

FUNDRAISING & DONATION POLICIES

Updated September 15, 2014

POLICY STATEMENT

The following policies have been put in place to guide the fundraising activities of the Canadian Sport Institute Pacific (CSI Pacific) and to encourage the solicitation and acceptance of gifts for purposes that will help to further and fulfill its mission. CSI Pacific abides by the Donor Bill of Rights (see Appendix B).

APPLICATION

These fundraising policies cover ethical fundraising, gift acceptance and naming. CSI Pacific is in compliance with the Ethical Fundraising and Financial Accountability Code and the fundraising standards of the Imagine Canada Standards Program (see Appendix A), and has also adopted the Donor Bill of Rights from the Association of Fundraising Professionals (see Appendix B). Staff and volunteers may also wish to consult our privacy policy, investment policy and complaints policy for additional relevant information. In addition staff should be aware of the CRA requirements that govern the actions of a Registered Canadian Amateur Athletic Association (RCAAA).

PROCEDURES

1. SOLICITING & RECEIVING FUNDS

Staff, volunteers, 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 states that he/she does not wish to be solicited;
- disclose immediately to CSI Pacific any actual or apparent (perceived) conflict of interest or loyalty; and,
- not accept donations for purposes that are inconsistent with the organization's mission

2. ETHICAL FUNDRAISING

Fundraising Solicitations

All fundraising solicitations by or on behalf of CSI Pacific 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 CSI Pacific must include its address or other contact information.

Treatment of Donors and Donor Information

CSI Pacific 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

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

1. CSI Pacific does not sell its donor list. On those occasions where CSI Pacific rents, exchanges or otherwise shares its donor list, it will abide by the *Canadian Marketing Association Code of Ethics and Standards of Practice* and honour donors' requests to be excluded from such lists.
2. Please see CSI Pacific's Privacy Policy for detailed information on the protection of donor information.

Payment of Fundraisers

The organization does not, directly or indirectly, pay finder's fees, commissions or percentage compensation based on contributions.

Transparency

To demonstrate transparency and accountability, CSI Pacific posts a variety of information about the organization on our website. Information posted on our website includes our financial statements, annual reports, Registered Canadian Amateur Athletic Association Information Return (T2052), list of members of our Board of Directors, complaints policy, privacy policy, and investment policy.

The organization provides, upon request, its best available information on gross revenue, net proceeds and costs of any fundraising activity.

3. GIFT ACCEPTANCE POLICIES

CSI Pacific will accept unrestricted gifts and gifts for specific programs and purposes, including endowment gifts. The following policy governs acceptance of gifts made to CSI Pacific.

All gifts must have purposes that align with CSI Pacific's mission and priorities.

Types of Gifts Accepted

- Gifts of Cash
- Gifts of publicly traded securities
- Gifts of shares in privately owned companies
- Gifts-In-Kind
- Life Insurance Policies
- Bequests
- Charitable Gift Annuities

Gifts of Cash

CSI Pacific accepts cash, credit card payments, and cheques or money orders made payable to "Canadian Sport Institute Pacific". Postdated cheques are accepted.

Gifts of Securities

Securities may be in the form of publicly traded shares or bonds. CSI Pacific retains the right to make all decisions regarding the disposition or retention of these gifts in accordance with its Investment Policy.

The value of a gift of securities is the market value at the end of the day on which the gift is accepted into the CSI Pacific investment account.

Gifts of Shares in Privately Owned Companies

With the approval of the Board of Directors, CSI Pacific may accept gifts of shares in private companies.

Gifts-In-Kind

All proposals for gifts-in-kind to CSI Pacific will 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.

Life Insurance Policies

CSI Pacific will accept a life insurance policy as a gift if it is named as beneficiary or is both the irrevocable owner and beneficiary.

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, CSI Pacific may:

- continue to pay the premiums,
- convert the policy to paid up insurance, or
- surrender the policy for its current cash value

Bequests

Bequests made to CSI Pacific may qualify as a charitable gift if the terms and conditions of the bequest are acceptable under CSI Pacific's gift acceptance policies.

Charitable Gift Annuities

CSI Pacific will consider charitable gift annuities on a case-by-case basis.

Endowments

CSI Pacific may accept endowed gifts. Subject to Board approval, CSI Pacific will also consider endowed gifts for existing or new programmatic initiatives, pilot projects or in support of activities that are not part of our existing core programs, provided that they fit within CSI Pacific's mission and priorities. Board approval may be necessary to retain the ability to consult with funding partners before accepting.

When an endowment fund is created, a signed endowment agreement between the donor(s) and the CSI Pacific is required.

Any amount may be contributed to a general endowment or for any previously established named endowment.

Donor Advice

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, especially if the proposed gift may significantly affect the donor's financial position, taxable income, or relationship with other family members. CSI Pacific is not able to provide tax, valuation or other such advice to a donor regarding any gift.

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

Restricted Gifts

CSI Pacific will accept restricted gifts for existing core programs. Subject to Board approval, CSI Pacific 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 CSI Pacific's mission and priorities.

Each restricted contribution will be used as designated, with the understanding that when the need for a program or project has been met, or CSI Pacific's Board determines the program or project cannot be completed for any reason, then CSI Pacific may seek the donor's (or the donor's legal designate's) permission to, and in consultation with the donor or representative, re-designate the gift to another purpose

that fits within CSI Pacific's mission and priorities. CSI Pacific 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.

Anonymous Gifts

A donor who wishes to remain anonymous may so advise CSI Pacific and in such case, CSI Pacific will ensure that the donor's name does not appear on any publications of CSI Pacific and is only disclosed when CSI Pacific is required to do so by laws.

Pledges

A pledge is a promise to make a gift, The receipt will be issued when the gift is received.

Issuance of Charitable Receipts

Tax receipts will be issued in accordance with the CRA's guidelines. Receipts for donations of less than \$20 will be issued only when requested by the donor.

3. NAMING POLICY

1. When appropriate, CSI Pacific will consider naming programs, endowments and other funds in honour of significant financial contributors.
2. Ultimate authority to accept or decline any proposal to name at CSI Pacific rests with the Board of Directors.
3. Ultimate authority to discontinue or transfer the designated name rests with the Board of Directors.
4. The acceptance of a donation that involves a proposal to name is conditional upon approval of the naming by the Board of Directors.
5. No naming will be approved or continued that will call into question the public respect of CSI Pacific.
6. No names will be approved that will imply CSI Pacific'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.
7. The Board of Directors has the authority to delegate to staff and/or volunteers the responsibility of negotiating the terms of naming opportunities.
8. The duration of named recognition will be negotiated in all instances. When permanent recognition has been extended for a gift received, it will be honoured in perpetuity. Whether permanent or of a shorter period, the duration of 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) CSI Pacific reserves the right to determine the form that alternative recognition may take.
9. The Board of Directors reserves the right to decide on the physical displays that may accompany named recognition.

APPENDIX A – IMAGINE CANADA FUNDRAISING STANDARDS

CSI Pacific complies with Fundraising Standards as outlined in the Imagine Canada's Standards Program. A copy of those standards as of 2012 for Level 3 is provided below.

1. The organization honours donors' and prospective donors' requests to:
 - limit the frequency of contact;
 - not be contacted by telephone or other technology;
 - receive printed material concerning the organization; and
 - discontinue contact.
2. The organization does not sell its donor list. If it 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.
3. Donors' requests to remain anonymous are honoured.
4. 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.
5. Charities: The organization prepares and issues Official Income Tax receipts for monetary gifts and gifts-in-kind in compliance with all regulatory requirements.
6. All fundraising activities conducted 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,
 - 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; and,
 - disclose, upon request, whether the individual or entity seeking donations is a volunteer, employee or contracted third party.
7. The organization does not make claims that cannot be upheld or are misleading.
8. 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.
9. Any fundraising materials distributed by or on behalf of the organization must include its address or other contact information.
10. The organization does not, directly or indirectly, pay finder's fees, commissions or percentage compensation based on contributions.
11. Anyone seeking or receiving funds, on behalf of the organization, whether a volunteer, employee or contracted third party must:
 - act with fairness, integrity, and in accordance with all applicable laws;
 - cease contacting a prospective donor who states that he/she does not wish to be contacted;
 - 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.
12. The organization has appropriate fundraising policies (e.g., 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 every three years by the board.

13. Organizations that conduct face-to-face fundraising (e.g., door-to-door campaigns, street-side fundraising, workplace campaigns) 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.
14. Where the organization has formally entered into a cause-related marketing agreement with a third-party, it must disclose in all related materials it produces 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.

APPENDIX B – DONOR BILL OF RIGHTS

(Adopted from the Association of Fundraising Professionals)

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 non-profit organizations and causes they are asked to support, we declare that all donors have these rights:

- I. To be informed of CSI Pacific'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.