



Policy #: 0010
Developed: March 9, 2019
Revised: December 10, 2020
Effective Date: January 18, 2021

Ethical Fundraising Policy

Purpose: to identify LLNB's position on fundraising practice and to document the standards expected in raising funds from the community.

Scope: Board members, employees and volunteers of LLNB and affiliated councils*
**as may be enforced through service agreements*

Responsible Party:

Executive Director, Laubach Literacy New Brunswick (LLNB)
LLNB's Board Governance Committee

POLICY

LLNB's guiding fundraising principle is a simple one – we will only use techniques that we would be happy to be used on ourselves. In doing so, the organization will adhere to the following standards:

- Fundraising activities carried out by LLNB will comply with all relevant laws.
- Any communications to the public made in the course of carrying out a fundraising activity shall be truthful and non-deceptive.
- All monies raised via fundraising activities will be for the stated purpose of the appeal and will comply with the organization's stated mission and purpose.
- All personal information collected by LLNB is confidential and is not for sale or to be given away or disclosed to any third party without consent.
- Nobody directly or indirectly employed by or volunteering for LLNB shall accept commissions, bonuses or payments for fundraising activities on behalf of the organization.
- No general solicitations shall be undertaken by telephone or door-to-door.
- LLNB does not, directly or indirectly, pay finder's fees, commission or percentage compensation based on contributions.
- Fundraising activities should not be undertaken if they may be detrimental to the good name or community standing of LLNB.
- Financial contributions will not be accepted from companies, organizations and individuals the Board deems unethical.
- LLNB demonstrates its transparency and accountability, by posting the following information on its website (llnb.ca) including: its strategic plan, latest financial statements, the names of its Board of Directors, and various policies that may affect its stakeholders such as confidentiality, and social media.