



FOOD FOR LIFE CANADA INC.

POLICY CATEGORY	GOVERNANCE
POLICY NUMBER	6
TITLE OF POLICY	FUND DEVELOPMENT RESPONSIBILITIES AND STRUCTURE
APPROVED BY	BOARD OF DIRECTORS
DATE OF APPROVAL	JAN 14, 2009
REVISION DATE	

Purpose of Policy

To describe how the responsibilities for fundraising are assigned and how fundraising activity on behalf of Food for Life is planned and managed.

Mandate of Fund Development Committee

This Committee is a sub-committee of the Board. Its mandate is to set out an annual work plan to achieve the targets which are contained in the annual revenue and expense budget approved by the Food for Life Board; to manage the fund development activities described in the work plan and to achieve the targets as planned.

Composition of the Fund Development Committee

The Committee consists of three Board members who are appointed by the Board and the Executive Director ex officio.

Responsibilities of Individual Board Members

These are a further elaboration of the responsibilities as stated in governance Policy 3, “Individual Board Member Responsibilities.” The objective of specific responsibilities is to enable Board Members to clearly understand how they can participate in the fund development activities of Food for Life.

- Each Board member will participate in two prospect IDENTIFICATION sessions during the year outside Board Meetings. Preparation for these sessions involves

consideration of constituencies (individuals, corporate, foundation, etc) who would make good prospects to approach. Board members are expected to bring lists of prospects with a preliminary review of their potential.

- Each Board member should have a minimum of three prospects in the CULTIVATION stage. Cultivation is defined as “first contact has been made (call, meeting, letter), overview of Food for Life has been presented but no request has been submitted.” Board members are reminded that proper solicitation is most effective when cultivation has occurred in a face-to-face manner.
- Each Board member should have a minimum of three prospects in the SOLICITATION stage. Solicitation is defined as “cultivation has been completed and an ASK has been made.” Board members are reminded that proper solicitation is most effective in a face-to-face manner.
- Each Board Member is responsible for the oversight of the RECOGNITION for new donors that they actively solicited where recognition is greater than a thank you letter and tax receipt. Donor recognition is guided by the Donor Recognition Policy. Strategy for effective recognition is a shared responsibility of the Board and should be discussed when appropriate.
- Each Board member is responsible for the ongoing STEWARDSHIP of the major donors (\$1,000+) they solicit, above and beyond the passive communication from Food for Life (i.e. newsletter, invitations to events, etc). Major donors should receive direct communication from a Board member at least 3-4 times a year.