be conducted in a responsible manner, consistent with the ethical obligations of stewardship and applicable law.
2. All donations shall be used to support EPL's goals, as registered with CRA.
3. EPL shall make all annual financial reports easily accessible to the public. These reports shall:
 - be factual and accurate in all material respects
 - disclose the gross amount of fundraising revenues (receipted and non-receipted)
 - disclose the total amount of fundraising expenses (including salaries and overhead costs)
 - disclose all donations that are receipted for income tax purposes
 - disclose the total amount of expenditures on charitable activities
 - segregate undesignated and designated funds (for aggregate amounts over \$100,000)
 - identify government grants and contributions separately from other donations (for aggregate amounts over \$100,000)
 - be prepared in accordance with generally accepted accounting principles and standards established by the Canadian Institute of Chartered Accountants
4. The cost-effectiveness of EPL's fundraising programs shall be reviewed with the audited financial statement by the EPL Board. No more will be spent on administration and fundraising than is required to ensure effective management its

resource development. EPL shall disclose its process for evaluating and spending upon request.

5. EPL shall, upon request, disclose the revenue and expense assumptions for its fundraising activity as approved by the EPL Board in its annual budget.

Legislative and Policy Authorities

- [Alberta Charitable Fundraising Act and Regulations](#)
- [Payment Card Industry Security Standards Council](#)

Related Board Policies

- [Gift Acceptance, B-2013](#)