



Code of ethics - March 23

Philanthropy is about performing selfless acts for the good of others. It inspires a tradition of giving and sharing that is essential to quality of life. To ensure that philanthropy earns and maintains the public's respect and trust, and that current and future donors can have complete confidence in the not-for-profit organizations and causes they are asked to support, we declare that every donor has the following rights:

- Be informed of the organization's mission, how it intends to use donations and its ability to use them effectively for the purposes for which they are solicited.
- Be informed of the identity of the members of the organization's Board of Directors, and expect them to exercise good judgment and prudence in carrying out their responsibilities.
- Access to the organization's latest financial statements.
- Have the assurance that your donations will be used for the purpose for which they were made.
- Receive appropriate thanks and recognition.
- Have the assurance that information concerning your donations will be treated with the respect and confidentiality required by law.
- Expect all dealings with people representing the organizations in which he takes an interest to be professional.
- Find out whether your customers are volunteers, employees or contract canvassers.
- Have the option of having your name removed from mailing lists that an organization may wish to share with others.
- Feel free to ask questions when making a donation, and receive prompt, truthful and honest answers.

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Public trust, transparency and conflicts of interest

- Members must not take part in any activity likely to harm their organization, their customers or their profession, or knowingly bring the profession into disrepute.
- Members must not engage in any activity that may conflict with their fiduciary, ethical and legal obligations to their organization, their customers or their profession.
- Members must disclose any conflict or potential conflict of interest; such a declaration neither prevents nor implies any ethically reprehensible practice.
- Members shall not exploit any relationship with a donor, prospective donor, volunteer, client or employee for the benefit of themselves or their organization.
- Members must comply with all local, provincial, state and federal civil and criminal laws.
- Members must recognize the limits of their field of expertise.
- Members must present and offer products and services honestly and without misrepresentation.
- Members must define the nature and purpose of all contractual relationships as soon as they are established; they must be available to meet the needs of the parties involved before, during and after the sale of products or services.
- Members must refrain from knowingly violating the intellectual property rights of third parties.
- Members must protect the confidentiality of all privileged information relating to relationships between suppliers and customers.
- Members must refrain from denigrating their competitors by providing misleading information.

Soliciting and managing philanthropic donations

- Members must ensure that all solicitation and communication materials are accurate and accurately reflect their organization's mission and the use of funds solicited.
- Members must ensure that donors receive sound, accurate and ethical advice on the value and tax implications of potential donations.
- Members must ensure that donations are used in accordance with the donors' intentions.
- Members must ensure that all sources of income are well managed, and that periodic reports are made on their use and management.
- Members must obtain the explicit consent of donors before modifying the conditions of financial transactions.

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¹ Source: Association of Fundraising Professionals and Women's Y Foundation