



FUNDRAISING POLICY

Guiding Principles:

- The Fresh Outlook Foundation relies entirely on funds generated through fundraising to support its administrative and operational functions.
- The foundation uses legal, ethical, and sound fundraising practices that uphold foundation values.
- The foundation is committed to garnering funds from a variety of diverse public, private, academic, and civic sources. More specifically, potential social investors or contractors include:
 - ✓ local, regional, provincial, and federal governments who are committed to community sustainability and recognize the potential for practical and affordable partnerships;
 - ✓ local, provincial, national, and international businesses who are committed to providing sustainable products or services and that are looking for exposure, publicity, community respect, and market share;
 - ✓ service clubs and other NGOs dedicated to sustainability within their communities;
 - ✓ grantmaking organizations such as private, corporate, community, or family foundations that support sustainability-related non-profits;
 - ✓ philanthropists with a keen interest in sustainability; and
 - ✓ individuals or organizations that become members to support the foundation and to receive information about sustainability.

Best Practices:

- The foundation maintains legal and ethical fundraising standards that are supported by all board and staff members and revisited regularly.
- Funders are encouraged to participate via ongoing funding opportunities (e.g. multi-year grants, annual memberships) and/or episodic funding opportunities (e.g. one-time grants, special events or campaigns, or bequests).
- Fundraising plans — developed, implemented, and monitoring by the board, CEO, and staff —ensure that:
 - ✓ prospective social investors are encouraged to donate via campaigns that are legal, ethical, professional, and target specific;
 - ✓ donor information is kept confidential;
 - ✓ donors are acknowledged promptly and appropriately; and
 - ✓ donors receive ongoing information about sustainability in general and the foundation in particular.

Critical Success Factors for Financial Management:

- Foundation-specific codes of conduct, pledges, best practices, and plans for fundraising.
- Board members, staff, and volunteers who are committed to legal, ethical, and moral fundraising.
- Innovative and lucrative fundraising strategies that enable and encourage partnership thinking.
- Loyal and committed donors from a variety of diverse public, private, academic, and civic sectors.
- Services that build strong relationships with donors while engaging them in sustainable activities.

Donor Bill of Rights:

- The foundation supports the Donor Bill of Rights developed by the American Association of Fund Raising Counsel with four other professional organizations. “To assure that philanthropy merits the respect and trust of the public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:
 - ✓ To be informed of the organization’s mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
 - ✓ To be informed of the identify of those serving on the organization’s governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
 - ✓ To have access to the organization’s most recent financial statements.
 - ✓ To be assured their gifts will be used for the purposes for which they were given.
 - ✓ To receive appropriate acknowledgement and recognition.
 - ✓ To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.
 - ✓ To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
 - ✓ To be informed whether those seeking donations are volunteers, employees of the organization, or hired solicitors.
 - ✓ To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
 - ✓ To feel free to ask questions when making a donation and to receive prompt, truthful, and forthright answers.”

Board members, the CEO, and staff understand that the abovementioned policy is meant to supplement good judgment, and will respect its spirit as well as its wording.