



FOOD FOR LIFE CANADA CHARITABLE CORPORATION

POLICY CATEGORY	BOARD GOVERNANCE
POLICY NUMBER	BG15
TITLE OF POLICY	FUNDRAISING
APPROVED BY	BOARD OF DIRECTORS
DATE OF APPROVAL	APRIL 30 th , 2011
REVISION DATE	NOVEMBER, 2015

Purpose

To describe how the responsibilities for fundraising are assigned and how fundraising activities on behalf of Food for Life (“FFL”) are planned and managed.

Food for Life Staff and Board’s Mandate for Fund Development

FFL Staff and Board members are required to participate and contribute to an annual work plan to achieve the targets which are contained in the annual revenue and expense budget approved by the FFL Board; to manage, participate, and contribute to the fund development activities described in the work plan and to achieve the targets as planned.

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 actively participate in providing good prospects (individuals, corporate, foundation, etc.) to the Executive Director (“ED”) on an ongoing basis along with a summary of their potential. The ED will take these prospects to the cultivation and solicitation stages with the support of the Board member.
- Each Board member is responsible for the ongoing recognition and stewardship of the new and multiyear donors. Donor recognition is guided by the Donor Recognition Policy. Major donors should receive ongoing direct communication

from a Board member, 3 to 4 times annually.

Responsibilities of the Food for Life Staff

The ED is responsible for monthly fund development updates or in Board approved cadences.

- The ED will share fund development identification, cultivation, solicitation, procurement, recognition, and stewardship with the support of the Director of Operations and Board members.

Responsibilities of the Food for Life Staff and Board Members

Subject to the powers and duties of the FFL Staff and Board and to the requirements of the General By-Law, the group will perform the following duties:

- The ED to develop and present to the Board for approval prior to fiscal year end, a fund development plan that describes the specific strategies, activities, target groups etc. to achieve the approved revenue budget for the year.
- With the support of the Board members and the Director of Operations, the Executive Director to execute the fund development plan, following Board approval. This includes conducting and managing all the activities in the cycle of successful donor development. The cycle consists of six phases: identification, cultivation, solicitation, procurement, recognition, and stewardship.
- The ED and Board members to provide input to the development of the annual communications plan.
- The ED to maintain a donor data base, with contact information for all donors and prospective donors, their previous contributions, recognition activities and current status.
- The ED to provide a written, monthly report to the Board, or on approved cadences, describing progress and results to date, in executing the annual fund development plan.
- The ED and Board members to perform other duties as may be assigned in order to support the fund development plan.