



Date of Revision Approval: October 24, 2009

Purpose:

Girl Guides of Canada-Guides du Canada (GGC) provides exemplary leadership and valuable service to girls and women across Canada. Funds acquired through fund development support the activities and programs available to GGC Members. In all fund development activities, it is necessary that the reputation, integrity and identity of GGC be maintained and that municipal, provincial and federal laws are obeyed.

Definition:

1. Fund development includes both the passive provision for, and active solicitation of, gifts from supporters of GGC.
2. Fund development activities that GGC may undertake to meet specific material, resource or programming needs may include grant-seeking, fundraising and providing for major and planned gifts.

Objectives:

1. Fund development seeks to make supporters aware of the means, benefits, and rewards of investing in GGC, including the opportunity to provide for programs and resource acquisition.
2. Fund development seeks to identify those who have the interest and resources to make significant contributions to GGC and to provide them with planned giving opportunities.
3. Fund development seeks to provide a wide variety of giving methods to meet the needs of potential donors, enabling GGC to receive gifts that benefit both donors and GGC.
4. Fund development encompasses seeking grants from appropriate foundations, governmental agencies, organizations and corporations.
5. Fund development seeks to provide opportunities for appropriate expressions of appreciation to donors.

Policy:

1. GGC shall accept only those gifts the transference and implementation of which are consistent with the laws of Canada and the relevant province.
2. GGC shall accept only those gifts that are consistent with the Mission, Vision, Values, goals and services of GGC and that are in GGC's best interests. The Board of Directors of GGC reserves the right to refuse any gift or grant that does not meet these criteria.
3. GGC fund development efforts constitute a service of information and education regarding giving opportunities to GGC. This information is available to any supporter or interested person. GGC does not provide a legal or tax advisory service. Donors and prospective donors are encouraged to seek out their own legal counsel and other advisers.
4. All information regarding donors and prospective donors will be kept confidential by GGC. No public announcement of a gift shall be released without prior permission from the donor or the donor's agent.
5. It is the policy of GGC to avoid using any type of pressure techniques when dealing with gift prospects and donors. The function of GGC fund development staff is to inform, serve, guide, or otherwise assist the donor in fulfilling his or her philanthropic wishes, but never to pressure or unduly persuade. All staff employed by GGC to administer or promote fund development are paid a salary and do not receive any type of commission.



Date of Revision Approval: October 24, 2009

6. GGC shall respect the expressed interests of the donor in funding programming or purchasing materials or equipment from gifts.
7. Fundraising activities at all levels must be consistent with the GGC image. The national office shall make available examples of appropriate fundraising activities.
8. The GGC Cookie Program is the official national fund development program. It is to be used first and foremost to generate funds for the application and sustainability of GGC programming and operations.
9. The sale of GGC-branded merchandise as a fundraising project is not permitted.
10. Each Provincial Council must have an established process for approving fundraising projects within its jurisdiction. The process must reflect the substance and spirit of this Policy.
11. A unit, council or other GGC group wishing to engage in other fundraising other than the GGC Cookie Program must first obtain their Provincial Council's consent through the process established by the Provincial Council.
12. No individual Member, unit, council or group shall solicit funds, in the name of, or on behalf of, GGC as a national entity, for anything other than a local activity approved by the appropriate council unless authorized to do so by the national office.
13. Any potential fund development partnership or sponsorship with a company of Canada-wide presence must be pre-approved through the national office. Any request for a corporate or business donation worth \$1,000 or more, be it of money, of materials or in kind, must be approved by the national office.
14. The Annual Fund shall seek recurring, unrestricted, undesignated funds for current budget requirements. Funds given but designated for current budget items shall be considered as applicable to the Annual Fund but not to supplementary budget allocations.
15. Legacy gifts shall be sought from appropriate sources and disbursed as designated by the donor.
16. Subject to the exception contained in section 17 of this policy, Members of GGC are not permitted to fundraise for other organizations or charities while actively representing themselves as Members of GGC. They may, however, support such organizations and charities through service projects that do not involve fundraising.
17. Units with a longstanding tradition of participating in projects, such as the selling of poppies for the Royal Canadian Legion or assisting with the fundraising efforts of a service club that supports the unit financially, may continue to do so with the consent of the Provincial Commissioner concerned.
18. Units, districts, administrative communities, areas and provincial councils are prohibited from donating funds which have been collected for GGC purposes to other organizations or charities.



Date of Revision Approval: October 24, 2009

Additional Provisions applicable to Travel-Related Fundraising

1. Fundraising for the purpose of funding any trip, whether the trip is local or international in nature, cannot occur until the appropriate International assessor or Safe Guide assessor has authorized the trip.
2. Fundraising for the purpose of funding a trip is only permitted if, at the time the trip is approved, the adult participants in the group amount to no more than 25% of participants or the minimum number of adults required by Safe Guide, whichever is higher.
3. Funds raised by or donated to GGC for trips may only be used to fund participation in such trips by GGC Members.
4. Funds collected by GGC for trips are subject to the same record-keeping and accounting standards as other funds held by GGC.
5. Monies acquired by fundraising are the property of GGC. They may be used to pay for the budgeted costs of a trip and/or may be put into the contingency and/or emergency funds established for the trip. Fundraised monies that are not used to pay for the budgeted costs of a trip and are not drawn from the contingency/emergency funds to pay for unforeseen expenses remain the property of GGC.
6. Each Provincial Council must have an established process to account for and subsequently disburse any monies collected by GGC for travel purposes but which remain after the final accounting of a trip's expenditures or after the cancellation of a trip.



- As stated in Governance Policy 01-19-01, Fund Development, all money collected by fund raising belongs to GGC and must be spent on the project, trip or event for which it was raised. Funds cannot be assigned to another activity.
 - a) Processes for accounting for and managing surplus funds from projects or events will be established by the provincial councils.
- All units, Districts, Areas or Guiding Communities intending to travel must seek permission to travel from the appropriate Safe Guide or International assessor and get approval, prior to commencing any fundraising activities for the trip.
- Councils, Units or individuals may only undertake fundraising projects, apply for grants or solicit donations with the approval of the Provincial Commissioner or her designate. Funding or donations from corporations that are greater than \$1,000 must be approved by the national office.
- Approvals for specific fundraising initiatives may be granted by the level designated by the province.



**ACCEPTABLE
FUNDRAISING
METHODS**

- GGC cookies are the official fundraiser for the organization and this is the only approved fundraising vehicle that benefits all levels of Guiding. Participation, at all levels, is expected in both cookie campaigns. GGC cookies are part of an immediately recognizable “Guiding” brand which is accepted by the public as a quality product and promotes positive visibility in communities across Canada.
- GGC Members may not engage in gaming or gambling activities involving money or other assets, unless otherwise provided for in the GGC Fundraising Procedures and Guidelines or Fund Development Policy.
- There are potential legal liabilities with Members of GGC selling food products, as a fundraiser for GGC, which are not officially sanctioned by the organization. Therefore, all Safe Guide procedures for food preparation and storage as well as all relevant government regulations must be followed when food is being prepared, served and sold by Members of GGC.
- There are potential legal liabilities with GGC Members running day cares for children, as a fundraiser. Therefore, the procedures outlined in Safe Guide along with any relevant government regulations pertaining to child care must be followed at all times.
- There are potential legal liabilities with GGC Members being involved in activities such as Car Rallies. Therefore, any GGC entity wishing to be part of a car rally must submit relevant information about the event to GGC’s insurance broker one month prior to the event.

**EXAMPLES OF
FUNDRAISING
ACTIVITIES THAT
ARE CONSISTENT
WITH GGC IMAGE**

- GGC cookie sales
- Grants from Provincial Lottery Corporations if applied for at the Provincial Level
- Other Local or Municipal Grants
- Raffles with a prize value of less than \$1000
- Auctions ▪ Craft Sales
- Delivering fliers ▪ Bazaars
- Coat checks ▪ Recycling
- Garage Sales ▪ Car Washes
- Fashion Shows ▪ Bottle Drives
- Card Nights ▪ Service Club Donations

**EXAMPLES OF
FUNDRAISING
ACTIVITIES THAT
MUST CONSIDER
GGC IMAGE**

- Any revenue from alcohol or tobacco companies or activities associated with such a company.
- Any revenue, involving the girls, from an activity that could be construed as gambling. This includes but is not limited to casinos.
- Raffles on items with a value of more than \$1,000. The Provincial Commissioner must approve any raffle of items with a value greater than \$1,000 prior to the event.



Fundraising for Trips

1. All fundraising initiatives must be consistent with relevant legislation.
2. Fundraising for trips may only occur if 75 per cent of the participants at the start of the planning process are girl Members. The Provincial Commissioners, or their designate, may grant an exception in specific circumstances. For example, if a girl requires individualized care or in the case of small groups where there is a requirement for two Guiders but there are not enough girls to make up 75%. Such exceptions should not be granted unless the travel group can adequately justify its decision not to recruit more girls.
3. Adult Members are not permitted to fundraise for adult-only trips. However, they may fundraise for independent trips where they accompany the girls. Adult Members are permitted to fundraise to benefit the girls.
4. Fundraising done to support international trips, inter-provincial trips and intra-provincial trips may only be used for direct budgeted costs associated with a trip. Fundraising money cannot be used for personal items, including clothing or personal spending money. Appropriate use of subsidized funds includes such things as transportation, accommodation, meals, entry fees to museums, etc.
5. Non-members participating in trips may not be subsidized by GGC in any way. Non-members may not represent themselves as part of GGC if fundraising for themselves.
6. All Members, adults and girls, are expected to contribute a minimum of 10% of the trip costs themselves. Subsidies may be made available to Members who cannot afford to pay this portion of the costs. Exceptions may be granted, based on need, to allow girls to fundraise this portion and/or receive subsidies to cover this portion.
7. Any money raised for a specific trip that remains unspent after paying allowable expenses, must be held in a restricted fund, at the council level designated by the Provincial Council, for future trip opportunities.
8. Record keeping and accounting for trip funds shall be in accordance with the financial standards of GGC. Financial records for all trips must be sent to the designated level council within 30 days of return from a trip.