



## FIELD HOCKEY CANADA

<b>Policy Name</b> <b>FUNDRAISING POLICY</b>		<b>Policy Category</b> <b>OPERATIONS</b>
<b>Date of Approval</b> July 13, 2021	<b>Activation Date</b> July 13, 2021	<b>Replacing Previous Version</b> December 15, 2020
<b>Approved By</b> <b>Board of Directors</b>		<b>Review Cycle</b> <b>Fundraising and Sponsorship Committee– every two years</b>

## TABLE OF CONTENTS

1. PURPOSE .....	1
2. PRINCIPLES.....	1
3. APPLICATION.....	1
4. DEFINITION .....	1
5. OWNERSHIP OF FUNDRAISING PROPERTIES .....	1
6. FUNDRAISING STANDARDS.....	1
7. FUNDRAISING INITIATIVES.....	2
7.1 Field Hockey Canada General Fundraising Programs .....	2
7.2 National Teams Program Fundraising .....	2
7.3 Member Association or Club Fundraising Initiatives Requesting FHC Endorsement.....	3
8. INDIVIDUAL ATHLETES FUNDRAISING TO OFFSET THEIR PERSONAL NATIONAL TEAM LEVIES OR FEES..	3
9. USE OF THE FIELD HOCKEY CANADA LOGO AND OTHER BRANDED MATERIALS .....	4
10. REPRESENTATION OF FIELD HOCKEY CANADA TO SOLICIT SUPPORT FROM AN ORGANIZATION, BUSINESS, CORPORATION OR INDIVIDUAL .....	4
11. CAPITAL CAMPAIGNS.....	4
APPENDIX 1 – CODE OF ETHICAL STANDARDS .....	6
APPENDIX 2 – DONOR BILL OF RIGHTS.....	7



# FIELD HOCKEY CANADA

## 1. PURPOSE

The purpose of the fundraising policy is to protect the interests of all Field Hockey Canada (FHC) programs and members through legitimate and approved fundraising endeavours.

## 2. PRINCIPLES

FHC acknowledges the important support of the federal government and other public funding agencies in helping to develop FHC programs and management of the association but believes that:

- a. FHC must increase fundraising revenue to augment membership and registered participant fees and government contributions;
- b. initiatives should be engaging and support building the FHC brand while raising funds; and
- c. initiatives should align with FHC values and assist in the achievement of our Vision.

## 3. APPLICATION

The Fundraising Policy applies to all internal fundraising initiatives, as well as initiatives organized by Member Associations, clubs or other entities who seek and are granted permission to use the FHC name and/or logo and/or other resources.

## 4. DEFINITION

**Fundraising** - for the purpose of this policy, fundraising is the process of seeking financial support for the corporation through building, strengthening and sustaining relationships with people and corporations who are aligned with the FHC's values and mission. Fundraising does not include sponsorship or advertising, but may include, but not be limited to:

- a. special events;
- b. donation campaigns;
- c. named as the charity of choice (eg: golf tournament); and
- d. licensed game of chance (recipient of local bingo or club lottery).

## 5. OWNERSHIP OF FUNDRAISING PROPERTIES

All fundraising initiatives that are implemented on behalf of FHC, whether for a particular program or team, or for the corporation as a whole, are the sole properties of FHC.

## 6. FUNDRAISING STANDARDS

FHC has adopted the Association of Fundraising Professionals "**Code of Ethical Standards**"<sup>1</sup>, and a "**Donor Bill of Rights**"<sup>1</sup> developed by the Association of Fundraising Professionals, the Association for Healthcare Philanthropy, the Council for Advancement and Support of Education and the Giving Institute. These can be found in Appendix 1 and 2 of this policy.

<sup>1</sup> "Adopted 1964, Association of Fundraising Professionals (AFP), Copyright AFP, all rights reserved. Reprinted with permission from the Association of Fundraising Professionals."



## FIELD HOCKEY CANADA

### 7. FUNDRAISING INITIATIVES

#### ***7.1 Field Hockey Canada General Fundraising Programs***

The FHC Fundraising and Sponsorship Committee is responsible for developing and implementing FHC fundraising programs. Fundraising programs:

- a. must support the FHC Strategic Plan;
- b. will be professionally presented and appropriately supported;
- c. may be designed to raise funds for a particular program or service, but if so, the limit on the use of funds raised must be clearly noted in all promotional materials;
- d. must comply with all Canada Revenue Agency (CRA) requirements if contributors are given opportunities to be issued an Official Donation Receipt for any part of their contribution;
- e. must comply with FHC's own branding rules and regulations;
- f. should have promotional materials produced in both official languages; and
- g. all financial activity must be deposited to, and expensed from the FHC operating accounts, with the funds being restricted for use within the intent of the approved fundraising program.

At the conclusion of the fundraising project, a Fundraising Project Report must be submitted to FHC within thirty (30) days.

#### ***7.2 National Teams Program Fundraising***

National Teams Program athletes who wish to pursue fundraising projects on behalf of their team or the larger program must adhere to the following:

- a. fundraising projects contacts or leaders must be appointed by the group to act as liaison with the FHC Fundraising and Sponsorship Committee. These individuals will also be responsible for ongoing project communication and reporting;
- b. use the FHC Fundraising Application Form available from the FHC office to outline the fundraising initiative and present to the FHC Fundraising and Sponsorship Committee for review;
- c. the FHC Fundraising and Sponsorship Committee may invite verbal presentations in addition to the written proposals;
- d. The Fundraising and Sponsorship Committee will make their decision as soon as possible, and will:
  - i. approve the proposal as submitted,
  - ii. approve the proposal with specific alterations before it can go forward, or
  - iii. Ask for a resubmission of the proposal
  - iv. reject the proposal and provide reasons for the rejection.
- e. during the proposal review, the Fundraising Committee will consider the impact to FHC and the National Teams Program, including but not necessarily limited to:
  - i. any costs associated with production of materials, licenses, fundraising contractors or other costs, and the subsequent return on investment if the project is successful;



## FIELD HOCKEY CANADA

- ii. fit with the FHC Strategic Plan and the corporation's Mission and values;
  - iii. the protection of FHC's brand and reputation;
  - iv. the time and effort that will be expended to make the project a success;
  - v. any opportunities for repetitive fundraising through the same or similar projects in future years;
  - vi. compliance with the FHC **Charitable Donations Policy** and CRA requirements if contributors to the project are given opportunities to be issued an Official Donation Receipt for any part of their contribution;
  - vii. use of the FHC website and social media platforms to support and promote the fundraising project.
- f. when a proposal is approved, the project leaders will be responsible for implementation of the proposal but can request advice from FHC regarding project activation;
  - g. all materials that include the FHC name and/or logo or any other identifiable FHC brand must get approval from the FHC CEO prior to public use of the material;
  - h. all money raised through a National Teams Fundraising project must be deposited with FHC, with the funds being restricted to use for the National Teams Programs as outlined in the original proposal;
  - i. at the conclusion of the fundraising project, a Fundraising Project Report must be submitted to FHC within thirty (30) days. If this is an on-going project, a report must be filed with FHC at least once every twelve (12) months.

### ***7.3 Member Association or Club Fundraising Initiatives Requesting FHC Endorsement***

The FHC Fundraising and Sponsorship Committee will consider applications for FHC approval of fundraising initiatives from Member Associations, field hockey clubs or other entities that wish to use FHC branding, and plan to contribute part or all of their net fundraising proceeds to FHC programs.

Applicants must use the FHC Fundraising Application Form available from the FHC office. If approved, FHC will assign an FHC contact to liaise with the initiative organizer and to oversee FHC's interests. FHC approval of promotional materials for the initiative will be required.

Regular updates must be provided including confirmation of correct use of FHC logos and other branding, compliance with requirements for use of both official languages, and all information and money required for FHC to issue Official Donations Receipts to contributors (if applicable).

At the conclusion of the fundraising project, a Fundraising Project Report must be submitted to FHC within thirty (30) days. If this is an on-going project, a report must be filed with FHC at least once every twelve (12) months.

## **8. INDIVIDUAL ATHLETES FUNDRAISING TO OFFSET THEIR PERSONAL NATIONAL TEAM LEVIES OR FEES**

An FHC National Team Program Athlete may fundraise to help offset their own National Team Athlete levy, camp or tour fees and other personal expenses associated with National Team participation,



## FIELD HOCKEY CANADA

however, such initiatives must be outlined in writing and approved by the FHC HPD and CEO, with notification to the Fundraising Committee.

Deadlines for levies, camps and tours fees must be met by all athletes, in accordance with the FHC ***National Team Levies and Fees Policy***.

Fundraising support must not be solicited from a company directly involved in any of the following industries:

- a. tobacco;
- b. cannabis;
- c. adult entertainment; and
- d. alcohol (for any athlete under the age of majority in their province of residence).

Official Donation Receipts (tax receipts) cannot be issued to any individual or company who financially supports an individual athlete (see FHC ***Charitable Donations Policy***).

Athletes cannot wear labels or badges or from their personal sponsors or supporters on any official national team apparel, travel bags or uniform and/or post on any/all official or FHC affiliated social media accounts.

The FHC logo or other branding marks cannot be used by the individual athlete's sponsor without express permission from the FHC CEO.

## **9. USE OF THE FIELD HOCKEY CANADA LOGO AND OTHER BRANDED MATERIALS**

The use of the FHC logo, marks and other branded materials is restricted. Upon approval of a fundraising initiative, FHC will forward a marketing package with instructions for use of the logo, marks and other materials, in both official languages, and also in relation to any other logos or marks that may be relevant to the initiative.

## **10. REPRESENTATION OF FIELD HOCKEY CANADA TO SOLICIT SUPPORT FROM AN ORGANIZATION, BUSINESS, CORPORATION OR INDIVIDUAL**

Solicitation of an organization, business, corporation, and/or an individual to raise funds on behalf of FHC or an FHC approved fundraising initiative can only be undertaken by an approved individual. These representatives will have FHC identification or an FHC letter of authority to solicit support.

FHC reserves the right to proceed with the appropriate action deemed necessary in the case of misrepresentation or fraudulent actions by any individual or organization.

## **11. CAPITAL CAMPAIGNS**

Capital Campaigns involve significant and lengthy deliberations and many years of planning and implementation. Capital Campaigns or projects are outside of the purview of this policy. Individuals, Member Associations, or clubs who wish to discuss capital campaigns and the potential investment and



## **FIELD HOCKEY CANADA**

benefits of multiple layers of field hockey involvement are invited to present their ideas to FHC for consideration and possible further discussions.



## FIELD HOCKEY CANADA

### APPENDIX 1 – CODE OF ETHICAL STANDARDS



## CODE OF ETHICAL STANDARDS

### ETHICAL STANDARDS (Adopted 1964; amended Oct 2014)

The Association of Fundraising Professionals believes that ethical behavior fosters the development and growth of fundraising professionals and the fundraising profession and enhances philanthropy and volunteerism. AFP Members recognize their responsibility to ethically generate or support ethical generation of philanthropic support. Violation of the standards may subject the member to disciplinary sanctions as provided in the AFP Ethics Enforcement Procedures. AFP members, both individual and business, agree to abide (and ensure, to the best of their ability, that all members of their staff abide) by the AFP standards.

#### PUBLIC TRUST, TRANSPARENCY & CONFLICTS OF INTEREST

##### Members shall:

- 1 not engage in activities that harm the members' organizations, clients or profession or knowingly bring the profession into disrepute.
- 2 not engage in activities that conflict with their fiduciary, ethical and legal obligations to their organizations, clients or profession.
- 3 effectively disclose all potential and actual conflicts of interest; such disclosure does not preclude or imply ethical impropriety.
- 4 not exploit any relationship with a donor, prospect, volunteer, client or employee for the benefit of the members or the members' organizations.
- 5 comply with all applicable local, state, provincial and federal civil and criminal laws.
- 6 recognize their individual boundaries of professional competence.
- 7 present and supply products and/or services honestly and without misrepresentation.
- 8 establish the nature and purpose of any contractual relationship at the outset and be responsive and available to parties before, during and after any sale of materials and/or services.
- 9 never knowingly infringe the intellectual property rights of other parties.
- 10 protect the confidentiality of all privileged information relating to the provider/client relationships.
- 11 never disparage competitors untruthfully.

#### SOLICITATION & STEWARDSHIP OF PHILANTHROPIC FUNDS

##### Members shall:

- 12 ensure that all solicitation and communication materials are accurate and correctly reflect their organization's mission and use of solicited funds.
- 13 ensure that donors receive informed, accurate and ethical advice about the value and tax implications of contributions.

- 14 ensure that contributions are used in accordance with donors' intentions.
- 15 ensure proper stewardship of all revenue sources, including timely reports on the use and management of such funds.
- 16 obtain explicit consent by donors before altering the conditions of financial transactions.

#### TREATMENT OF CONFIDENTIAL & PROPRIETARY INFORMATION

##### Members shall:

- 17 not disclose privileged or confidential information to unauthorized parties.
- 18 adhere to the principle that all donor and prospect information created by, or on behalf of, an organization or a client is the property of that organization or client.
- 19 give donors and clients the opportunity to have their names removed from lists that are sold to, rented to or exchanged with other organizations.
- 20 when stating fundraising results, use accurate and consistent accounting methods that conform to the relevant guidelines adopted by the appropriate authority.

#### COMPENSATION, BONUSES & FINDER'S FEES

##### Members shall:

- 21 not accept compensation or enter into a contract that is based on a percentage of contributions; nor shall members accept finder's fees or contingent fees.
- 22 be permitted to accept performance-based compensation, such as bonuses, only if such bonuses are in accord with prevailing practices within the members' own organizations and are not based on a percentage of contributions.
- 23 neither offer nor accept payments or special considerations for the purpose of influencing the selection of products or services.
- 24 not pay finder's fees, commissions or percentage compensation based on contributions.
- 25 meet the legal requirements for the disbursement of funds if they receive funds on behalf of a donor or client.

*"Adopted 1964, Association of Fundraising Professionals (AFP), Copyright AFP, all rights reserved. Reprinted with permission from the Association of Fundraising Professionals."*



## FIELD HOCKEY CANADA

### APPENDIX 2 – DONOR BILL OF RIGHTS

# A DONOR BILL OF RIGHTS

#### DEVELOPED BY:



Association of Fundraising Professionals (AFP)



Association for Healthcare Philanthropy (AHP)



Council for Advancement and Support of Education (CASE)



Giving Institute: Leading Consultants to Non-Profits

**PHILANTHROPY** is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

#### I

To be informed of the organization’s mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.

#### II

To be informed of the identity of those serving on the organization’s governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.

#### III

To have access to the organization’s most recent financial statements.

#### IV

To be assured their gifts will be used for the purposes for which they were given.

#### V

To receive appropriate acknowledgement and recognition.

#### VI

To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.

#### VII

To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.

#### VIII

To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.

#### IX

To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.

#### X

To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

ADOPTED IN 1993 • COPYRIGHT AFP, AHP, CASE, GIVING INSTITUTE 2015 • ALL RIGHTS RESERVED

*” Adopted 1964, Association of Fundraising Professionals (AFP), Copyright AFP, all rights reserved. Reprinted with permission from the Association of Fundraising Professionals.”*