

## **Fundraising, Staff and Volunteer Ethical Code of Conduct**

### **Fundraising**

1. Calgary Association of Self Help's fundraising affairs shall be conducted in a responsible manner, consistent with the ethical obligations of stewardship and all applicable law.
2. Fundraising solicitations on behalf of the charity shall:
  - be truthful; and
  - accurately describe the charity's activities and the intended use of donated funds.
3. Calgary Association of Self Help shall not exploit its beneficiaries. It shall be sensitive in describing those it serves (whether using graphics, images or text) and fairly represent their needs and how these needs will be addressed.
4. When Calgary Association of Self Help conducts online solicitations its practices shall be consistent with or exceed the provisions of the *Canadian Code of Practice for Consumer Protection in Electronic Commerce*.
5. When Calgary Association of Self Help conducts face-to-face solicitations, including but not limited to door-to-door campaigns or street-side fundraising, its practices shall include measures to:
  - provide verification of the affiliation of the person representing the charity; and,
  - secure and safeguard any confidential information, including credit card information, provided by donors.
6. Volunteers, employees and third party consultant/solicitors who solicit or receive funds on behalf of the charity shall:
  - adhere to the provisions of this Ethical Fundraising and Financial Accountability Code;
  - act with fairness, integrity, and in accordance with all applicable laws;
  - adhere to the provisions of applicable professional codes of ethics, standards of practice, etc.;
  - cease solicitation of a prospective donor who identifies the solicitation as harassment or undue pressure, or who states that he does not wish to be solicited;
  - disclose immediately to the charity any actual or apparent conflict of interest or loyalty; and
  - not accept donations for purposes that are inconsistent with the charity's objects or mission
7. Calgary Association of Self Help shall provide, upon request, its best available information on the gross revenue, net proceeds and costs of any fundraising activity (including the fundraising costs categorized as education and/or public awareness) it undertakes.
8. Calgary Association of Self Help shall not, directly or indirectly, pay finder's fees, commissions, or percentage compensation based on contributions.
9. If Calgary Association of Self Help undertakes cause-related marketing in collaboration with a third party shall disclose how the charity benefits from the sale of products or services and the minimum or maximum amounts payable under the arrangement. If no minimum amount is specified, the charity should disclose this.
10. Calgary Association of Self Help shall not exchange, sell or rent its donor list.
11. Calgary Association of Self Help's governing board shall be informed at least annually of the number, type and disposition of complaints received from donors or prospective donors about matters that are addressed in the *Ethical Fundraising and Financial Accountability Code*.