

## **Imagine Canada's Ethical Code Program Exceeds Year One Targets! *Member Charities Embrace Program to Solidify Donor Trust.***

**Toronto, Tuesday, April 7, 2009.** Leaders and pioneers of the Ethical Code Program community movement gathered today to celebrate the first year of Imagine Canada's re-launched Ethical Code Program as the first official report back to the community was released.

The Ethical Code program, which was first launched in 1998, was successfully re-launched in 2008 with a greater focus on accountability and public engagement. **Participation in the revised Ethical Code Program was much greater than anticipated, with 175 charities joining the Program by the end of 2008.** Together, these charities account for **\$1.3 billion in fundraising revenues – more than 7% of all fundraising revenues** reported by Canadian charities. The year one results represent a solid foundation to build upon as Imagine Canada's focus, expectations and priorities for year two is continued growth of the Code Program.

The Ethical Code Program is a tool that can help charities meet donor expectations and distinguish them from others in the field. Built by the sector, for the sector, its goal is to enhance the performance of charitable organizations, strengthen donor trust and to further build upon the foundations of existing confidence in the sector.

*"We are encouraged by the level of commitment from Ethical Code Program participants and those charities striving to join this community. It's not about signing on a dotted line. Charities must put in the effort and time to do their due diligence to ensure that they are in full compliance of the code," says **Marcel Lauzière, President & CEO of Imagine Canada.** "These charities are working to take public confidence in the sector and push it one step further with their participation, ensuring ongoing integrity of the donor-charity relationship."*

Charities that join the Ethical Code Program have the right to use the Ethical Code trustmark, which signals to donors that they comply with the standards in the *Ethical Fundraising and Financial Accountability Code*. Participation in this voluntary program is open to all registered Canadian charities and registered Canadian amateur athletic associations.

*"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,"* explains **Tony di Cosmo, Executive Director of St. John's Rehab Hospital,** as to why they value the Ethical Code.

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The Ethical Code community movement is gaining ground. The Program is on track to meet 2009 targets with more than 200 charities now participating in the code. Donors can feel confident that Ethical Code Program participants can be trusted to steward their contributions responsibly.

**For further details from the 2008 Ethical Code Program Progress Report**, such as sub-sector representation, geographical representation, partnerships, etc. download a PDF of the report at:

[http://www.imaginecanada.ca/files/en/ethicalcode/ethical\\_code\\_progress\\_report\\_2008.pdf](http://www.imaginecanada.ca/files/en/ethicalcode/ethical_code_progress_report_2008.pdf)

**The Ethical Code Program is generously supported by: Great-West Life, London Life and Canada Life.**

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Imagine Canada is a national charitable organization that looks into and out for Canada's charities and nonprofit organizations. It advances knowledge and relationships to foster effective and sustainable charitable and nonprofit organizations.

**Additional Materials:**

**2008 Ethical Code Program Progress Report (pdf):**

[http://www.imaginecanada.ca/files/en/ethicalcode/ethical\\_code\\_progress\\_report\\_2008.pdf](http://www.imaginecanada.ca/files/en/ethicalcode/ethical_code_progress_report_2008.pdf)

**Ethical Code Website:** <http://www.imaginecanada.ca/en/ethicalcode>

**Ethical Code Program Participants:** <http://www.imaginecanada.ca/en/node/167>

***In Charity We Trust***, information supplement featured in Maclean's magazine June 2008:

[http://www.imaginecanada.ca/files/en/publications/macleans\\_ethical\\_code\\_supplement\\_20080618%20.pdf](http://www.imaginecanada.ca/files/en/publications/macleans_ethical_code_supplement_20080618%20.pdf)

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