

<p>Title:</p> <p><b>Fundraising Practices Policy</b></p>	<p>Effective Date:</p> <p>Last Reviewed &amp; Approved:</p> <p>Scheduled Review Date:</p> <p>Supersedes:</p> <p>Approved by:</p>	<p>March 28<sup>th</sup>, 2018</p> <p>December 12<sup>th</sup>, 2018</p> <p>January 2021</p> <p>All Previous Fundraising Practices Policies</p> <p>Executive Committee</p>
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Mission Statement: To partner with the community to support our Hospital in the delivery of an excellent patient care experience

Vision Statement: To inspire a lifetime of philanthropic support for our Hospital

Values: Integrity, Leadership, Community, and Results

## POLICY STATEMENT

### 1. Introduction

The purpose of the Fundraising Practices Policy is to specify the criteria and conditions the St. Thomas Elgin General Hospital Foundation (the “Foundation”) uses to:

- 1.1 Develop, define and prioritize major fundraising initiatives in accordance with the St. Thomas Elgin General Hospital’s (the "Hospital") strategic directions and highest priority needs; and
- 1.2 Operate in an ethical manner while inspiring confidence and trust in the minds of our donors. This shows respect for our donors and clearly puts the onus on the Foundation to be open, honest and transparent in our raising, investing, and disbursement of funds.

### 2. Definitions

“Fundraising initiatives” refers to the work of Foundation staff and volunteers in actively cultivating, soliciting, and stewarding donors to support patient care excellence at the Hospital.

### 3. Funding STEGH’s Patient Care Needs

The funding needs of the Hospital exceed the fundraising capacity of the Foundation. Therefore, Foundation fundraising priorities need to be reviewed and prioritized in accordance with the Hospital’s strategic directions, yet balanced to meet the abilities of the Foundation to provide financial support.

- 3.1 Fundraising priorities shall be approved by the Board of Directors on an annual basis.
- 3.2 Restricted funds, with the exception of endowed funds, are designated for their intended purpose. The Board of Directors reserves the right to re-direct designated funds if and when:
- i) Their original purpose no longer exists within the Hospital;
  - ii) The original purpose is now considered part of Hospital operations;
  - iii) The original purpose is so specific that it aims to provide advantage to a small or biased group and not the general patient population; or
  - iv) Fundraising targets have been achieved.

#### **4. Principles/Criteria**

The following proposed set of principles and criteria is designed to guide the development and prioritization of fundraising requests and initiatives, as well as clarify the types of funding requests that are either out of scope or inappropriate:

##### **4.1 Appropriate Fundraising Initiatives**

The follow principles and criteria identify the conditions that characterize fundraising initiatives suitable for consideration by the Foundation:

- i) Fundraising required to support and complete approved Hospital construction, redevelopment, and Renovation projects;
- ii) Capital equipment purchases that have been approved by the Hospital's Board of Governors and are documented on the 'capital list'; and
- iii) Hospital Board of Governors approved one-time or limited-time initiatives for education and/or patient care equipment.

##### **4.2 Prioritizing Fundraising Requests**

Requests for Foundation fundraising initiatives will be prioritized using the following criteria:

- i) Aligns within the Mission and Vision of the Foundation;
- ii) Reflects the Foundation's established strategic and operational priorities.
- iii) Aligns within the Mission, Vision and Values of the Hospital as an award-winning community Hospital serving the City of St. Thomas and the County of Elgin;

- iv) The attractiveness of proposed initiatives including the ability to attract community or donor interest; and
- v) Does not adversely impact the Hospital's or the Foundation's legal and contractual obligations.

## **5. Donor Relations**

5.1 The Foundation honours donors' and prospective donors' requests to:

- i) Limit the frequency of contact;
- ii) Not be contacted by telephone or other technology;
- iii) Receive printed Foundation materials; and
- iv) Discontinue contact.

5.2 The Foundation does not rent, exchange, sell, or otherwise share its donor list.

5.3 Donors' requests to remain anonymous are honoured.

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

## **6. Fundraising Practices of the STEGH Foundation**

The Foundation strives to build confidence among donors and prospective donors. It is the responsibility of the Foundation to inform, serve, guide, or otherwise assist donors who wish to support its activities. In all gift or sponsored activities, the interests of the donor must be taken into account while ensuring the integrity of the Foundation and Hospital.

6.1 All fundraising undertaken by the Foundation is reviewed annually by the Board of Directors to ensure it is consistent with the Foundation's Mission and Vision.

6.2 The Foundation's Gift Acceptance Policy identifies various kinds of gift receivable and provides acceptance guidance for each. The Gift Acceptance Policy is applicable to all fundraising activities and to any other administrative policies that apply.

6.3 All activities conducted by or on behalf of the Foundation must:

- i) Be truthful;
- ii) Accurately describe the Foundation's activities;
- iii) Disclose the name of the Foundation;
- iv) Disclose the purpose of which funds are requested;

- v) Disclose the Foundation’s policy with respect to issuing Official Income Tax Receipts. The minimum amount for which a charitable receipt will be issued is \$20.
- vi) Foundation Official Income Tax Receipts for monetary gifts and gifts-in-kind are prepared and issued in compliance with all regulatory requirements; and
- vii) Disclose, upon request, whether the individual or entity seeking donations is a volunteer, employee, or contracted third party.

6.4 The Foundation does not make any claims that cannot be upheld or are misleading.

6.5 The Foundation does not exploit its beneficiaries. Foundation staff are sensitive in describing those it serves (whether using graphics, images or text) and fairly represents their needs and how these needs will be addressed.

6.6 The Foundation does not directly or indirectly pay finder’s fees, commissions or percentage compensation based on contributions.

6.7 Anyone seeking or receiving funds, on behalf of the Foundation, whether a volunteer, employee, or contracted third party must:

- i) Act with fairness, integrity, and in accordance with all applicable laws;
- ii) Cease contacting a prospective donor who states that he/she does not wish to be contacted;
- iii) Disclose immediately to the Foundation any actual or apparent conflict of interest or loyalty; and
- iv) Not accept donations for purposes that are inconsistent with the Foundation’s mission.

6.8 When responding to requests from donors and prospective donors for financial information, the Foundation provides, as requested, information that will add to the public’s understanding of and build confidence in our operation. If the Foundation releases a financial summary or extract, it is clearly related to and consistent with the information provided in our full financial statements, including notes.

6.9 In the event of face-to-face fundraising, verification of the affiliation of the person representing the Foundation must be provided.

6.10 Should the Foundation enter into a cause-related marketing agreement with a third-party, the Foundation will disclose in all related materials if produces, how the Foundation benefits from the sale of products or services and the minimum or maximum amounts payable under the arrangement. If no minimum is payable, this will be disclosed.

## **7. Third Party Fundraising Events**

The Foundation defines third party fundraising as an external fundraising activity run by outside supporters whose proceeds are directed to the Foundation. The Foundation will not be responsible for any legal or financial liability howsoever caused before, during and after a third party fundraiser. In accordance with Canada Revenue Agency guidelines and for the benefit of the Foundation and the Third Party Event Organizer, the

following criteria have been established.

**7.1 Third Party Events Organizers are required to:**

- i) Be consistent with the Mission and Vision of the Foundation;
- ii) Maintain a positive presentation and give the Foundation positive exposure and increased public awareness;
- iii) Register this event with the Foundation prior to planning the event;
- iv) Consult the Foundation regarding the eligibility of tax receipts for donors;
- v) Provide proof of necessary licenses or permits, if requested;
- vi) Benefit Foundation programs.

**7.2 The St. Thomas Elgin General Hospital Foundation reserves the right to:**

- i) Refuse involvement, and the use of its name and logo, in any event that does not meet with its expressed approval; and
- ii) Relinquish support of any third party event that does not abide by the policies, criteria, and guidelines set out in this agreement without any liability or obligation.

A contract must be established with each third party event to address the use and provision of the Foundation name and logo, insurance, licencing and permits, donor lists, legal liability and staff resources.

## **8. Review**

8.1 The Fundraising Practices policy will be reviewed every three years.

8.2 In the interim, this policy may be revised or rescinded if the Board of Directors deems necessary.

8.3 If this policy is revised or rescinded, all secondary documents will be reviewed as soon as reasonably possible in order to ensure they comply with the revised Policy or, in turn, are rescinded.