

## United Way of Greater Simcoe County

**Policy Title: Supplementary Fundraising Agreement (SFA)**  
**Original Approval Date: June/1999      Revision Date(s): Sept/2006**  
**Approved: Board of Directors              Approved: Sept 26/06**

Consistent with its goal to minimize the number of individual agency fundraising campaigns, the United Way of Greater Simcoe County (UWGSC) conducts an annual fundraising campaign and other fundraising activities. The purpose of the Supplementary Fundraising Agreement (SFA) is to provide a basis for the conduct of the fundraising by Member Agencies.

UWGSC, through this policy recognizes the right and necessity of agencies to conduct fundraising activities, but also recognizes the need to protect UWGSC donors, particularly corporations and employee groups within their workplaces, from requests by UWGSC Member Agencies.

### **Definition of Supplementary Fundraising**

The following is NOT considered Supplementary Fundraising and therefore, is not part of this policy:

- government grants
- gifts from churches
- gifts from service clubs
- gifts from foundations
- gifts by will, endowments, and similar
- deferred gifts
- unsolicited gifts, proceeds from events by third party organizations
- client fees for service
- bingo/nevada
- solicitation of product, for example prizes for events

The following IS considered Supplementary Fundraising and therefore, is subject to the terms and conditions of this policy:

- special events
- direct mail
- residential campaigns
- corporate gifts of money or sponsorship
- capital campaigns
- sale of products (flower sales, tag days, raffles, etc.) to the public

### **Ethical Fundraising Code Guidelines**

#### **Ethics:**

All fundraising activities, whether done directly by The Agency or through consultants, must use ethical fundraising methods as set out by Imagine Canada ([attached](#)).

#### **Confidentiality:**

UWGSC shall treat as confidential, unless otherwise authorized, all information received from a Member Agency in connection with a fundraising activity, except for the name, time and date of an approved activity and the name of the sponsoring agency.

#### **Collaboration:**

UWGSC understands that Agencies must and will conduct their own fundraising activities. It is the intention

of UWGSC to add value to Agencies in their efforts to provide good services and supports. It is in UWGSC and Agencies interest to co-ordinate fundraising activities.

### **Terms and Conditions**

1. **Campaign Period:** Member Agencies will not engage in fundraising activities during the UWGSC Campaign Period (September 01 – November 30) without prior written approval from UWGSC.
2. **Supplementary Fundraising During Campaign:** Agencies wishing to conduct supplementary fundraising during the UWGSC Campaign Period must submit their request in writing. Consideration will be given to the activity's possible detracton from Campaign and may go to the Member Agency Council for discussion. Approved exceptions must adhere to the following:
  - 20% of the net profits are to be donated to the UWGSC campaign
  - all materials related to the event must identify the agency as a UWGSC member
  - no protected corporation or workplace may be approached for involvement in the event
  - the event does not take place on or within three days of a UWGSC eventIf an Agency seeking Probationary Membership Status has an existing special fundraising event during the UWGSC Campaign Period that has been running for two consecutive years or more, it may have the event grandfathered.  
In accordance with the 1999 SFA, UWGSC maintains a list of existing grandfathered events.
3. **Prohibition of Solicitation of Employee Groups:** Solicitation of funds from employee groups, in the form of payroll deduction, is prohibited year round.
4. **Prohibition of Solicitation of Corporations and Businesses:** Solicitations of corporations or businesses that wish to be protected is prohibited year round. A list of such companies will be provided to member agencies and updated annually. This restriction does not apply to capital campaigns and gifts in kind.
5. **Capital Projects:** UWGSC recognizes that substantial campaigns will extend over several years. UWGSC requests that these campaigns limit their promotional thrust during the annual Campaign.
6. **Affiliated Organizations:** Fundraising activities conducted by affiliated organizations, including provincial and national affiliates and affiliated foundations are encouraged to respect UWGSC guidelines when solicitations occur in Simcoe County.
7. **Notification:** Agencies will be asked to notify UWGSC of all their planned fundraising activities.
8. **Compliance:** The Board of Directors of UWGSC will institute the following consequences for non-compliance by Member Agencies:
  - 1<sup>st</sup> Occurrence – a request for Member Agency to refrain from the non-compliance (first-time warning)
  - 2<sup>nd</sup> and Subsequent Occurrence(s) – a Member Agency will be subjected to one or more of the following:
    - a) reduced allocation
    - b) suspension
    - c) withdrawal of Member Agency status