

## NATIONAL FUNDRAISING

Girl Guides of Canada maintains high standards of integrity and stewardship in its fundraising activities and money earning projects and in its acceptance of donations. Cookie sales are the primary fundraiser for Girl Guides.

Guidelines and restrictions are identified within the *Governance Policy 01-19-01 Fund Raising* and the accompanying *Fundraising and Travel Procedures and Guidelines*.

## ALBERTA COUNCIL FUNDRAISING GUIDELINES

*Safe Guide* procedures must be considered in the planning and organizing of all fundraising events.

All fundraising activities conducted by units or districts must take place in a venue accessible to girl members, be consistent with GGC image, be held in venues that are consistent with the organization's image and must ensure girl members are involved in the fundraising events. (*Alberta Council Motion, May 5, 2013*).

### CWFF Fundraisers

Through the Canadian World Friendship Fund (CWFF), GGC is able to support projects in developing countries designed to improve the lives of girls and young women and their communities. Fundraising approval is not required where individual members are contributing small amounts (less than \$20 / member). While members are encouraged to donate to CWFF, any funds donated must be optional and communicated as such. Larger donations are eligible for a charitable tax receipt. Please refer to *AB-Council.30 Donation Acceptance Process and Checklist*.

### Area Council Approval Requirements

All fundraising activities where our Members provide value for money received must be approved by the area council following the Alberta Council FR.1 process.

Activities approved by Area Councils include:

- Auctions (silent or live). A list of individuals / organizations to be solicited for the donation of auction items is to be approved and must reflect individuals / organizations within the applicable community; any items received with a value of more than \$1,000 must be sent to Alberta Council for approval
- Babysitting or childcare. *See Note 1 below.*
- Bake sale, tea, dinners, BBQ, catering, serving food. *See Note 2 below.*
- Bazaar, craft sales, white elephant, coat check, gift wrapping
- Bottle drives, car washes, garage sales
- Cook books. *See Note 3 below.*
- Paper drives, flyers, etc.
- Selling of third-party products such as Tupperware, cleaning supplies, coffee etc. to family and friends. Please note that the third-party products may not be branded with the Girl Guides of Canada logo or trefoil. *See Note 2 below.*

Sales of GGC branded clothing, stationary and other merchandise is not permitted as a fundraiser.

**Note 1: Babysitting / Childcare.** There are potential legal liabilities associated with the running of day care for children. All *Safe Guide* procedures, along with any relevant government regulations pertaining to child care must be followed. Refer to *Safe Guide* for more information.

**Note 2: Food Safety.** There are potential legal liabilities associated with selling food products. All *Safe Guide* procedures, along with any relevant government regulations pertaining to food preparation, storage and handling must be followed. Refer to *Safe Guide* and the *Fundraising and Travel Procedures and Guidelines* for more information.

**Note 3: Cookbooks.** Cookbooks are a published document, considerations:

- Cookbooks must be prepared and pre-ordered, which may be a significant cost. The break-even point (total # of cookbooks that need to be sold in order to cover the total cost of the order), needs to be reasonable and achievable in order for the fund raiser to be a success.
- All recipes included must be original recipes with original meaning that the recipe has not previously been published elsewhere.
- All recipes must include generic ingredients so that Brand preference is not identified. For example, 1 cup Rice Krispies must be shown as 1 cup crisp rice cereal.
- Recipe books cannot contain the GGC name, logo or trefoil as the sale of GGC branded merchandise is not permitted as a fundraiser.
- Recipe books cannot contain the name, logo or other information pertaining to the printer or a donor in order to ensure there is no appearance of a partnership or sponsorship.

Areas are to submit copies of their approved FR.1's to the Alberta Council office on a monthly basis. For any fundraising that will generate more than \$5,000 as profit, the FR.1 must be sent as soon as it is approved.

## Alberta Council Approval Requirements

All requests for fundraising must be sent to your area approver following the Alberta Council FR.1 process, who will then forward as appropriate. Approval from Alberta Council is required for:

- Any initiative involving the hiring of a professional fundraiser
- Initiatives involving a large sum of money, in excess of \$2,500 being paid in advance
- All Bingos
- All Casinos (Note: Casinos may only be conducted at the Alberta Council or Area level)
- All Raffles including 50/50, prize draws and cash draws (*AB-Council.34 Alberta Council Raffle License Request* MUST be included with your FR.1 submission)
- Door-to-door sales of products other than cookies

## DONATIONS

Donations, even when not solicited, are considered fundraising. Please refer to *AB-Council.30 Donation Acceptance Process and Checklist*.

## GRANTS

The Alberta Council Fund Development Coordinator is available to assist with grant applications and should be contacted early in the process as some projects/grants may require additional time for approvals. Grant monies received may not be used for expenses paid prior to the date the grant is approved by the donor (ie) Government, United Way, etc. Grants may not be used to pay adult membership fees.

Electronic or hard copy of all grant applications, with attachments, must be submitted to the Alberta Council Fund Development Coordinator within 10 days of application.

It is incumbent on the area/provincial council to follow all approval and financial reporting processes and send a copy of all reports to the Fund Development Coordinator.

The following must be included:

- Approved FR.1
- Grant application fully completed
- All necessary attachments as required

## For Government Grants within the Province of Alberta

All applications within Alberta for Government grants above the municipal level must be submitted through the Fund Development Coordinator.

Federal grant applications are restricted to area and provincial councils.

\*On-line applications\* are only allowed for grants at the area and provincial council level and, as approved by Provincial Council (exception: AB CIP & CFEP grants must still go through the Fund Development Coordinator as original signatures and supporting cover letter are required).

All Alberta Government grant applications should be delivered to the Fund Development Coordinator at least three weeks prior to the grant application deadline to allow processing time.

## For Government Grants within the Northwest Territories or Yukon

All applications within Northwest Territories or Yukon for Government grants must follow the FR.1 approval process for approval by their area council and be signed by the Provincial Commissioner. A copy of the grant application and associated reports are to be forwarded to the Fund Development Coordinator in a timely manner for the purpose of being able to track the total grant support given to Guiding.