


<b>Policy Name:</b>	<b>FUNDRAISING POLICY</b>		
<b>Policy Number:</b>	<b>GOV-217</b>	<b>Formerly</b>	<b>BG-215</b>
 <b>West Elgin Community Health Centre</b>	<b>Creation Date: June 2004</b>	<b>Reviewed Date: September 2025</b>	<b>Approved by: Board of Directors</b>

## SUMMARY

The West Elgin Community Health Centre (the “Centre”) believes that fundraising initiatives are not merely opportunities to gain fiscal resources for the Centre but also represent opportunities to build linkages and increase awareness of the Centre’s services and programs among businesses, individuals, foundations and service agencies.

## POLICY

This policy provides a framework for all fundraising activities conducted by or on behalf of the Centre. It ensures that fundraising is carried out ethically, transparently, and in alignment with our mission to provide accessible, high-quality healthcare and services to our clients and communities.

Fundraising events and opportunities pursued by the Centre shall be consistent with the Centre’s stated Mission, Vision and Values and should focus on initiatives that support or foster improvements to individuals’ health and well-being.

Where possible, fundraising events should endeavor to improve the Centre’s relationships with the local municipalities and other community organizations.

### Scope

This policy applies to all staff, Board directors, volunteers, and third-party fundraisers involved in fundraising activities for the Centre.

### Guiding Principles

- Integrity and Transparency: All fundraising activities must be conducted with honesty and openness.
- Respect for Donors: Donors’ rights to privacy, confidentiality, and informed giving will be respected.
- Accountability: Funds raised will be used for the purposes stated and reported accurately.
- Equity and Inclusion: Fundraising efforts will be inclusive and respectful of all community members.

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### Fundraising Activities

Permissible fundraising activities include but are not limited to:

- Grant applications to government and private foundations
- Community events (e.g. health fairs, charity runs)
- Direct mail and online campaigns
- Corporate sponsorships and partnerships
- Major gifts and planned giving

All fundraising initiatives must be approved by the Executive Director or designated authority. This may include delegation of responsibilities to a Fundraising Task Team.

### Use of Funds

Funds raised will be used to support:

- Health programs and services
- Community programs, outreach and education
- Facility improvements and equipment
- Staff training and development

Restricted donations will be used only for the purposes specified by the donor.

### Donor Recognition and Stewardship

The Centre will acknowledge all donations in a timely and appropriate manner. Donors will be offered recognition options, including anonymity if requested.

### Ethical Standards

The Centre adheres to the ethical fundraising standards set by the Association of Fundraising Professionals (AFP) and other relevant bodies. No commission-based fundraising is permitted without the Board's approval.

### Confidentiality

All donor information will be kept confidential and used only for purposes related to fundraising and donor engagement.

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### Monitoring and Review

This policy will be reviewed regularly by the Board of Directors to ensure relevance and compliance with legal and ethical standards.

### Donor Privacy Policy

The Centre is committed to protecting the privacy and confidentiality of our donors. We collect and use donor information such as name, address, phone number, email, and donation history only for purposes related to fundraising, donor engagement, and reporting. We do not sell, trade, or share donor information with third parties without explicit consent, except as required by law. Donors have the right to review their personal information and request corrections or removal from our records.

### Gift Acceptance Policy

The Centre welcomes donations that support our mission and values. We accept gifts in the form of cash, cheques, credit card payments, bequests, publicly traded securities, and in-kind contributions. All gifts are subject to review and approval by the Executive Director or designated authority to ensure alignment with the Centre's goals. We reserve the right to decline gifts that are inconsistent with our mission, place undue restrictions, or may result in adverse consequences. Receipts for income tax purposes will be issued in accordance with Canada Revenue Agency (CRA) guidelines.