



Policy Section 5: FUNDRAISING & DONORS

Policy #: 5.3

Policy: Fundraising

Revision: Rev 2

Approval: August 10, 2022

1. Purpose:

- 1.1 To articulate a Fundraising Policy for The Flower Cart.

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 Flower Cart purpose, activity, or project.

3. Detailed Policy Statement:

- 3.1 The Flower Cart 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 Flower Cart may acquire the services of individuals external to the Flower Cart 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 Flower Cart but working to support its financial objectives, will do so in a manner consistent with The Flower Cart's Vision, Mission and Values.
- 3.4 Persons associated with a Flower Cart fundraising event or capital campaign will disclose any actual, potential, or perceived conflict of interest they may have with respect to their involvement in the event.
- 3.5 Persons involved with a Flower Cart fundraising event or capital campaign will abide by all laws, rules, and regulations pertinent to such an activity.
- 3.6 Flower Cart promotion and fundraising material will be consistent with The Flower Cart'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 Flower Cart fundraising event or capital campaign will benefit financially or materially in any way.
- 3.8 Any person associated with a Flower Cart 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 Flower Cart in a fundraising event or capital campaign will conform to Flower Cart's Gift Acceptance Policy.

4. Implementation:

- 4.1 The Flower Cart 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 Flower Cart 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 Flower Cart'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 Flower Cart fundraising event or capital campaign will be made aware that all donor information as well as prospective donor information is the property of The Flower Cart and cannot be used by them for any other purpose.

5. Applicability:

- 5.1 Board of Directors,
- 5.2 Chief Executive Officer,
- 5.3 The Flower Cart Staff,

- 5.4 The Flower Cart Volunteers associated with fundraising events or capital campaigns, and
- 5.5 Contracted Service Providers associated with fundraising events or capital campaigns.

6. Policy Authority:

- 6.1 Board of Directors

7. Related Policies, Procedures and Documents:

- 7.1 Policy 1.6 – Risk Management Policy
- 7.2 Policy 2.3 – Conflict of Interest
- 7.3 Policy 2.6.4 – Terms of Reference for Budget and Finance Committee
- 7.4 Policy 5.1 – Gift Acceptance
- 7.5 Policy 5.2 – Donor Recognition
- 7.6 Policy 5.4 – Third Party Fundraising
- 7.7 A Donor Bill of Rights
- 7.8 The Flower Cart By-Laws
- 7.9 The Flower Cart Risk Management Plan

8. Record of Amendments:

Revision #	Summary of Revision	Date Approved
Rev 0	Original Issue	February 27, 2018
Rev 1	Reviewed and Updated	July 07, 2021
Rev 2	Changed Executive Director to Chief Executive Officer	August 10, 2022