
Fundraising Activities and Donor Relations Policy

PURPOSE

This policy serves to define the New Brunswick Lung Association's (NB Lung's) policies with regard to fundraising activities and donor relations in using best practices for the highest ethical standards as a registered charity.

POLICY

NB Lung maintains a "Donor First" philosophy: we recognize the importance of each of our donors and all of their questions, concerns and requests are considered top priority.

PROCEDURES

The NB Lung Board approves general fundraising goals for the fiscal year. NB Lung will achieve this goal through various fundraising initiatives which may include direct mail appeals, memorial/unsolicited donations, bequests, special events, third-party (diy) events, raffles, and lotteries.

A. Donor Relations

1. Donors Requests:

- NB Lung honours donor's and prospective donors' requests by updating their record in our database. Requests include, but are not limited to: not be contacted by telephone or other technology, limiting the frequency in which they are contacted, to receive or not receive printed material concerning the organization, and discontinue contact all together.

2. Donor Lists:

- NB Lung does not sell or rent their donor list. Currently, we do not trade names, however we ask our donors and keep record of those who do not want their name traded. In future NB Lung may need to consider exchanging names to acquire new donors. If NB Lung were to exchange lists, we will abide by the Canadian Marketing Association Code of Ethics and Standards of Practice.

3. Donor Privacy:

- Donors' requests to remain anonymous are honoured.
- All donor and gift information is privileged and confidential and is not disclosed to unauthorized parties.

4. Independent Advice:

- NB Lung encourages donors to seek independent advice if the proposed gift is a Planned Gift and/or NB Lung 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. Receipting:

- NB Lung prepares and issues Official Income Tax receipts for monetary gifts and gifts-in-kind in compliance with all regulatory requirements of the Canada Revenue Agency.

B. Fundraising Practices

1. Fundraising Activities:

- All NB Lung fundraising activities will:
 - ✓ Be truthful;
 - ✓ Accurately describe NB Lung's activities;
 - ✓ Disclose the Association's name;
 - ✓ Disclose the purpose for which funds are requested;
 - ✓ Disclose the Association'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.

2. Payment of Fundraiser:

- All fundraising activities are managed by NB Lung. We do not, directly or indirectly, pay finder's fees, commissions or percentage compensation based on contributions.

3. Anyone who solicits funds on behalf of NB Lung shall:

- Adhere to the Association's Fundraising Activity and Donor Relations Policy;
- 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 Association any actual or apparent conflict of interest or loyalty; and
- Not accept donations for purposes that are inconsistent with the organization's mission.