

## **Policy Direction – Fundraising**

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### **Rationale and Relationship to Mission, Principles and Values**

Graceland Africa Mission (GAM) encourages the solicitation and acceptance of gifts to further and fulfill its mission, vision and strategic directions. Fundraising activities consist of the solicitation of grants for specific projects, student sponsorship through committed renewals, donations for special short-term projects and all other general expenses.

GAM is in compliance with the fundraising standards of the Standards Program of Imagine Canada (see Appendix A) and has also adopted the Donor Bill of Rights (see Appendix B).

### **Policy Objective**

The fundraising policy of GAM forms the basis by which all GAM fundraising programs are directed. This policy covers the issues of ethical fundraising, gift acceptance and naming.

Any individual seeking to raise funds for Graceland Africa Mission will be required to read and sign a copy of our Fundraising Policy and Privacy Policy indicating their intent to adhere to these policies.

### **Authorization**

The Fundraising Policy was approved by Graceland Africa Mission's board of directors on May 26, 2017. Revisions are listed.

### **Policy Details**

#### **1. Fundraising Code of Conduct**

All fundraising solicitations, including door-to-door campaigns, by or on behalf of GAM must:

- Be truthful;
- Accurately describe the organization'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;
- Disclose, upon request, whether the individual or entity seeking donations is a volunteer or contracted third party;
- Secure and safeguard any confidential information including credit card information provided by donors;
- Have the prior approval of the board of directors;
- Have read and signed Graceland Africa Mission Privacy Policy.

Any written solicitations by or on behalf Graceland Africa Mission must include its

address or other contact information.

Volunteers, directors or third parties who solicit or receive funds on behalf of the organization 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 immediately to GAM board of directors any actual or apparent (perceived) conflict of interest or loyalty;
- Not accept donations for purposes that are inconsistent with the organization's mission.

## **2. Treatment of Donors and Donor Information**

GAM honors donors' and prospective donors' requests to:

- Limit the frequency of contact;
- Not be contacted by telephone or other technology;
- Receive or not receive printed material concerning the organization;
- Discontinue contact.

GAM respects the privacy of donors. Donor records are kept confidential. Donors have the right to see their own donor record and to challenge its accuracy.

GAM does not sell, rent, exchange, or otherwise share its donor list. Please see Graceland Africa Mission Privacy Policy for detailed information on the protection of donor information.

## **3. Payment of Fundraisers**

GAM does not, directly or indirectly pay finder's fees, commission or percentage compensation based on contributions.

## **4. Transparency**

To demonstrate transparency and accountability, GAM posts information on the organization on our website. Information posted on our website includes our financial statements, annual reports, Registered Charity Information Return (T3010), list of members of our board of directors, Complaints Policy and Privacy Policy.

The organization provides, upon request, its best available information on gross revenue, net proceeds and costs of any fundraising activity (including the fundraising costs categorized as education and/or public awareness).

## **5. Gift Acceptance Policies**

GAM will accept unrestricted gifts and gifts for specific programs and purposes, including endowment gifts. The following policy governs acceptance of gifts made to GAM. All gifts must have purposes that align with Graceland Africa Mission' objectives and priorities.

## **6. Types of Gifts Accepted**

- Gifts of Cash
- Gifts of publicly traded securities
- Gifts of shares in privately owned companies (see below for conditions)
- Gifts-In-Kind
- Life Insurance Policies
- Bequests
- Charitable Gift Annuities

## **7. Gifts of Cash**

GAM accepts cash, preauthorized debt, and cheques or money orders made payable to "Graceland Africa Mission". Postdated cheques are accepted. Credit card donations may be made through Canada Helps Organization.

## **8. Gifts of Securities**

Securities may be in the form of publicly traded shares or bonds (including zero strips). Derivative contracts, options and future swaps are not accepted. GAM retains the right to make all decisions regarding the disposition or retention of these gifts.

The value of a gift of securities is the market value at the end of the day on which the gift is accepted. A contribution of securities is completed upon the delivery of an endorsed certificate to Graceland Africa Mission.

## **9. Gifts of Shares in Privately Owned Companies**

With the approval of the board of directors, GAM will accept gifts of privately owned shares so long as it assumes no legal liability in receiving them. Such gifts will be reviewed on an individual basis, engaging legal counsel as necessary. Gifts must be accompanied by an independent valuation of the shares for tax receipting purposes.

## **10. Gifts-In-Kind**

All proposals for gifts-in-kind to GAM shall be reviewed on an individual basis, engaging legal counsel as necessary. Gifts-in-kind will be reviewed with special care to ensure that acceptance will not involve financial commitments in excess of budgeted items or other obligations disproportionate to the use of the gift.

When gifts-in-kind are given to GAM with the intent of the donor to receive a tax receipt, such gifts must be accompanied by an independent evaluation of its fair market value when the gift was received.

## **11. Life Insurance Policies**

GAM will accept a life insurance policy as a gift if it is named as beneficiary or is both the irrevocable owner and beneficiary. The tax-receipted amount will be determined according to Canada Revenue Agency guidelines.

Any premiums due are the responsibility of the donor. If the insurance policy

lapses for non-payment prior to maturity because a donor fails to provide for premium payments, GAM may:

- Continue to pay the premiums,
- Convert the policy to paid up insurance, or
- Surrender the policy for its current cash value.

When a life insurance policy is absolutely assigned to GAM, any consent that is required by provincial regulations to change a beneficiary must be signed before the transfer represents a valid charitable donation.

## **12. Bequests**

Bequests made to GAM may qualify as a charitable gift if the terms and conditions of the bequest are acceptable under Graceland Africa Mission's gift acceptance policies. Official receipts will be issued to the estate of the deceased.

GAM requires a copy of documents naming Graceland Africa Mission as a beneficiary for our files, prior to a tax receipt being issued.

## **13. Charitable Gift Annuities**

GAM will consider charitable gift annuities on a case-by-case basis. The tax-receipted amount will be determined according to CRA guidelines.

## **14. Endowments**

GAM will accept endowed gifts. When an endowment fund is created, a signed endowment agreement between the donor(s) and GAM is required. The minimum amount required to establish a named endowment is \$25,000. Any amount may be contributed to a general endowment or for any previously established named endowment.

## **15. Administration of Gifts**

Gifts to GAM are officially received when the following conditions are all met:

- There is an intention to give the gift;
- The gift is delivered;
- Graceland Africa Mission accepts and acknowledges the gift.

Graceland Africa Mission will not accept gifts with restrictions that would be too onerous for GAM to comply with or are too difficult or costly to administer or that may compromise our reputation.

GAM will apply donated funds to the programs for which they were designated. GAM reserves the right to allocate funds to programs for which they were not designated, if funds received exceed requirements.

GAM encourages donors to seek independent advice if the proposed gift is a Planned Gift and/or the organization has any reason to believe the proposed gift might significantly affect the donor's financial position, taxable income, or relationship with other family members.

GAM reserves the right to decline any gift that it believes is not in its best interest.

#### **16. Restricted Gifts**

GAM will accept restricted gifts for existing core programs. GAM will also consider gifts for new programmatic initiatives, pilot projects or in support of activities that are not part of our existing core programs, provided that they fit within Graceland Africa Mission's mission and priorities.

Graceland Africa Mission's board of directors and the senior representative of the program involved will review the terms of each restricted gift to ensure they do not hamper the usefulness and desirability of the gift.

If a gift is deemed undesirable, the donor will be requested to remove or modify the restrictions. GAM reserves the right to accept only gifts that are consistent with its mission.

Each restricted contribution will be used as designated, with the understanding that when the need for a program or project has been met, or Graceland Africa Mission's board of directors determines the program or project cannot be completed for any reason, then GAM may seek the donor's (or the donor's legal designate) permission to, and in consultation with the donor or representative, re-designate the gift to another purpose that fits within Graceland Africa Mission's mission and priorities.

GAM shall use its best efforts to ensure that such re-designated purpose is as much in keeping as possible with the donor's original intent for the funds. If the donor is deceased or legally incompetent and the charity is unable to contact a legal designate, the donation will be used in a manner that is as consistent as possible with the donor's original intent. If necessary, GAM will apply to the courts or the appropriate regulatory body to obtain legal authorization to use the donation for other purposes.

#### **17. Anonymous Gifts**

The president is authorized to accept, subject to Graceland Africa Mission's Privacy Policy, anonymous gifts to Graceland Africa Mission. Donor's requests to remain anonymous are honoured.

#### **18. Offers to Make a Gift**

A cheque or other instrument of conveyance received by Graceland Africa Mission with the requirement that it be used with certain restrictions does not constitute a gift until those conditions have been determined to be acceptable to Graceland Africa Mission.

A pledge is a promise to make a gift, and cannot be receipted. The receipt will be issued when the gift is received.

#### **19. Issuance of Charitable Receipts**

Tax receipts will be issued in accordance with the guidelines of the Canada Revenue Agency. GAM will issue an official receipt for donations of \$25 or more that qualify as charitable gifts. Receipts for donations of less than \$25 will be issued only when requested by the donor.

If, following internal consultations, uncertainty remains as to whether a donation qualifies as a charitable gift, a ruling may be sought from Graceland Africa Mission's legal counsel, independent counsel, and/or the CRA.

## **20. Use of Legal Counsel**

GAM is committed to meeting all its legal and regulatory obligations, and retains the right to, in its sole discretion, determine such obligations and take any steps necessary with respect to gifts or donations to comply with legal or regulatory requirements.

GAM will seek the advice of legal counsel in matters relating to acceptance of gifts when appropriate. Review by counsel is recommended for:

- Transactions with a potential conflict of interest,
- Gifts that require GAM to assume unusual or extraordinary obligations,
- Other instances in which use of legal counsel is deemed appropriate by Graceland Africa Mission's board of directors.

Prospective donors are encouraged to seek the advice of independent legal and tax counsel in matters relating to their gifts and the resulting tax and/or estate planning consequences.

## **21. Naming Policy**

- I.** When appropriate, GAM will consider naming programs, endowments and other funds in honour of significant financial contributions.
- II.** Ultimate authority to accept or decline any proposal to name at GAM rests with the board of directors.
- III.** Ultimate authority to discontinue or transfer the designated name rests with the board of director.
- IV.** The acceptance of a donation that involves a proposal to name is conditional upon approval of the naming by the board of directors.
- V.** No naming will be approved or continued that will call into question the public respect of GAM.
- VI.** No names will be approved that will imply Graceland Africa Mission's endorsement of a partisan political or ideological position or of a commercial product. This does not preclude a naming with the name of an individual who has at one time held public office or with the name of an individual or a company that manufactures or distributes commercial products.
- VII.** The board of directors has the authority to delegate to staff and/or volunteers the responsibility of negotiating the terms of naming opportunities.
- VIII.** The duration of named recognition will be negotiated in all instances. When permanent named recognition has been extended for a gift received,

it will be honoured in perpetuity. Whether permanent or of a shorter period, the duration of named recognition remains subject to the authority of the board of directors as set out in sections 2 and 4 above to discontinue use. In the event of changed circumstances, (e.g., a program no longer exists) Graceland Africa Mission reserves the right to determine the form that alternative recognition may take.

- IX.** The board of directors' reserves the right to decide on the physical displays that may accompany named recognition.

### **Compliance and Monitoring**

Overall responsibility for this policy and its implementation lies with the External Affairs committee and board chair.

### **Policy Review**

The policy is to be reviewed every five years following its approval.

Revised:  
February 5, 2020  
June 1, 2023

## **Appendix A – Fundraising Standards**

Graceland Africa Mission complies with Fundraising Standards as outlined in the Imagine Canada Standards Program. A copy of those standards as of 2011 is provided below.

- CHARITIES ONLY: All donations are used to support the charity's objects, as registered with CRA.
- All fundraising solicitations by or on behalf of the organization must:
  - be truthful,
  - accurately describe the organization's activities,
  - disclose the organization's name,
  - disclose the purpose for which funds are requested, and
  - disclose, upon request, whether the individual or entity soliciting donations is a volunteer, employee or contracted third party. Any written solicitations by or on behalf of the organization must include its address or other contact information.

CHARITIES ONLY: The organization prepares and issues official Income Tax receipts for monetary gifts and gifts-in-kind pursuant to any policy established and published on minimum amounts to be receipted and in compliance with all regulatory requirements.

ALL ORGANIZATIONS: The organization acknowledges in writing contributions not entitled to be officially receipted, subject to any policy established and published on minimum amounts to be acknowledged.

- The organization encourages donors to seek independent advice if the proposed gift is a Planned Gift and/or the organization has any reason to believe the proposed gift might significantly affect the donor's financial position, taxable income, or relationship with other family members.
- The organization honours donors' requests to remain anonymous in relation to:
  - being publicly identified as a supporter of the organization; and/or
  - having the amount of their contribution publicly disclosed.
- The organization respects the privacy of donors. Donor records maintained by the organization are kept confidential to the greatest extent possible. Donors have the right to see their own donor record and to challenge its accuracy.
- The organization does not sell its donor list. If the organization rents, exchanges or otherwise shares its donor list, it must abide by the Canadian Marketing Association Code of Ethics and Standards of Practice

and honour donors' requests to be excluded from such lists.

- The organization honours donors' and prospective donors' requests to:
  - limit the frequency of solicitations;
  - not be solicited by telephone or other technology;
  - receive printed material concerning the organization; and
  - discontinue solicitations where it is indicated they are unwanted or a nuisance.
- Recognition mechanisms created due to a gift shall not be arbitrarily changed or withdrawn. Unless otherwise negotiated at the time of the gift or changed through a joint agreement between the organization and the donor or the donor's family or legal representative, the original form of the recognition mechanism will be maintained. If the mechanism cannot be physically retained, it will be changed to another consistent with the original agreement. If continuation of the recognition creates a reputational risk for the organization, it may be terminated or altered.
- The organization does not, directly or indirectly, pay finder's fees, commissions or percentage compensation based on contributions.
- The organization has appropriate fundraising policies (i.e., a gift acceptance policy, a policy on the treatment of restricted or designated gifts, and naming and endowment policies). The relevance and appropriateness of these policies are reviewed regularly by the board.
- The organization does not make claims that cannot be upheld or are misleading.
- The organization does not exploit its beneficiaries. It is sensitive in describing those it serves (whether using graphics, images or text) and fairly represent their needs and how these needs will be addressed.
- When the organization conducts online solicitations its practices should be consistent with or exceed the provisions of the Canadian Code of Practice for Consumer Protection in Electronic Commerce.
- Organizations conducting face-to-face solicitations (e.g., door-to-door campaigns, street-side fundraising) must:
  - provide verification of the affiliation of the person representing the organization; and,
  - secure and safeguard any confidential information, including credit card information, provided by donors.
- Paid fundraisers, whether staff or third parties, who solicit or receive funds on behalf of the organization must:
  - adhere to provisions of these Standards relating to fundraising;

- 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 immediately to the organization any actual or apparent conflict of interest or loyalty; and,
  - not accept donations for purposes that are inconsistent with the organization's mission.
- Volunteers who solicit or receive funds on behalf of the organization 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 immediately to the organization any actual or apparent conflict of interest or loyalty; and,
    - not accept donations for purposes that are inconsistent with the organization's mission.
- The organization provides, upon request, its best available information on gross revenue, net proceeds and costs of any fundraising activity (including the fundraising costs categorized as education and/or public awareness).
  - Organizations that undertake cause-related marketing in collaboration with a third party must 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.
  - The board regularly reviews the cost-effectiveness of the organization's fundraising programs. No more will be spent on administration and fundraising than is required to ensure effective management and resource development.

## **Appendix B – Donor Bill of Rights**

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the nonprofit organizations and causes they are asked to support, we declare that all donors have these rights:

- I. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- II. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- III. To have access to the organization's most recent financial statements.
- IV. To be assured their gifts will be used for the purposes for which they were given.
- V. To receive appropriate acknowledgement and recognition.
- VI. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
- VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- VIII. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- IX. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- X. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.