

Policy Direction – Fundraising Accountability and Donor Relationships

Rationale and Relationship to Vision, Mission, and Values

MS Canada is committed to being a transparent and accountable organization. This involves the stewardship of donations and the protection of donor information entrusted to us by generous donors, the implementation of strategies to generate efficiencies in all aspects of our work, and the prudent management of investment assets and risk. The purpose of this policy is to preserve and enhance strong relationships with donors.

MS Canada commits to providing donors with the tools, guidance and experience whereby they may shape their engagement in a way that is most impactful to them.

To ensure that donors and prospective donors can have full confidence in MS Canada, MS Canada fundraising staff and volunteers abide by the Association of Fundraising Professionals (AFP) Code of Ethics and MS Canada adheres to the AFP Donor Bill of Rights.

Policy Objective

The objective of this policy is to ensure alignment and commitment to transparent, accountable and donor-centred fundraising practices across the organization.

Policy Application

This policy applies to staff and volunteers at all levels of the organization.

Authorization

The policy was approved by MS Canada Board of Directors, May 20, 2015.

MS Canada – Policy Manual	
<i>Applies to:</i>	All volunteers and staff at all levels
<i>Frequency of review:</i>	Five years or less
<i>First approved:</i>	May 20, 2015 by Board of Directors
<i>Last reviewed:</i>	September 6, 2018
<i>Next scheduled review:</i>	September 2023

Policy Details

Reporting

MS Canada offers several publications throughout the year to donors. These publications provide information about MS Canada's activities and the impact of donor dollars on people affected by MS. The *Impact Report* is produced once per year and available to all donors. The *Progress Report* is sent twice annually to direct marketing donors. Complete audited financial statements are also available upon request. All publications mentioned above are available at www.mssociety.ca.

Financial Accountability

Gifts received by mail or in person over \$20 automatically receive a tax receipt. Online donations receive e-receipts for gifts made in any amount. Eligible gifts will receive a tax receipt upon request.

MS Canada does not engage in commission based fundraising. See policy direction *Prohibition of Commission and/or Incentive-Based Fundraising* for details.

Communications and Recognition

MS Canada honours donor requests to manage their communication preference with MS Canada. This includes but is not limited to: frequency, type of contact, and removal from specific campaigns. A donor at any time can contact MS Canada to request changes to the frequency of contact, or to stop contact from us.

MS Canada does not sell its donor lists. From time to time, MS Canada exchanges its donor list with other reputable non-profit organizations in order to recruit more people committed to ending MS. At anytime, a donor may request to be excluded from such lists. This activity is in accordance with the *Canadian Marketing Association Code of Ethics and Standards of Practice*.

Donor information such as name, address, and donation history, is collected for the purposes of fundraising only and is limited to only what is required for this purpose. All donor information is completely confidential. Donors may view their own donor record upon request.

Donors may request that their gifts remain anonymous. Details can be found in the policy direction *Acceptance of Gifts*.

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Executive Champion

MS Canada’s Vice-President, Philanthropy, is the executive champion for the *Fundraising Accountability and Donor Relationships* policy.

Monitoring and Compliance

MS Canada’s Vice-President, Philanthropy, is responsible for leading the monitoring of the application and compliance of this policy direction in conjunction with other members of the executive team. The Vice-President, Marketing and Development, will work with other staff to ensure compliance.

Related Policies, Legislation

- Association of Fundraising Professionals *Code of Ethical Principles and Standards*
- Imagine Canadas *Standards Program*
- Canadian Marketing Association *Code of Ethics and Standards of Practice, Acceptance of Gifts*
- *Prohibition of Commission and/or Incentive-Based Fundraising Policy*

Policy Review

The policy is to be reviewed every five years.

Definitions:

Executive Team - The most senior level of staff leadership within MS Canada comprised of the president and chief executive officer; division presidents; senior vice-president(s) and vice-president(s). One person may hold more than one position. The president and chief executive officer may alter the composition of the executive team as required from time-to-time.

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