



## BC Council Fundraising Guidelines

### Fundraising Do's and Don'ts

**DO** complete an FR.1 Application for Fundraising Approval

- Always check the National website for the most current version of this form.

**DO** ensure all procedures in Safe Guide are followed

- Check the National website for the most current version of Safe Guide.

**DO** submit the form to the appropriate council for review and approval prior to the event:

- Unit and district fundraising requests require approval from area council or its delegate;
- Area council fundraising requests require approval from BC Council.

**DON'T** start your fundraising event until you have received approval to proceed.

### Acceptable and Unacceptable Fundraising Activities

*Please note: Fundraising projects should reflect value for service.*

*The sale of GGC branded merchandise as a fundraising project is not permitted.*

Acceptable Fundraising Activity	Activity acceptable at the following level(s)			
	Unit	District	Area	Province
Girl Guide Cookies	✓	✓	✓	✓
-A-thons – walk, bike, rock, etc. (where fundraising is being done for GGC)	✓	✓	✓	✓
Auctions – silent, antique	✓	✓	✓	✓
Cookbook sales (copyright must be considered)	✓	✓	✓	
Community-style events - parties, revels, teas, fairs, bazaars, carnival, BBQ, cake walk, pancake breakfast, café, spaghetti dinner, QM for GGC event, catering	✓	✓	✓	
Delivery services - flyers, newspapers, telephone books (GGC members may not deliver flyers or pamphlets for political parties or candidates)	✓	✓	✓	
Drives – bottles, cans, paper, coin, scrap metal	✓	✓	✓	
Night out – Hockey night, movie night, parent's night out, pizza and pop night, food and beverage night	✓	✓	✓	
D-class licenses for raffles and 50/50 draws only (prizes less than \$1,000) <i>*Guiders must ensure they are looking at the most current D class regulations</i> <a href="https://www.gaming.gov.bc.ca/licences/">(https://www.gaming.gov.bc.ca/licences/)</a>	✓	✓	✓	✓
Sales – book, craft, yard sales, flea markets, flower basket, plants, labels, gift cards, calendar, crafts, pizza cards, movie tickets, poinsettia, Value Coupon books, Thrifty Foods Smile Cards	✓	✓	✓	
Sales – Catalogue/Party (see Supporting Comments for examples)	✓	✓	✓	



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Sales – Food Products ( <i>see Supporting Comments for examples</i> )	✓	✓	✓	
Services – gift wrapping, coat check, car wash, babysitting, catering, concession stand, face painting, QM for GGC event, yard work for donation, camp cleanup	✓	✓	✓	
Shows – talent, fashion, puppet	✓	✓	✓	
Clothing drives (providing it is not in support of another non-profit organization)	✓	✓	✓	

Un-Acceptable Fundraising Activity	Activity un-acceptable at the following level(s)			
	Unit	District	Area	Province
-A-thons – walk, bike, rock, etc. (where fundraising is being done for another organization)	✗	✗	✗	✗
Bingo, pool tickets (sports)	✗	✗	✗	✗
Clothing drives (that are in partnership with another non-profit or raise money for another non-profit)	✗	✗	✗	✗
Door to door sales (other than GGC Cookies)	✗	✗	✗	✗
Tagging, voluntary tolls (e.g. controlling traffic on university campus and asking each passerby for a small donation to get by)	✗	✗	✗	✗
Telemarketing	✗	✗	✗	✗
Frozen cookie dough and meat products	✗	✗	✗	✗

Acceptable Methods to Increase Funds	Activity acceptable at the following level(s)			
	Unit	District	Area	Province
Bequests, donations and memorials	✓	✓	✓	✓
Corporate Round-up Initiatives (retailers asking customers to 'round up' their purchase amount to the next dollar, with this portion of the sale being donated back to GGC)	✓	✓	✓	
Corporate Sponsorships				✓
Employee Volunteer Incentive Programs	✓	✓	✓	✓
Grants (provincial lottery corporation)				✓
Grants (City/Municipal/Corporate/Foundation; all grant paperwork must be approved by province <b>before</b> the grant application is submitted)		✓	✓	✓
GST Rebates	✓	✓	✓	✓
Short-Term Investments		✓	✓	✓
Unsolicited donations	✓	✓	✓	✓



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Girl Guides of Canada British Columbia Council  
FUNDRAISING GUIDELINES

1. All members of Girl Guides of Canada – Guides du Canada British Columbia Council shall comply with the *National Fundraising Procedures and Guidelines* and the *National Fund Development Policy 01-19-01*.
2. Participation is expected at all levels by all girl and adult members in the two cookie campaigns before entering into any additional fundraising activities.
3. Any corporate fundraising initiative over \$500 must be forwarded, in advance, to province for clearance through the National Fund Development Department. This does not include employee volunteer incentive programs.
4. All fundraising initiatives must be submitted on an FR.1 Application for Fundraising Approval form and approved by the designated council, or Area Fundraising Approver(s) (AFA).
5. All raffles require a provincial government registration number, as obtained from the Ministry of Finance Gaming Policy and Enforcement Branch. Provincial government guidelines and conditions must be followed when applying for a Class D Gaming Event Licence. [Please note: Class D Gaming Event Licenses are the only acceptable gaming licenses for GGC-sanctioned activities and of these activities only raffles (with a prize under \$1,000 or 50/50 draws may be done.)
6. Items being raffled must be donated and cannot be purchased with GGC funds.
7. Grants from the BC Ministry of Finance Gaming Policy and Enforcement Branch may be applied for at the provincial level **only** in order for the money to be applied to BC Girl Guides youth program support, concurrent to National Guidelines. City, municipal, corporate or foundation grants applied for at the district or area level must have all grant paperwork approved by province **before** the grant application is submitted.
8. No fundraisers that are in direct conflict with our main fundraiser (cookies) are to be entered into by GGC BC members (e.g. cookie dough sales – at any time).
9. A-thons (walk, bike, rock, etc.) are acceptable when fundraising is being done for GGC. A-thons outside of GGC are not acceptable (e.g. Relay for Life, etc.). Guiding Members may participate as representatives of GGC only in the capacity of offering service (for example: handing out water, assisting with set-up or take down of refreshment stations, etc.)
10. At least twenty-five percent (25%) of the total fundraising goal is to be raised through the sale of Girl Guide cookies. There are a few circumstances when the provincial commissioner may waive this requirement upon written request, well in advance of the event.
  - Annual events (e.g. Christmas tea and craft sale, Thinking Day CWFF fundraiser);
  - Community events where we have been **asked** to participate (e.g. concession at Night Hike);
  - The entity raising money does not have the ability to sell large quantities of cookies (e.g. campsite committee);
  - Remember, these must be stand-alone initiatives and not part of a larger fundraising goal (e.g. a planned trip would be subject to the 25% from cookies even if a community event was one of the fundraisers).

Approved by BC Council, October 7, 2014



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### **Supporting Comments for Attached Recommendations**

The attached recommended *Fundraising Do's and Don'ts* document has been designed after reviewing a number of policies, including those of British Columbia, Nova Scotia, Alberta and Girl Guides of Canada-Guides du Canada, as well as fundraisers held over the past year (2013) within British Columbia.

When putting these recommendations together, we looked at the following criteria:

- Whether or not the fundraising activity was consistent with the GGC image;
- Ease for Guiders, parents and girls with regards to creating various fundraising options outside of cookie sales;
- Clarifying and simplifying existing guidelines;
- Changes to existing laws in BC since the creation of the current guidelines (raffles/children in pubs, etc.);
- The fact that many of these types of fundraisers will be held by Girl Guides, Pathfinders and Rangers for big trips or events (International travel, SOAR, etc.), not Sparks and Brownies. These are the same girls who are already ordering extra cookies for fundraising;
- National Fundraising Guidelines.

### **Review of Listed Acceptable Fundraising Activities**

#### **A-thons**

A-thons are considered acceptable methods of fundraising where fundraising is being done for GGC. Under *Un-Acceptable Fundraising Activity*, a-thons are listed as not being allowed "where fundraising is being done for another organization".

#### **Community Style Events – Spaghetti Dinners, Pancake Breakfasts, Catering, etc.**

It is VERY important to remind groups wanting to do this type of event as a fundraiser that we could risk liability and injury to our reputation as an organization when we cook and provide meals for others. Provincial food handling rules (i.e. Food Safe) and Safe Guide guidelines must be followed.

#### **Delivery of Flyers**

The flyers should be consistent with GGC image. GGC members cannot deliver flyers or pamphlets for political parties or candidates as this could lead to public confusion about the link between GGC and the political party in question. It could lead people to see GGC as allied with the party to which the politician in question belongs and even if the girls aren't in uniform people who hear about it could easily get the wrong idea.

#### **Food & Beverage Night Out**

A food and beverage fundraiser can be a lucrative fundraiser. Food and beverage nights designate certain menu items and/or drinks to be purchased for a flat rate of (for example) \$15.00. The cost for the items is deducted from this amount and the balance given directly to the fundraising group. BC laws are changing and there is discussion that children will be allowed in pubs during certain hours.

National Guidelines allow for adults to fundraise on behalf of the girls. (Governance Manual page 29, Fundraising for Trips, Item 3, 'Adult Members are permitted to fundraise to benefit the



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girls.'). It is possible for the adult members to run this event on behalf of the girls. Guiding image must be the utmost priority when considering venues for this type of fundraiser.

### Raffles

The Girl Guides of Canada Governance Manual, page 28, Examples of Fundraising Activities that are consistent GGC Image, includes 'raffles with a prize value of less than \$1,000. Raffles exceeding \$1000 require national approval.'

BC Provincial Government regulations require special licensing for any raffles. These licences are very easy to obtain and require a follow-up report to be sent by the raffle organizer to the government upon completion of the raffle.

BC Provincial Government regulations state that raffles of less than \$5,000 require a gaming license (D). **Guiding regulations indicate the prize cannot be valued at more than \$1,000.** Multi-event or multi-day licenses are available and would reduce the amount of administration by areas if they knew at the time of application the details of all events. At the time of approving these guidelines the cost of a D License is \$10. Gaming licenses are applied for, and reported on, online.

### Sales – Catalogue/Party

Tupperware, Regal, Epicure, Avon, Partylite, Scentsy, Mary Kay are specific fundraising activities that we know are occurring throughout the province and are permitted.

If the sales person for these types of products is a Guider, she is not permitted to advertise her business through the contact lists she obtains from Guiding. GGC commits to using the information stored in iMIS or contact lists of Guiders solely for Guiding purposes.

### Sales – Food Products

Baking, chocolate bars, frozen foods (excluding cookie dough and meat products), pie, hot dogs, donuts, roast coffee, popcorn and gourmet licorice are specific fundraising activities that we know are occurring throughout the province and are permitted.

This has the potential to be a high risk especially when dealing with frozen or perishable food or meat products. Caution must be taken with any food product to ensure that the product is stored safely as failure to do this could put the manufacturer of the product as well as GGC's reputation at risk. The fundraiser must comply with Safe Guide (safe food handling) and the National Fund Development policy. Sales of frozen cookie dough and meat products are not permitted.

### Services

Lions Christmas Lot cleanup, parking at community events, storage inventory for church, yard work for donation, camp cleanup and Lend a Hand are specific fundraising activities that we know are occurring throughout the province and are permitted.

Please refer to the *Fundraising Procedures and Guidelines* policy, which accompanies *Policy 01-19-01 – Fund Development*. There are potential legal liabilities with GGC Members running daycares for children as a fundraiser. Therefore, the procedures outlined in Safe Guide along with any relevant provincial government regulations pertaining to child care must be followed at all times.



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### **Miscellaneous – Ford Test Drive**

This type of fundraiser is not permitted without national's pre-approval if the fundraising goal is \$1,000 or more. An FR-1 form should be completed and submitted to national (after consent from provincial council is received) before the Ford Canada fund raiser is done. As per Governance Policy 01-19-01, "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 \$1000 or more, be it of money, of materials, or in kind, must be approved by the national office.

The concern is that this type of high profile event suggests a partnership or an endorsement of Ford Canada by GGC. There is also a potential for a conflict of interest or potential questions around consistency with the Mission, Vision, and Values of GGC that must be vetted by national before an FR-1 form can be approved for a partnership or sponsorship with a company of Canada-wide presence.

There are some additional fundraising challenges as Ford Canada should not receive a charitable tax receipt for this donation. Donations provided in exchange for advertising/sponsorship are not eligible for charitable tax receipts. There are very specific rules outlined by the Canada Revenue Agency and it is important that GGC adheres to them.

### **Review of Unacceptable Fundraising Activities**

#### **Clothing Drives (in support of other non-profit organizations)**

Clothing drives that also raise funds for another charitable organization are not permitted because this may jeopardize our charitable status with the Canada Revenue Agency.

### **Review of Listed Acceptable Methods to Increase Funds**

#### **Grants**

Grants may be applied for at the provincial level only and come from the BC Ministry of Finance Gaming Policy and Enforcement Branch. Many youth organizations (~~including Scouts Canada~~) apply for these grants and put them towards their youth programs. BC Council currently does not approve of this as it is considered revenue from gambling. If we look at the donations we received from organizations such as the Elks, Lions Club, Kiwanis, Legions, etc., this money is from gaming and they are mandated to spend it on youth in their communities.

We recommend that BC Council be allowed to apply for BC Provincial Government grants in order for the money to be applied to BC Girl Guides youth program support, concurrent to National Guidelines. City, municipal, corporate or foundation grants may be applied for at the district or area level and must have all grant paperwork approved by province before the grant application is submitted.

#### **Sales – Catalogue/Party**

Multi-level fundraising is, by the dictionary definition, *'a marketing strategy in which sales representatives of a company recruit other sales people and earn commissions on their own sales and on the sales made by their team'*.

GGC National Guidelines do not allow multi-level fundraising but at the same time, list Tupperware as an acceptable fundraiser. Further discussion and investigation led us to the conclusion that GGC Guidelines are meant to protect us from entering into a pyramid scheme



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situation. Companies like Avon, Tupperware, Scentsy, Epicure, Partylite and many others have multi-levels to them but they are also members of the Direct Sales Association (DSA) and have a strict code of ethics they must follow. These companies have been in the selling business for many years and are good corporate citizens. Using one of the many DSA companies is an acceptable way to fundraise with no costs to GGC, providing the product being sold is in line with the image of Girl Guides of Canada – Guides du Canada.

### **OTHER RECOMMENDATIONS:**

- Each area will designate an Area Fundraising Approver(s) (AFA) who will be responsible for receiving, reviewing and approving all FR.1 applications for fundraising activities in the area. A report will be prepared by the AFA and submitted for each area council meeting for recording in the minutes. The AFA(s) will report to the area commissioner.
- The PC team will support the AFA(s) with any questions/concerns pertaining to fundraising.
- The minimum 25% of fundraising through cookie sales guideline must be strictly adhered to.