

FUNDRAISING

Procedures & Guidelines

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OVERVIEW

The Fundraising Procedures and Guidelines have been developed to support members with fundraising for their Girl Guide activities and events.

Please note the following:

- All members (adults and girls) and units must follow all GGC policies and guidelines for fundraising.
- Recordkeeping and accounting for funds raised must follow GGC's financial standards.
- All fundraising initiatives must comply with municipal, provincial, and federal legislation. This includes obtaining any required licenses or permits.

Fundraising often brings up a lot of questions. Please see the [Fundraising FAQs](#) for further guidance.

Any further questions should be directed to your Provincial Office and/or Provincial Commissioner or Director of Provincial Operations (dpo@girlguides.ca) and GGC's Fund Developer Sue Sheridan (sheridans@girlguides.ca)



FUNDRAISING PROCEDURES

1. GGC cookies are the official source of fundraising for the organization and benefit all levels of Guiding. Participation at all levels is expected in both the classic vanilla and chocolate (spring) and the chocolatey mint (fall) cookie campaigns. A minimum of 25% of the total amount fundraised for GGC activities, events and travel must be done through cookie sales. GGC cookies are part of the immediately recognizable Guiding brand and cookie sales promote positive visibility in communities across Canada.
 - a. Girls selected for nationally sponsored trips are exempt from the minimum 25% criteria; however, they are highly encouraged to sell cookies as part of their fundraising efforts.
2. Fundraising beyond Girl Guide cookies should only be undertaken as needed to support a unit's planned activities. Fundraising is not a part of the program and travel is an optional activity.
3. All money collected by fundraising belongs to GGC and must be spent on the project, trip, or event for which it was raised. Funds cannot be assigned to another activity unless approved by the parent council. Unspent funds must be sent to the council designated by the province within 30 days of return from a trip.
4. Councils, units, or individuals may only undertake fundraising projects, apply for grants or solicit donations with the approval of the Provincial Commissioner or her designate through the process established by the province, and the national office (if applicable). Before engaging in any fundraising other than the GGC cookie program a completed Application for [Fundraising Approval \(FR.1\)](#) form must be submitted for approval.
5. Requests for funding or donations of product or services, from a corporations and/or organization, that are over \$1000, must be reviewed by the Provincial Commissioner and sent to the national office for approval by Sue Sheridan (sheridans@girlguides.ca), Fund Development Specialist.
6. All fundraising must comply** with [GGC's policies](#) found on Member Zone under the Admin tab. Relevant policies include:
 - Fund development partnerships and/or sponsorships done in cooperation with a business or corporation must comply with:
 - *Fund Raising Policy 01-19-01*
 - *Partnerships Policy 04-02-01.*
 - Use of the GGC name, logo, and brand in partnerships and sponsorships must comply with:
 - *Brand and Corporate Identity Policy 01-10-01*
 - *Intellectual Property Policy 01-24-01.*
 - GGC members may not engage in gaming or gambling activities involving money or other assets or in any activity that could be construed as gambling
 - *Alcohol, Drugs, Tobacco and Gaming 01-23-01*

To use a sponsor/partner logo in conjunction with GGC you must contact your provincial office. The request for use of the GGC name and logo by an external party will be forwarded to the Provincial Commissioner who forwards to the Board of Directors for approval.

***Exemptions may apply. Contact your Provincial Commissioner.*



7. No individual member, unit, council, or group shall solicit funds in the name of, or on behalf of, GGC as a national entity for anything other than a local activity approved by the appropriate council, unless authorized to do so by Sue Sheridan (sheridans@girlguides.ca), Fund Development Specialist at the National office.
8. The sale of GGC branded or non-branded merchandise as a fundraiser is not permitted. (This includes items such as T-shirts, hoodies, hats, etc.)
9. Fundraising through crowd funding/crowd sourcing and Go Fund Me accounts is prohibited.
10. Tax receipts may not be given to individuals who purchase auction items, based on Canada Revenue Agency (CRA) regulations.
11. GGC members are not permitted to raise funds or utilize funds raised in the name of GGC for donation to any other group.
12. GGC members are not permitted to sell:
 - Frozen foods, frozen perishables, or meat products.
 - Products that directly compete with Girl Guide Cookies, such as cookie dough.

FUNDRAISING GUIDELINES

The approval of some fundraising events or activities will depend on the details of their management. These guidelines provide guidance on what to consider when selecting your fundraiser.

Examples of activities with potential legal liabilities:

- Selling Food Products:
 - All *Safe Guide* procedures for food preparation and storage as well as all relevant government regulations must be followed when food is being prepared and served by GGC members. In some provinces Food Handling Certificates and/or permits may be required; you must adhere to all local regulations.
- Running daycares for children
 - *Safe Guide* procedures along with any relevant government regulations pertaining to child care must always be followed.
- Activities such as car rallies.
 - Any GGC entity wishing to be part of a car rally must submit relevant information about the event to GGC's insurance broker one month prior to the event.

Examples of fundraising activities that are consistent with GGC's image:

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| <ul style="list-style-type: none"> • Grants from provincial lottery corporations for community activities if applied for at the provincial level. • Grants from banks, credit unions, employee/employer grants, etc. • Raffles with prize values of less than \$1,000 (refer to local regulations) • Other local or municipal grants • Craft sales • Bazaars • Recycling | <ul style="list-style-type: none"> • Car washes • Bottle drives • Card nights (must NOT involve any form of gambling) • Auctions • Delivering flyers • Coat checks • Garage sales • BBQs & Bake Sales (depending on provincial legislation) |
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Examples of fundraising activities that are NOT consistent with the GGC image and are not permissible:

- Any revenue from alcohol or tobacco companies or activities associated with such a company.
- Any revenue from an activity involving members that could be construed as gambling.
- Any alcohol or related products may not be used as a raffle or auction items.
- Alcohol cannot be sold at any GGC fundraiser.

FUNDRAISING FOR TRAVEL

All of the procedures and guidelines outlined in this document apply to GGC travel. However, the following guidelines are specifically related to travel:

1. Where funds are raised for trips and/or travel, girls must lead the fundraising activities. Such activities must be held in places where all girls are able to participate. Unit/area fundraising must ensure that the following guidelines are considered:
 - Participation is voluntary,
 - Girls must understand and be able to clearly say why monies are being earned,
 - Girls cannot participate in games of chance or product endorsement,
 - Girls cannot raise money for other organizations or causes,
 - Girls cannot solicit money from other organizations. Girls can participate in presentations to service groups, accept unsolicited donations and material from other organizations,
 - Girls cannot sell products other than those approved by Provincial Councils or, where required, by National Office.
2. Before starting to fundraise for travel, all units, districts, areas, or Guiding must:
 - Have their travel plans approved by a Safe Guide or International Assessor Using the [Travel Preauthorization \(SG.8\)](#) form according to their provincial process.And
 - Have their fundraising activities approved using the [Fundraising Approval Form \(FR.1\)](#)
3. A trip must be approved through the Safe Guide process prior to giving fundraising approval. If trip approval by Safe Guide Assessor is revoked, Fundraising approval is also terminated.

When there are concerns about a trip (e.g. low ratio of adult to girls, problematic itinerary etc.), the Provincial International Adviser (or assessor according to provincial processes) will notify her Provincial Commissioner (or her designate). In consultation, they will decide if the trip can go ahead and if approval to continue fundraising must be obtained through re-submission of the Fundraising Approval Form (FR.1). Funds raised by or donated to GGC for trips may only be used to fund the participation of GGC members. If caregivers/support persons are required, the unit can fundraise on their behalf to help defray their costs and the caregiver/support person can only help at the fundraising events behind the scenes, with the approval of the Provincial Commissioner.

4. Adult members not going on the trip are permitted to fundraise to benefit the girls and any fundraising done must be equally shared amongst all trip participants.
5. Adult members leading independent trips with girls are permitted to participate in group fundraising to raise money for their appropriate costs. Fundraising done to support international trips, inter-provincial trips and intra-provincial trips may only be used for direct



budgeted costs associated with the trip. Fundraising money cannot be used for personal items, including GGC clothing, Guiding gear or personal spending money. Appropriate use of fundraising monies includes such things as transportation, accommodation, meals, entry fee to museums, etc.

Participants or parents/guardians/guarantors are responsible for the cost of items such as medical examinations, immunizations, passports, etc. In extenuating circumstances, the Area Commissioner and/or Provincial Commissioner will need to determine if an exception should be made to use unit funds to cover a portion of individual personal expenses as it relates to the cost of immunizations.

6. Adult members are not permitted to fundraise for adult-only trips.
7. Monies acquired by fundraising are the property of GGC. They may be used to pay for the budgeted costs of the trip and/or may be put into the contingency and/or emergency funds established for the trip. Fundraised monies that are not used to pay for the budgeted costs of the trip and are not drawn from the contingency/emergency funds to pay for unforeseen expenses remain the property of GGC. Excess fundraised funds cannot be returned to the girls/parents.
8. Any money raised for a specific trip that remains unspent after paying allowable expenses must be held in a restricted fund, at the council level designated by the Provincial Council, for future trip opportunities.
9. When a travel/tour company or agency offers incentives such as free travel or cash back, the value of the benefit must be equally shared by all travel participants and clearly defined in financial reporting. When the benefit is offered for future trips or must be applied to an individual, the benefit must be waived.
10. All participants including Guiders and girls are responsible to pay the same dollar amount before fundraising for the trip. All participants including Guiders and girls are responsible to pay a minimum of 10% of the total cost of the trip. Exceptions may be granted, based on need, to allow girls to fundraise this portion and/or receive subsidies to cover this portion. Personal gifts of money (such as from a family member) may be applied to the 10%; however, outside donations received must be contributed to the fundraising portion of the trip. Members may not fundraise in the name of GGC to underwrite a member's personal 10% required portion of the trip.
11. All fundraising must be completed prior to travel, with funds received prior to the start of the trip.

FUNDRAISING BY ADULTS

1. Adult members, cannot fundraise for adult-only activities and/or administrative costs such as payment of Trefoil Guild membership fees, Link membership fees, or Trefoil Guild and Link activities.
2. Members are not permitted to fundraise for a WAGGGS Member Organization's membership.
3. Trefoil Guilds and Link groups are encouraged to raise funds to help subsidize girl membership, girl camp fees, girl travel, girl uniforms and GGC scholarships.

