



Policy Section 5: FUNDRAISING & DONORS
Policy # 5.3
Policy Title: Fundraising
Date of Origin: February 27 2018

1. Purpose:

To articulate a Fundraising Policy for the Flower Cart Group (FCG).

2. Definitions:

2.1 Fundraising – the formal process by which money, goods and/or services are obtained from an individual, group or organization in support of a FCG purpose, activity or project.

3. Detailed Policy Statement:

3.1 The FCG may acquire the services of professional fundraising groups or individuals for purposes of planning and executing a fundraising event or capital campaign.

3.2 The FCG may acquire the services of individuals external to the FCG organization to become members of a fundraising committee tasked to support a fundraising event or capital campaign.

3.3 Individuals and organizations external to the FCG but working to support its financial objectives, will do so in a manner consistent with the FCG's Vision, Mission and Values.

3.4 Persons associated with a FCG fundraising event or capital campaign will disclose any actual, potential or perceived conflict of interest he/she may have with respect to his/her involvement in the event.

3.5 Persons involved with a FCG fundraising event or capital campaign will abide by all laws, rules and regulations pertinent to such an activity.

3.6 FCG promotion and fundraising material will be consistent with the FCG's Vision, Mission and Values and truly reflect the purposes of a fundraising event or capital campaign.

- 3.7 Except for the provisions of a contracted service, no one associated with a FCG fundraising event or capital campaign will benefit financially or materially in any way.
- 3.8 Any person associated with a FCG fundraising event or capital campaign will conduct themselves truthfully and with the highest standards of ethical behavior.
- 3.9 Donor information will be considered confidential and not communicated to any person not authorized to receive it. Donor information will not be sold, given or traded to any third party for any purpose except as required by law.
- 3.10 The conditions imposed by a donor regarding their gift to the FCG in a fundraising event or capital campaign will conform to FCG's Gift Acceptance Policy.

4. Implementation:

- 4.1 The FCG will engage professional fundraising groups or individual through a written contract/agreement that specifies, among other things, the scope of work, duration of the contract, deliverables and associated dates and all fees.
- 4.2 The FCG will fully brief all volunteers associated with a fundraising event or capital campaign regarding, among other things, its objectives, their responsibilities and limitations, reporting chain, the duration of their engagement and standards regarding donor engagement.
- 4.3 Donor gifts and other relevant donor information will be entered in the appropriate data bases.
- 4.4 Donors will be apprised of the provisions of the FCG's Gift Acceptance and Donor Recognition Policies.
- 4.5 Donors will be provided with accurate information regarding tax receipts.
- 4.6 All parties to a FCG fundraising event or capital campaign will be made aware that all donor information as well as prospective donor information is the property of the FCG and cannot be used by them for any other purpose.

5. Applicability:

FCG Board of Directors

FCG Executive Director

FCG Staff

FCG Volunteers associated with fundraising events or capital campaigns

Contracted Service Providers associated with fundraising events or capital campaigns

6. **Policy Authority:** FCG Board of Directors

7. **Related Policies, Procedures and Documents:**

Policy 5.1 – Gift Acceptance

Policy 5.2 – Donor Recognition

Policy 5.3 – Third Party Fundraising

Policy 2.3 – Conflict of Interest

8. **Record of Amendments:**

Revision #

Summary of Revision

Date Approved