



TAKE ACTION

YWCA Vancouver



ETHICAL CODE PROGRAM

Demonstrate your commitment to high standards

JOIN NOW!

As a registered charity in Canada, you are well aware of the need to uphold high standards of accountability and transparency. Your reputation in the community is your most important asset, and maintaining strong and open relations with your supporters is a top priority.

The Ethical Code Program is a tool that can help you meet donor expectations and distinguish you from others in the field. Charities that join the Program have the right to use the Ethical Code trustmark, which 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.

Over 300 charities that collectively represent more than \$2 billion in fundraising revenue have joined the Ethical Code Program since it launched in January 2008. Imagine Canada is working with these charities to raise public awareness of the charitable sector's commitment to ethics and accountability.

WHY JOIN THE ETHICAL CODE PROGRAM?

Use of the Ethical Code trustmark clearly demonstrates to your donors and the general public that your charity is committed to ethical fundraising and financial accountability. Other benefits of participating in the Program include:

- Recognition on Imagine Canada's website and in our annual *Maclean's* magazine supplement on ethical fundraising.
- Access to resources and assistance designed to help you implement the Ethical Code effectively.
- An invitation to participate in at least one webinar a year on a relevant and timely issue.
- Special recognition as a Program participant on CanadaHelps.org.

The Ethical Code also enhances awareness among boards and staff about fundraising and financial accountability and provides you with a baseline against which you can evaluate your policies and practices.

Standards Program

Imagine Canada is launching a Standards Program in 2011 offering a Canada-wide set of shared standards for charities and nonprofits designed to strengthen sector capacity in the fundamental areas of governance, financial accountability, fundraising, staff management and volunteer involvement. Organizations wishing to publicly demonstrate they have successfully met the standards will have the opportunity to participate in a voluntary peer-review based accreditation process. A variety of resources will be publicly available to support all organizations wishing to further develop their effectiveness in these areas whether they go through the accreditation process or not. Visit our website for more information: www.imaginecanada.ca/standards_initiative

HOW DO I JOIN?

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

- minutes of the meeting at which your board of directors adopted the Ethical Code,
- your most recent annual financial statements,
- your most recent annual report (if available),
- your most recent T3010A/B or T2052 filing,
- the signed licence agreement to access the trustmark,
- an application form, completed and signed by a representative of your board of directors as well as your Executive Director/CEO, and
- a two-year participation fee based on your total revenue from fundraising and earned income.

To download the full application package, go to www.imaginecanada.ca/en/ethicalcode.

“As a charity, our obligation lies first and foremost with our donors. Trust, shared values, and good communication are all essential components of this. We’re proud to use our membership in the Ethical Code Program to show our donors the transparency and accountability of our operations.”

Tony di Cosmo, President,
St. John’s Rehab Foundation

BIENNIAL FEE

To offset the cost of running the program, Imagine Canada charges a biennial (two-year) fee to participate. Group rates are available – please contact Imagine Canada for more information.



FUNDRAISING & EARNED INCOME REVENUE	BIENNIAL FEE
Less than \$100,000	\$100
\$100,000 – \$500,000	\$350
\$500,000 – \$1 million	\$550
\$1 million – \$5 million	\$750
\$5 million – \$10 million	\$1,000
\$10 million – \$50 million	\$2,500
\$50 million – \$100 million	\$3,500
More than \$100 million	\$4,000

The Ethical Code Program is generously supported by:



STRONGER COMMUNITIES TOGETHER™

The Ethical Code for charitable organizations complements the Association of Fundraising Professionals’ Code of Ethics for individual fundraisers. For more information go to: <http://www.afpnet.org/ethics>

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