

5. 21 Ethical Fundraising Policy

Overview

BACI is committed to ensuring that fundraising activities are carried out in an ethical and transparent manner. Examples of fundraising include, but are not limited to, fundraising campaigns, events, activities (i.e. raffles), monetary donations and grant applications. This policy applies to the Board, employees, contractors, and volunteers.

The purpose of this policy is to confirm BACI's position on fundraising practice.

Policy

BACI will adhere to the following fundraising standards:

- The Senior Manager of Communications & Resource Development must be made aware of all proposed fundraising activities within the organization to ensure they comply with all fundraising standards outlined in this policy.
- Fundraising activities, including tax receipting, will comply with all relevant laws and reporting requirements.
- Any communications to the public made in the course of carrying out a fundraising activity shall be transparent and in compliance with BACI's Code of Ethics and other relevant policies.
- All monies raised via fundraising activities will be for the stated purpose of the appeal and will comply with BACI's stated mission and vision.
- All personal information collected by BACI is confidential and will be maintained as per BACI's policies and legal requirements.
- Fundraising activities will only be undertaken if they promote the good name or community standing of BACI.
- BACI is grateful for all donations and support, however the BACI Board reserves the right to review and make decisions on donations that are in question regarding alignment with BACI's values and mission.
- Valuing of in-kind donations will be made by an expert third party if documentation is not provided proving a donated item's value may exceed \$1,000. Tax receipts will be issued as per the value designated by the third party.
- Fundraising activities will not be undertaken if they expose BACI to significant financial risk.
- To know how donations are distributed, and to be assured that donated funds are used as intended by the donor to the best of our ability, satisfying CRA requirements. If funds are not directed, funding decisions are decided by BACI's CEO, Senior Manager of Communications & Resource Development, and/or its CFO.
- BACI recognizes Donor Rights and will communicate them publicly through our website.

Donor Information and Communication

BACI adheres to our Privacy Policy regarding sharing of information. Opportunities are provided for donors to indicate their wishes regarding their identification as a supporter of BACI. BACI honours donors' requests to remain anonymous or not have the amount of their contribution publicly recognized.

All communications with donors must clearly state the purpose of the fundraising activity, the intended use of funds, and BACI's mission and values. BACI honours donor requests regarding communication frequency, method, and solicitation.

General donor information is retained until BACI receives a request from the donor to remove their personal information. This request will be met as long as BACI has met legal requirements regarding retention of financial records. No specific credit card or financial information is retained after the initial donation transaction is processed.

Conflict of Interest

The interest and well-being of the donor takes priority in all fundraising matters. In cases of potential conflict of interest, those acting on behalf of BACI must declare the conflict and allow an impartial person to act for BACI.

Solicitation

Donors will be treated with respect and integrity, as per BACI's Code of Ethics. All donor solicitation materials will identify the name of our organization, and any person soliciting donations on BACI's behalf will disclose whether they are an employee or volunteer. When a potential donor states that they do not wish to be further solicited, we will stop making donation requests as soon as possible.

Donor Recognition

BACI provides timely written receipts and personalized thank-you letters for all contributions, ensuring donors receive confirmation of their support and any applicable tax documentation.

Donors are honored through multiple channels:

- **Annual Donor Appreciation Event** – A dedicated gathering to celebrate and thank donors for their generosity.
- **Annual Report** – Inclusion of donor names (with consent) in BACI's published report to highlight their impact on our mission.

Recognition practices will respect donor preferences for anonymity and adhere to BACI's values, avoiding any form of undue influence or favoritism.

Fundraising Volunteers

BACI follows the Canadian Code for Volunteer Involvement and offers volunteer training for each fundraising initiative. The Senior Manager of Communications & Resource Development is responsible for such training – providing orientation, expectations and identified roles for each event or initiative.

Complaints or Concerns

Any concerns regarding fundraising or donations should be addressed to the Senior Manager of Communications & Resource Development. If the concern is not addressed in a timely or adequate manner, it will be forwarded to the CEO.

Documentation and Recordkeeping

BACI maintains detailed records of all fundraising activities, including solicitation materials and donor communications. All the funds received are documented, ensuring compliance with CRA requirements. All records are retained for the period required by law and BACI Policy, and available for internal audits.

Linking Policies

- 1.5 Conflict of Interest
- 1.8 Code of Ethics
- 1.9 Complaint Policy
- 1.11 Risk Management Policy
- 1.12 Corporate Responsibility Policy
- 1.15 Volunteer Policy
- 1.18 Social Media Policy
- 1.19 Media Relations Policy
- 5.1 Financial Governance Policy
- 5.2 Financial Records Policy
- 5.3 Financial Statements & Reporting Policy
- 5.6 Program Financial Reporting Policy
- 8.2 Privacy Policy
- 8.4 Records Management Policy