

CREATIVE RETIREMENT MANITOBA FUNDRAISING POLICY

To remain financially viable and meet its mission, CRM must have adequate financial resources. It will solicit and accept gifts that are consistent with its mission and that support its core programs, as well as special projects. Although the Board can and should expect much of the Executive Director on this score, the Board is chiefly responsible for ensuring the organization has the funds it needs and does not spend beyond its means. Balancing the budget has two basic dimensions related to revenue:

1. Finding dependable revenue streams (normal earned revenue)
2. Raising private support (gifts, grants and fundraising events)

ROLE OF THE BOARD

- Board members should be involved with fundraising activities such as providing names of potential donors, writing or signing fundraising letters, thanking donors personally, accompanying the Executive Director on donor and foundation visits, or soliciting donations
- The Board must deliberate on and develop fundraising plans that address staff, systems, space, and budget.
- The Board must ensure that budget appropriations for fundraising are evaluated as an investment strategy designed for reliable long-term results from faithful donors, committed volunteers, and reliable net revenue that meet CRM's priorities.
- The Board must review the results and evaluate the performance of fundraising activities to ensure the fundraising efforts met the goals and objectives.

FUND RAISING ACTIVITIES

- Pledge Drive to be mailed by the end of November
- Fall/winter event
- Spring /Summer event
- Grant applications
- Other opportunities as they arise

DONOR RECOGNITION

- CRM will send a formal acknowledgement/thank you letter and a donation receipt within seven (7) days of receipt of a donation
- Donations of \$1000 or more will be acknowledged by a personal phone call from a Board Member and/or the Executive Director.
- The donor's gift intent will be acknowledged with written correspondence, and where appropriate with a follow up communication regarding the use of the funds. Should the intent become incompatible with the mission, there should be room for renegotiation.

DONOR PRIVACY

Any information supplied to CRM by donors will be used to fulfill their donation and not shared unless the donor grants permission.

GIFT ACCEPTANCE POLICY

CRM will not accept gifts that (a) would result in CRM violating its corporate charter, (b) would result in CRM losing its status as a not-for-profit organization, (c) are too difficult or too expensive to administer in relation to their value, (d) would result in any unacceptable consequences for CRM, or (e) are for purposes outside CRM's mission. Decisions on the restrictive nature of a gift, and its acceptance or refusal, shall be made by the Board, in consultation with the Executive Director.

Gifts may take a variety of forms:

Cash: CRM may receive cash gifts of any amount. Cheques will be processed within 10 days of receipt. Credit card gifts will be processed within 48 hours of receipt.

Publically Traded Securities: CRM may receive gifts of stocks and bonds valued at the closing price of the market on the day the donation is made. These gifts will generally be sold as soon as possible. CRM will receive the proceeds of the sale after commission and expenses.

- i. All risk attaching to the security and value of shares shall remain with the donor until such time as acceptance of the shares has been communicated to the donor in writing.
- ii. No shares other than those traded on a prescribed stock exchange, as defined in paragraph 1.iii. below, shall be accepted in terms of this Policy, in the absence of a formal agreement between the donor and CRM.
- iii. For purposes of this Policy, a prescribed stock exchange shall be one of the TSX Group of Exchanges, including the Venture Exchange and the Toronto Stock Exchange, the American Stock Exchange, the New York Stock Exchange, and the NASDAQ Stock Exchange.
- iv. All shares offered to CRM as a Donation shall be scrutinized for thinly traded volumes or other restriction on immediate sale.
- v. The Donation of any such restricted shares would be the subject of a written agreement entered into by CRM and the donor, prior to their acceptance.

Life Insurance: CRM will accept gifts of life insurance where CRM is named as both beneficiary and irrevocable owner of the insurance policy. The donor must agree to pay, before due, any future premium payments owing on the policy.

Memorial Gifts: Gifts donated as a memorial to an individual who has passed away will be accepted

This policy was approved by the Board of Directors on July 26, 2019, and is effective August 1, 2019.

REFERENCES AND RESOURCES (councilofnonprofits.org , thenonproffitimes.com)