

FUNDRAISING

Frequently Asked Questions (FAQs)

GIRL GUIDES OF CANADA (GGC) FUNDRAISING FAQs

Raising funds often raises a lot of questions. These FAQs provide Commissioners and ACLs with guidance on how to answer some of Guiders' most frequently asked questions with regards to fundraising in general and for travel, and the ways that GGC can support other organizations.

This information is to serve as a reference for your council/community and is designed to help you explain [GGC's Fund Raising Policy 01-19-01](#) and accompanying *Fundraising Procedures and Guidelines*. This will allow for consistency in how fundraising questions are answered across the country. The policy, procedures and guidelines are available on Member Zone under the Admin tab on the [Fundraising page](#).

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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)



1. FUNDRAISING FOR TRAVEL

a) When can a unit start fundraising for a trip?

Answer: Fundraising for travel (in Canada or international) can only begin after both the [Travel Preauthorization \(SG.8\)](#) form and the [Application for Fundraising Approval \(FR.1\)](#) have been approved. The SG.8 form is submitted to and authorized by the appropriate International or Safe Guide Assessor. The form is then attached to the FR.1 and submitted for approval according to your provincial process. Please visit your provincial website or *Safe Guide – Appendix L* to find more information about contacting your International or Safe Guide Assessor about the trip approval process.

b) Can a unit fundraise to cover the cost of immunizations (or other personal items) by adding the cost to the budget and group fundraising?

Answer: No. Fundraising may only be used for direct budgeted cost associated with the trip. Fundraising money cannot be used for personal items, including clothing, international clothing or personal spending money. Appropriate use of funds raised through fundraising includes such things as transportation, accommodation, meals, and entry fees to museums, etc.

c) Can the parents of girls who are part of a group planning a trip make cheques payable to the unit so that they can get a charitable tax receipt and then designate the funds to the travel group?

Answer: No, this is not permitted under Canada Revenue Agency (CRA) rules. A donor cannot choose a specific beneficiary for their gift; however, a donor can ask that their gift be used in a particular program of the qualified donee as long as there is no benefit to the donor or anyone not at [arm's length](#) to the donor.

More information about what qualifies for a charitable tax receipt is available at <https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/operating-a-registered-charity/receiving-gifts/what-a-gift.html>

d) What does a Guider do with leftover funds following a specific trip or camp? Can the unit keep this money?

Answer: Financial records and any excess funds for all trips/camps/events must be sent to the designated level council within 30 days of return from a trip. Any excess funds will be kept at that level for funding future trips/camps for any unit within the designated council/community.

e) If parents are fundraising on behalf of their daughters to raise monies for a GGC trip/activity, can they deduct any fundraising-related expenses (e.g., gas, lunch, photocopying costs, etc.) from the funds raised?

Answer: No, they cannot. If parents are fundraising on behalf of their daughters, the expectation is that all the monies donated through fundraising efforts will go to GGC.



- f) **If a girl moves from one province or another unit and is still planning on going on an international trip with her old unit can she still fundraise for that trip?**

Answer: Yes, this girl can still fundraise and have the monies kept in the new unit's account. At the end of the Guiding year, the funds are to be sent to the old unit. It is the expectation that the old unit and the new unit work together to ensure funds are directed to the unit travelling.

2. GENERAL FUNDRAISING

- a) **Are we able to partner with car dealerships to conduct a test-drive or similar event?**

Answer: No, as this is directly advertising that GGC endorses the product.

- b) **Can GGC members sell food items as a fundraising project?**

Answer: This is permitted in some cases. As there are potential legal liabilities with GGC members selling food products other than Girl Guide cookies as a fundraiser, 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 members of GGC. In some provinces Food Handling Certificates and/or permits may be required; you must adhere to all local regulations. GGC Members may not participate in the sale of frozen foods, frozen perishables, or meat products as a GGC fundraiser. The sale of products that directly compete with Girl Guide Cookies, such as cookie dough, is also prohibited. See Fundraising Procedures and Guidelines for more information.

- c) **Can we deliver flyers in exchange for a donation?**

Answer: Yes, this is acceptable if the flyers aren't of a religious or political nature.

- d) **Can my unit accept an honorarium from a current or potential elected governmental official in exchange for distributing campaign flyers?**

Answer: No, participating in political campaigning is not permitted. This could lead to public confusion about the link between GGC and the political party or politician in question. See *GGC's Advocacy Guidelines* on Member Zone.

- e) **Can we do 50/50 raffles within our provinces?**

Answer: It depends on gaming regulations within your province. Please check with your provincial office if raffles are allowed.

- f) **Can we do Chase the Ace fundraisers?**

Answer: No, GGC does not partake in gambling activities.

- g) **Can we do paint night fundraisers?**

Answer: Yes, if alcohol is not involved and girls are able to participate.



- h) **Can we host an event where each participant asks the public for sponsorship for events like a dance-a-thon, rock-a-thon, walk-a-thon, etc.?**

Answer: No, we cannot host any of these types of events that ask for member sponsorship but you can hold a dance and charge admission, for example.

- i) **Are we able to apply for corporate sponsorship, grants or community funding programs?**

Answer: Yes, you can apply for grants or community funding programs pending approval of your [Application for Fundraising Approval \(FR.1\)](#) form. If the corporation, organization or business is national in scope, the province must seek national office approval before giving the final approval.

Any request for a corporate or business donation over \$1,000 whether money, gift in-kind or materials must be reviewed by the Provincial Commissioner and sent to the national office for approval by Sue Sheridan (sheridans@girlguides.ca), Fund Development Specialist.

- j) **Can we sell tickets for a show if the theatre makes a donation to GGC based on ticket sales?**

Answer: Yes

- k) **Can we fundraise by bagging groceries at a grocery store for donations?**

Answer: Yes, as long as GGC keeps 100% of the profits.

- l) **Can a unit host a multi-level fundraising party/event where a part of the proceeds from the sales at the event benefits the unit?**

Answer: Yes, if the product is consistent with the GGC image. Examples include Tupperware, Avon, Party Lite, Pampered Chef, Epicure or other "home party" type situations where a portion of the sales goes to GGC.

Careful consideration must be given if the company that provides products for sale requires a large pre-payment, which could create a financial liability if the product doesn't sell and the group has put out a lot of GGC money. Include the details of the arrangement with the company with your [Application for Fundraising Approval \(FR.1\)](#).

For the following examples, units must ensure businesses only use the unit's name to indicate their support of local Guiding and not to imply there is a partnership. Units must also be mindful of GGC's image in selecting a business to work with for fundraising.

- m) **Question: Are we able to use Fundscrip to fundraise?**

Answer: Yes, as long as the retailer is consistent with GGC's values and image. (FundScrip is an established, Canada-wide fundraising program in which supporters pay for their shopping [e.g., groceries, gas, home and garden, entertainment, restaurants, etc.] with gift cards bought from FundScrip; this automatically generates contributions to your cause.)

Guidance on stores to offer cards from

- For coffee chains, **Tim Hortons** is recommended as it has better fundraising percentage



- than most (there are also no obvious branding issues here).
- For department stores, **Winners** is recommended as they have a better fundraising percentage.
- For entertainment, **Cineplex** is recommended.
- Other recommended outlets include grocery stores, gas stations and restaurants.

n) Is a unit able to sell Value Books as a fundraiser? E.g. the Value Book sells for \$20 and GGC would keep \$10 while the other \$10 would support another organization or charity?

Answer: Yes, as long as the emphasis is on the \$10 going to GGC and not that we are fundraising \$10 for GGC and \$10 for someone else, and as long as the product is consistent with the GGC image.

o) Can we team up with a store (e.g., Ten Thousand Villages, Chapter's, Value Village – collection of clothing) for a portion of the profit in return for promotion of a (usually) closed to the general public evening?

Answer: Yes

p) A local company such as a restaurant or entertainment centre, has offered to host a special Guide Night where a portion of the profits would benefit our unit. Is this allowed?

Answer: This type of fundraising is allowed as long as the GGC image is maintained. Fundraising initiatives using activities where alcohol is served as part of the fundraiser or where adult only-activities occur, such as pub nights, are not allowed.

3. FUNDRAISING FOR OTHER ORGANIZATIONS/NON-GGC INITIATIVES

GGC members can volunteer to support another non-profit organization or charity through service projects that do not involve fundraising. While any GGC member can support activities or fundraisers as an individual community member, **GGC members are not permitted to raise funds or utilize funds raised in the name of GGC for donation to any other group.** Such activity could jeopardize GGC's status as a registered charitable organization. Where girls are participating, they should not be in a position to solicit funds. Approved service projects include but are not limited to: collecting non-perishable food for food banks, assisting with phones at a fundraiser, stuffing envelopes, packing hampers for donation, wrapping gifts, handing out water at a race, assisting with registration, legacy annual Remembrance Day poppy sales.

a) A unit has been fundraising for a service club that supports their unit, or has been selling poppies for the Royal Canadian Legion. Is this type of fundraising permitted?

Answer: Units with longstanding traditions of participating in projects, such as selling poppies for the Royal Canadian Legion or assisting with the fundraising efforts of a service club that supports the unit financially, may continue to do so with the consent of their Provincial Commissioner.



- b) Are members permitted to fundraise or donate to an organization or charity, or assist another organization with their fundraising?**

Answer: No, members are not permitted to raise funds for another charitable organization while actively representing themselves as members of GGC. They can, as a service project, help with the phones for the fundraiser, or help stuff envelopes, etc., for example, to assist a hospital. They cannot set up a table to sell merchandise for another organization or charity while wearing the GGC uniform.

- c) Can a unit make a donation to an organization, charity or scholarship fund (other than GGC) in memory of a deceased member?**

Answer: No, units, districts, areas, administrative communities, and provincial councils are prohibited from donating funds which have been collected for GGC purposes to other organizations or charities. Members are free, however, to make personal donations as they see appropriate.

- d) There is a Guiding member who is facing serious medical costs or expenses for a family crisis. Can Guiding help out?**

Answer: GGC funds cannot be used for this purpose. Members of GGC cannot fundraise or make financial donations on behalf of GGC. However, as individuals in the community members are free to support any activities or fundraisers as they see appropriate. Guiding uniforms and resources can be funded by GGC funds.

- e) How can we help girls overseas?**

Answer: Canadian World Friendship Fund (CWFF) GGC through WAGGGS supports projects in developing countries designed to improve the lives of girls and young women and their communities. Please check with the International Commissioner for clarification on a particular project and how to donate.

Units, districts, area, administrative communities, provincial councils and Trefoil Guilds are prohibited from donating funds which have been collected for GGC purposes to other organizations or charities.

- f) Can girls bring in their own money to a unit meeting (such as from their allowance, etc.) and then make a donation, for example purchasing a chicken or goat to support a family in a developing country?**

Answer: No, if a girl wishes to donate to another charity she should do so as an individual community member and not through her unit or through GGC.

- g) Is a girl who is participating in a local fundraiser for a different organization or charity as an individual, for example a walk-a-thon, permitted to wear her GGC uniform to show her community involvement?**

Answer: No, by wearing the uniform she is representing GGC.



- h) Can members donate money to another unit/district/area/community that is in need, such as after a natural disaster?**

Answer: Yes, as long as the money stays within Guiding. For example, assisting in the purchase of new uniforms or destroyed camp gear.

- i) Can members go door to door to collect non-perishable food for a food bank representing GGC?**

Answer: Yes, your unit can collect food for a food bank since this is a service project – you aren't asking for funds for a food bank only non-perishable food items.

If in the process of collecting food products a cash donation is offered it can be accepted and must be given directly to the food bank.

- j) Can our unit support an organization that requests it, such as helping to wrap Christmas presents, handing out water at a race, doing registration at an event, etc.?**

Answer: While GGC cannot raise funds for another organization or charity, your unit can support an organization as a service project. To help keep things transparent, please feel free to make a sign that states: "GGC is donating their services today to wrap, hand out, etc.", to help the public differentiate the two organizations in its mind.

If the organization being supported is charging for the service being provided by GGC members (such as charging for gift wrapping), it is important that GGC members are not the ones handling money. This could be managed in two simple ways: first, a person from the organization collects the money; and second, that there could be a little sign on the table saying "GGC is volunteering their time today to help us with the wrapping." Then it would be clear that you are providing a service in the community.

- k) Can a unit participate in a program, campaign or challenge from another organization or charity that has a fundraising and/or service component?**

Answer: Your unit can participate in such a program, but not in the fundraising component.

- l) Can we provide items of warmth for the homeless?**

Answer: Yes, members can make or collect scarves, toques, socks, hats, etc. GGC funds can be used to purchase the materials needed for girls to make scarves, toques, etc. Members cannot, however, solicit donations for the project from the public. Members are also not permitted to donate gift cards or cash, or purchase the items that will be donated.

- m) Can members help provide gifts and/or help feed those in need through a toy drive or holiday hamper program?**

Answer: Yes. Members can each bring in a gift to donate to the project or bring individual donations. GGC funds can be used, in moderation, to acquire missing items. What members cannot do is solicit donations for the project from the public. Members cannot donate gift cards or cash to the organization.



n) Can members assist with communities or people affected by natural disasters?

Answer: GGC can collect items from members and their families and can donate them to an organization that is sending a container of supplies to the affected area. Members are not permitted to hold a fundraiser for the specific purpose of purchasing items or for sending the funds to a charity. Members are also not permitted to solicit donations from the public to purchase items.

4. COOKIES

Girl Guide cookies are the official fundraiser for the organization and benefit all levels of Guiding. A unit, council or other GGC group wishing to engage in fundraising through any method other than the GGC Cookie Program must first obtain their Provincial Council's consent through the process established by the Provincial Council. An [Application for Fundraising Approval \(FR.1\)](#) form is available on Member Zone. A minimum of 25% of the total amount fundraised for GGC activities, events and travel must be done through cookie sales.

a) Question: Does the 25% from cookies fundraising refer to district, area, community or provincial council fundraising as well? For example, if the area office needs a new roof?

Answer: The 25% fundraising guideline applies to any group that's fundraising to cover any part of the cost of activities, trips or events.

A district, area, community or provincial council raising funds for a new roof, for example, would not be required to fundraise through cookies for this specific purpose. The district, area, community or provincial council is still required to complete the [Application for Fundraising Approval \(FR.1\)](#) form and have the appropriate approval for the fundraising activity as detailed on the FR.1 form.

b) Are girls selected for nationally sponsored trips required to raise 25% of the trip costs from cookies?

Answer: No, due to the tight timelines between selection and travel, a girl going on a nationally sponsored trip is not required to meet the 25% minimum. However, they are encouraged to sell cookies if there are some made available to her. (Each provincial council can decide if they wish to exempt girls for provincially sponsored trips).

c) Can businesses such as Dairy Queen, bakeries, etc. use Girl Guide cookies in their own recipes to raise funds for GGC or for their own profit?

Answer: No, to use a sponsor/partner logo in conjunction with GGC you must contact your provincial office. The request will be forwarded to the Provincial Commissioners who will then forward to the Board of Directors for approval.



5. OTHER FUNDRAISING

- a) **Can a unit sell GGC merchandise or design and sell a product with a Trefoil or GGC logo to use as a fundraiser?**

Answer: The sale of GGC-branded merchandise (i.e., includes the Trefoil and or GGC logo or name) as a fundraising project is not permitted. The use of the GGC name or brand in sponsorships, alliances or co-branding must be approved by the Board. Please refer to the [Merchandise Guidelines](#) available in Member Zone

- a) **Do we have to charge taxes on items sold for fundraisers?**

Answer: No

- b) **Can members use funds from grants or fundraising activities to support adult membership fees?**

Answer: No, monies raised through appropriate fundraising activities and grants can only be used to support training, programming, events, camping or subsidies for girl members but not for adult membership fees.

- c) **Does a unit need to complete an Application for Fundraising Approval (FR.1) form if it asks parents to drop off a small number of bottles that will then be returned for refund as a fundraiser?**

Answer: If this is of a very small, ongoing nature (approximately \$20 per year) then no.

If your unit is hosting a bottle drive within a community as a large-scale fundraiser, then an Application for Fundraising Approval (FR.1) form is required.

