

APPLY



ETHICAL CODE PROGRAM

Demonstrate your commitment to high standards

! IMPORTANT INFORMATION: *As of December 31, 2011, Imagine Canada will no longer be accepting new applicants to the Ethical Code Program. In December 2013, the Ethical Code Program will be merged with Imagine Canada's new Standards Program. In the interim period the Program will continue to operate as usual and Program participants will be provided with the support needed to transition to the new Standards Program. Please visit the Ethical Code website or email: code@imaginecanada.ca for more information.*

ETHICAL CODE PROGRAM APPLICATION

The *Ethical Fundraising and Financial Accountability Code* (Ethical Code) lays out standards for charitable organizations to manage and report their financial affairs responsibly. The Ethical Code Program authorizes participants to use a trustmark that signals to donors that they comply with the Code's fundraising and financial accountability standards. Participation in this voluntary program is open to all registered Canadian charities and registered Canadian amateur athletic associations. Compliance is monitored through a complaints-based process that is overseen by the Ethical Code Committee.

REQUIREMENTS TO PARTICIPATE

To participate in the Ethical Code Program, charities must commit to the guidelines in the Ethical Code and submit the following:

- 1 This application form, completed and signed by a representative of your board of directors and your Executive Director/CEO.**
- 2 Two signed copies of the licence agreement to access the trustmark.**
Please submit two original signed copies of the licence agreement with your application. One copy will be returned to you when your application is approved. The licence agreement can be found on page five.
- 3 A copy of your most recent annual financial statements.**

The Ethical Code Program is generously supported by:



SUBMIT APPLICATIONS TO:

IMAGINE CANADA

2 Carlton Street, Suite 600,
Toronto, ON, M5B 1J3

TEL: (416) 597-2293 x 229

1-800-263-1178 x 229

FAX: (416) 597-2294

EMAIL: code@imaginecanada.ca

REQUIREMENTS TO PARTICIPATE (CONTINUED)

4 A copy of your most recent annual report (if available).

5 A copy of your most recent T3010 or T2052 filing.

All registered charities and registered amateur athletic associations must submit annual reports to the Charities Directorate of the Canada Revenue Agency. A copy of the Registered Charity Information Return (T3010) or the Registered Canadian Amateur Athletic Association Information Return (T2052) must be included in your application package.

6 The minutes of the meeting at which your board of directors adopted the Ethical Code.

To become an Ethical Code Program participant, your current board of directors must pass a motion to participate as a formal resolution. The following text is an example of the kind of resolution required.

"[Name of charity] hereby adopts Imagine Canada's *Ethical Fundraising and Financial Accountability Code* (Ethical Code) and confirms that each of its directors has received a copy of the Ethical Code. In so doing, members of the board of directors undertake to be conscientious custodians of donated funds, to exercise due care concerning the governance of fundraising and financial reporting, and to ensure to the best of their ability that the organization adheres to the provisions of the Ethical Code."

7 A two-year participation fee based on annual revenue from fundraising and earned income

The fee to participate in the Ethical Code Program is based on your annual revenue from fundraising and earned income. The fee covers two years of participation in the Ethical Code Program. Fundraising revenue includes grants from non-government sources, donations, cause marketing, and sponsorships. Earned income includes contracts, fees for services, membership and admissions revenue, endowment revenue and sales revenue. Government funding should not be included when calculating the fee. Group rates are available – please contact Imagine Canada for more information.

QUESTIONS?

Visit our website or contact Ethical Code Program staff by **phone (1-800-263-1178 x 229)** or **email (code@imaginecanada.ca)** for more information.

Once your application is approved, you will be eligible to use the trustmark for a two-year period. Participants will be required to submit a short report annually to maintain use of the trustmark. Every two years, charities will be required to renew their participation in order to continue using the trustmark.



Yee Hong Community
Wellness Foundation

IMAGINE CANADA 2 Carlton Street, Suite 600, Toronto, ON, M5B 1J3
TEL: (416) 597-2293 x 229 1-800-263-1178 x 229 **FAX:** (416) 597-2294 **EMAIL:** code@imaginecanada.ca

www.imaginecanada.ca/en/ethicalcode

Imagine  Canada

STATEMENT OF COMPLIANCE

I certify that [Insert full legal name of Charity] _____
is following the guidelines set out in Imagine Canada's *Ethical Fundraising and Financial Accountability Code*.
I acknowledge that if a complaint related to the Ethical Code is made against the Charity, the Ethical Code
Committee may review the activities of the Charity. I confirm that the information provided in this application is
accurate in all material respects.

SIGNATURES REQUIRED

SIGNATURE OF BOARD CHAIR OR AUTHORIZED BOARD MEMBER	DATE
TYPE OR PRINT NAME	TITLE
SIGNATURE OF EXECUTIVE DIRECTOR/CEO	DATE
TYPE OR PRINT NAME	TITLE

BIENNIAL FEE

Fee is for two years and is
based on annual revenue from
fundraising and earned income.

FUNDRAISING & EARNED INCOME REVENUE

- Less than \$100,000
- \$100,000 – \$500,000
- \$500,000 – \$1 million
- \$1 million – \$5 million
- \$5 million – \$10 million
- \$10 million – \$50 million
- \$50 million – \$100 million
- More than \$100 million

BIENNIAL FEE

- \$100
- \$350
- \$550
- \$750
- \$1,000
- \$2,500
- \$3,500
- \$4,000

PAYMENT METHOD

<input type="checkbox"/> CHEQUE PAYABLE TO IMAGINE CANADA	<input type="checkbox"/> PLEASE CHARGE THE FEE TO MY CREDIT CARD	
<input type="checkbox"/> VISA	<input type="checkbox"/> MASTERCARD	<input type="checkbox"/> AMERICAN EXPRESS
CARDHOLDER NAME		
CARD NUMBER	EXPIRY DATE	
SIGNATURE		

! Before submitting your application, please make sure you have enclosed all of the
■ documents listed on pages one and two.

Between:

IMAGINE CANADA

AND

_____ (the "Charity").

This Agreement sets out the terms and conditions for use of the Ethical Code Trustmark by the Charity. Imagine Canada has developed the Ethical Fundraising and Financial Accountability Code and the Ethical Code Trustmark. Imagine Canada promotes public awareness and adherence to the Code by charities through the Trustmark and the Charity, by way of this Agreement, secures its right to use the Trustmark to publicly identify itself as an adherent to the Code. The parties therefore agree as follows:

1. TERMS

- (i) *The Ethical Fundraising and Financial Accountability Code* (the "Code") is the set of fundraising and financial accountability standards approved by the Board of Directors of Imagine Canada and published by Imagine Canada;
- (ii) The Ethical Code Trustmark (the "Trustmark") is the trustmark developed, owned and published by Imagine Canada to promote adherence to the Code by charities and to promote public confidence in charities that are adherents to the Code;
- (iii) The Ethical Code Program (the "Program") is the Program established by Imagine Canada to promote use of the Code by charities and to promote public awareness of the Code; and
- (iv) The Ethical Code Committee (the "Committee") is the Committee established by Imagine Canada to provide advice to participants in the Program and to the public, to render decisions on compliance issues under the Code, and to make recommendations to Imagine Canada's Board of Directors with respect to the administration and content of the Code.

2. LICENCE

Imagine Canada hereby grants a licence to the Charity and consents to the use of the Trustmark by the Charity to market itself to the public as a participant in the Program in Canada. The Charity cannot transfer or assign this license to others.

ETHICAL CODE PROGRAM LICENCE AGREEMENT (CONTINUED)

3. CODE COMPLIANCE

The Charity has reviewed and understands the standards set out in the Code and agrees to:

- (i) submit a short annual report confirming its commitment to the Code for the following 12-month period,
- (ii) re-apply for use of the Trustmark every two years or to cease using the Trustmark,
- (iii) designate a staff person to deal with complaints related to the Code,
- (iv) develop a mechanism to respond to complaints related to the Code in a timely manner, and
- (v) refer complaints that cannot be settled directly by the Charity to the Committee, in accordance with the Complaints Protocol.

The Charity agrees that the Committee may monitor and audit its compliance with the standards in the Code to determine the Charity's eligibility to use the Trustmark. The Charity agrees that it shall, upon request, make available to the Committee all necessary information and records relating to its fundraising and financial practices so a determination of its compliance with the Code can be made, or an allegation of a breach of the Code can be investigated. Imagine Canada may make any such reasonable enquiries of the Charity as are required to determine the accuracy of the Charity's representations. Information or records subject to statutory protection, such as data covered by privacy legislation, shall be exempt from disclosure to the Committee.

Imagine Canada may publish Code interpretations, compliance guidance, or Committee findings on its website. The Charity may review the Imagine Canada website and shall, in any event, be considered to be aware of such information thirty (30) days after its publication on the website.

4. CODE AMENDMENTS

The Charity is entitled to notice by email of any amendments made to the Code by Imagine Canada. Code amendments will also be promptly posted on Imagine Canada's website. Upon receipt of notice of an amendment to the Code, the Charity shall have ninety (90) days to bring its practice into compliance with the amended Code.

5. INTEGRITY AND QUALITY CONTROL OF TRUSTMARK

Imagine Canada may require the Charity to submit samples of its use of the Trustmark for review and may require the Charity to submit any proposed use of the Trustmark to Imagine Canada for pre-approval by Imagine Canada. Imagine Canada has the right, in its sole discretion, to reject any use of the Trustmark. When the Charity receives written notice that its use is unacceptable, it shall immediately cease using the Trustmark in that manner and withdraw any such use in circulation at the time of the notice.

The Charity agrees to immediately inform Imagine Canada of any infringement or misuse of the Trustmark of which it becomes aware. Imagine Canada shall be entitled to take any legal action in connection with the Trustmark as Imagine Canada considers appropriate, including a decision not to take any action, and the Charity shall, when requested by Imagine Canada, do all things commercially reasonable and necessary to assist Imagine Canada in any such legal action. The Charity shall have no right to commence or maintain any legal action with respect to the Trustmark without the prior written consent of Imagine Canada.

ETHICAL CODE PROGRAM LICENCE AGREEMENT (CONTINUED)

6. INDEMNIFICATION

The Charity agrees to be responsible for its own actions, and agrees to indemnify, and hold harmless, Imagine Canada, its employees and agents from and against all damages, demands, claims and losses of any type, including reasonable lawyer's fees, in connection with, in whole or in part:

- (i) any negligent act, omission, or wilful misconduct of the Charity related to the Charity's fundraising and financial practices,
- (ii) the Charity's failure to comply with the provisions of this Agreement, and
- (iii) the Charity's use of the Trustmark.

The provisions of this paragraph shall survive expiration or termination of this Agreement.

7. TERM AND TERMINATION

- (i) This Agreement shall have a term of two years from the date of execution of this Agreement.
- (ii) If the Charity commits a breach of any of the provisions of this Agreement, which breach is not duly remedied and for such other reasons within the sole discretion of Imagine Canada, Imagine Canada shall have the right to immediately terminate this Agreement.
- (iii) If either party shall become bankrupt or insolvent or go into liquidation (other than a voluntary liquidation for the purpose of amalgamation or merger) or shall enter into any arrangements with creditors, the other party shall have the right to immediately terminate this Agreement by notice in writing.
- (iv) Upon notice of termination of this Agreement by either party, the permission to use the Trustmark shall immediately cease and the Charity shall not make any further use of the Trustmark, and shall withdraw from circulation any existing use of the Trustmark. All provisions of this Agreement which expressly or by implication are intended to survive expiration or termination of this Agreement, shall survive expiration or termination of this Agreement. The termination rights in this Agreement shall be in addition to, and not in substitution for, any other remedies that may be available to a party under this Agreement.

8. WEBSITE PUBLICATION

The Code or Committee materials published electronically by Imagine Canada shall be made available for access on the Internet at www.imaginecanada.ca.

9. NOTICE

All notices required under this Agreement to a party shall be in writing and delivered, posted by first-class prepaid mail, or sent by facsimile or e-mail addressed to the primary contact identified on the Ethical Code Program Application Form.

The parties have executed this Agreement.

NAME OF CHARITY

Signature: _____

Name: _____

Title: _____

Date: _____

I have authority to bind the Charity.

IMAGINE CANADA

Signature: _____

Name: _____

Title: _____

Date: _____

I have authority to bind Imagine Canada.