

FUNDRAISING ACTIVITIES

Subject:	Donors	Policy	16
Section:	Operations	New Revised	(x) March 6, 2015 () () () ()
Reviewed by:	Management Team	Date Revised:	July 29, 2016
Approved by:	Chief Executive Officer	Date Approved:	
CEO Dated:		CEO Signature:	

Introduction:

It is the Foundation's policy that its fundraising activities will be guided and informed by its Vision and Mission. Foundation staff, board of directors, and its volunteers, adhere to a wide range and inclusive model of governance and not for profit best practices. The Foundation adheres to the Association of Fundraising Professionals Code of Ethics and Donor Bill of Rights.

Lakeridge Health Foundation secures donations by:

- Hosting two annual events;
- Distributing six direct mail campaigns throughout the year; and
- Actively solicits donations from individuals, corporations and service clubs.

Volunteers and staff who receive funds on behalf of the Foundation 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 Foundation any actual or apparent conflict of interest or loyalty; and
- Not accept donations for purposes that are inconsistent with the Foundation's mission.

All fundraising done by or on behalf of Lakeridge Health Foundation must be:

- Truthful;
- Accurately describe the Foundation'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 or employee.

Any written solicitations by or on behalf of Lakeridge Health Foundation includes its address, Canada Revenue Agency charitable registration number, and staff contact information.

Treatment of Donors and Donor Information

Lakeridge Health Foundation honours donors' and prospective donors' requests to:

- Limit the frequency of contact;
- Not be contacted by telephone or other technology;
- Remain anonymous;
- Receive printed material concerning the Foundation; and
- Discontinue contact.

Lakeridge Health Foundation respects the privacy of its 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.

Lakeridge Health Foundation does not sell, rent, exchange, or otherwise share its donor list.

Payment of Fundraisers

Lakeridge Health Foundation does not, directly or indirectly, pay finder's fees, commissions or percentage compensation based on contributions.

Transparency

To demonstrate transparency and accountability, Lakeridge Health Foundation posts a variety of information on its website. Information posted on the website includes our financial statements, donor report, T3010, board directors, complaints policy and privacy policy.

Gift Acceptance Policies

Lakeridge Health Foundation will accept unrestricted gifts and gifts for specific areas of the Hospital. The following policy governs acceptance of gifts. All gifts must have purposes that align with Lakeridge Health Foundation and Lakeridge Health.

Types of Gifts Accepted

- Gifts of Cash
- Gifts in kind
- Life insurance
- Planned Gifts/Bequests
- Gifts of publicly traded security
- Corporate Sponsorships

Gifts of Cash

Receipts will be issued for gifts of cash based on the amount received. Year-end gifts will qualify for the current tax year if they are post marked in the current year or officially received at the Foundation office in the current year.

Gifts in Kind

Non-cash gifts will be valued and receipted based on appraisals obtained by the donor and, in some instances, the Foundation. For gifts over \$1000 for which a tax receipt is requested, an independent appraisal is required. It is the Foundation's practice to have donors pay for appraisals; however, the Foundation reserves the right to obtain, at its expense, its own

appraisal in addition to the donor's. The Foundation reserves the right to decline any gift in kind. The Foundation also reserves the right to decline to receipt a gift whose valuation cannot be determined through standard procedures outlined in this policy.

The Foundation does not accept gifts of artwork for the purpose of liquidation. The Foundation will gratefully accept gifts of artwork for event auctions, per CRA guidelines.

Gifts of Publicly Traded Security

Receipts for gifts of publicly traded securities which are electronically transferred from a donor's broker will be issued based on the closing value of the security on the day it is received in the Foundation's brokerage account.

For share certificates, the receipt will be issued based on the day the certificate is signed by the donor and delivered to the Foundation. If sent by mail, valuation will be based on the date the mail is officially received at the Foundation. If securities are re-registered in the Foundation's name by the issuing company and then delivered, the effective date on the certificate will be used for valuation and receipting.

Under exceptional circumstances, the Foundation reserves the right to assess the fair market value of the securities and issue a receipt that better reflects the true value of the securities under normal and active market trading, as provided for in CRA guidelines.

It is the Foundation's practice to sell securities immediately upon receipt. The Foundation reserves the right, on a case by case basis, to sell securities over a period of days, weeks or months, when it is determined that the regular trading volume is not sufficient to absorb the securities without significantly and adversely affecting their value.

The Foundation also reserves the right to refuse to accept a gift of securities that has negligible value in normal and active marketing trading.

Corporate Sponsorships

Receipts for cash sponsorships will be issued based on the amount received. For sponsorships of products and services and other in-kind support, valuation will be in accordance with Gifts-In-Kind as noted above.

In accordance with CRA rules, the Foundation issues business receipts, not official charitable receipts for sponsorships.

Planned Gifts/Bequests

Gifts such as life insurance policies, gifts of residual interests, charitable remainder trusts, charitable gift annuities, gifts of retirement benefits, and other planned gift vehicles will be valued and receipted using the formulas employed by recognized bodies such as the Canadian Association of Gift Planners and approved by CRA as they may from time to time change.

Lakeridge Health foundation encourages donors to seek independent advice if the proposed gift is a Planned Gift.

Administration of Gifts

Gifts to Lakeridge Health Foundation are officially received when the following conditions are met:

- There is an intention to give the gift
- The gift is delivered; and

- The Foundation accepts and acknowledges the gift.

Restricted and Unrestricted Gifts

Lakeridge Health Foundation encourages donors to make unrestricted gifts wherever possible. This allows the Foundation to respond to immediate and emergent needs of the hospital. However, donors may choose to direct their gift to a specific program or department. These gifts are referred to as restricted. Whenever a restricted gift is received, the Foundation will ensure that the restriction can indeed be met and that it is compatible with the Foundation's mandate. On rare occasions, a gift may be declined as a result of the restrictions on the gift.

Issuance of Receipts

Tax receipts will be prepared and issued in accordance with the guidelines of Canada Revenue Agency. The Foundation will issue an official receipt for all donations that qualify as charitable gifts. An official tax receipt is issued for a minimum of \$5 for online donations. The donor may request a duplicate receipt. Monthly donors will receive one receipt per calendar year.

Naming Opportunities and Endowments

Lakeridge Health Foundation shall abide by the Donor Naming guidelines of Lakeridge Health. Opportunity for room naming begins at \$25,000 gifts.