



YWCA Vancouver



Community Living Toronto



World Vision



In Charity We Trust

A YEAR IN REVIEW By Julia Howell

Ethical Code Participant List

- Abilities Foundation of Nova Scotia
- Acclaim Health and Community Care Services
- Adsum Association for Women and Children
- AIDS Committee of Thunder Bay
- Alberta Easter Seals
- Alexandra Marine & General Hospital Foundation
- Alzheimer Society of Alberta and Northwest Territories
- Alzheimer Society of British Columbia
- Alzheimer Society of Canada
- Alzheimer Society of Manitoba
- Alzheimer Society of Saskatchewan
- Alzheimer Society of Thunder Bay
- Anglican Church of Canada, General Synod
- Anglican Journal
- Artscape Foundation
- Aspen Family and Community Network
- Association des Scouts du Canada
- Banff Centre
- Barrie Literacy Council
- Basically Babies
- BC Cancer Foundation
- BC Children's Hospital Foundation
- Beaverlodge Day Care Society
- Bennett and Albert County Health Care Foundation
- Bethany Care Foundation
- Big Brothers Big Sisters of Saskatoon
- Big Brothers Big Sisters of the Georgian Triangle
- Big Brothers of Sault Ste. Marie
- Bosco Homes – A Society for Children and Families
- Boys and Girls Club Services of Greater Victoria
- Boys and Girls Clubs of Canada
- Boys and Girls Clubs of Greater Vancouver
- Boys and Girls Clubs of Greater Vancouver Foundation
- Brain Injury Association of Alberta
- Bridgepoint Health Foundation
- Calgary Association of Self Help
- Calgary Counselling Centre
- Calgary Opera
- Cambridge Memorial Hospital Foundation
- Cambridge Shelter Corporation
- CanadaHelps
- Canadian AIDS Society
- Canadian Association of Fairs and Exhibitions

Canadians are a generous bunch. Year after year, you've shown us how much you value the work of charitable organizations. You've shown us with your wallets. And you've shown us by giving your valuable time by volunteering in the community.

As Canadians, we continue to have an overwhelming level of trust in charities. *Talking About Charities*, an Ipsos Reid survey of 3,963 Canadians (commissioned by Edmonton-based Muttart Foundation), in 2008 found that 77% of Canadians trust charities "some or a lot." While this is good news, Canada's charities want to make sure things stay that way. That's why leading charities across the country have come together through a program that recognizes and works to maintain your trust: The Ethical Code.

The Ethical Code is a donor assurance program. Through a set of standards for fundraising and financial accountability, Code charities are required to adhere to practices designed to steward your donations.

We've completed year one of a revised and expanded program and this is our report back to you.

The Ethical Code Program is generously supported by:



STRONGER COMMUNITIES TOGETHER™

Participation Results Greater Than Projected

When the Ethical Code Program underwent a thorough review in 2007, what resulted was a stepped-up process of compliance, with new, more in-depth standards and a greater focus on accountability. In light of these added demands, expectations for speedy charity recruitment were modest.

Now, in just over a year, the charity participation has doubled initial program expectations. More than 240 charities have joined the Ethical Code community. (You will find the full list of participating charities listed throughout this report.)

These results are due in part to the generous sponsorship of Great-West Life, London Life and Canada Life who came on board early to help ensure the success of the re-launched program.

Canadian Cancer Society
 Canadian Celiac Association
 Canadian Cystic Fibrosis Foundation
 Canadian Diabetes Association
 Canadian Digestive Health Foundation
 Canadian Federation of Humane Societies
 Canadian Feed the Children
 Canadian Hearing Society
 Canadian Immunodeficiency Society
 Canadian Mothercraft Society
 Canadian Red Cross
 Canadian Society for the Investigation
 of Child Abuse
 Canadian Women's Foundation
 Canadian Youth Business Foundation
 Catholic Family Services of Saskatoon
 Centre for Opportunities, Respect,
 and Empowerment (CORE)
 CentrePoint Non-Profit Management
 Cerebral Palsy Association in Alberta
 CGA-Canada Research Foundation
 Charity Intelligence Canada
 Children's Health Foundation
 Children's Wish Foundation
 Christian Children's Fund of Canada
 Cliffcrest Community Centre
 CNIB
 Collingwood General & Marine Hospital Foundation
 Community Care Haliburton County
 Community Foundations of Canada
 Community Home Assistance to Seniors (CHATS)
 Community Living Toronto
 Community Living Winnipeg
 Credit Valley Hospital Foundation
 Cridge Centre for the Family
 Daily Bread Food Bank
 Douglas Mental Health University
 Institute Foundation
 Easter Seals Canada
 Edmonton Brain Injury Relearning Society
 Edmonton Financial Literacy Society
 Edmonton John Howard Society
 Education Matters
 Envision Charitable Foundation
 Epicure Foundation
 Family and Children's Services of the
 Waterloo Region
 Family Caregivers' Network Society
 Family Leisure Centre Association of SE Calgary
 Family Service Saskatoon
 Flemington Neighbourhood Services
 Fondation nationale des Scouts
 Friends of the Moncton Hospital Foundation
 Georgian College
 Grand River Conservation Foundation
 Groves Memorial Community Hospital Foundation
 Habitat for Humanity Canada
 Habitat for Humanity Greater Vancouver
 Habitat for Humanity Northumberland
 Hamilton Health Sciences Foundation
 Headwaters Health Care Foundation
 Hearing Foundation of Canada
 Heart and Stroke Foundation of Ontario
 Hospice King-Aurora
 Hospitals of Regina Foundation
 Hôtel-Dieu Grace Hospital Foundation
 Imagine Canada
 Independent Living Nova Scotia
 Interim Place
 Jennifer Ashleigh Children's Charity
 Jewish Community Foundation of Montreal
 John Howard Society of Canada
 John Howard Society of Ontario
 Joseph Brant Memorial Hospital Foundation
 Kidney Foundation of Canada
 Kids Help Phone
 Kinark Foundation
 Lansdowne Children's Centre Foundation
 Leadership Waterloo Region
 Lifeline Malawi Association
 Lions Foundation of Canada Dog Guides

THE CODE IN ACTION

WOMEN'S COLLEGE HOSPITAL FOUNDATION



Women's College Hospital Foundation invested four months in ensuring it could fully meet the requirements of the Code. Two sub-committees of the board were charged with reviewing all their disparate policies and making recommendations to the board.

"Our board took the process really seriously. While we had many of the necessary policies already in place it forced us to take a look at what we had across the organization, to see if they were robust and then tighten them all up."

– **Mary Dodd**, VP, Finance and Operations, Women's College Hospital Foundation

"The rate at which charities are adopting Imagine Canada's new Ethical Code is an indication that they recognize the value of a common approach to earning donor trust. Our goal is to help them succeed."

– **Jan Belanger**, *Assistant Vice-President, Community Affairs Great-West Life, London Life and Canada Life*

The Road to Compliance

Interested charities are first invited to participate in an information session designed to shed light on the process and answer any questions. Since the re-launch of the program in January 2008, several hundred individuals participated in these educational opportunities.

At the core of the program is adherence to the measures laid out in the Ethical Fundraising and Financial Accountability Code, a 3-part set of standards on donor policies, public representations, fundraising practices as well as financial practice and transparency.

With the endorsement of a charity's board of directors, an application is ready to be made. Applications undergo a thorough review and assessment. Once accepted, participating charities must file an annual report with a full renewal every two years.

"It's not just about signing on a dotted line. Charities must put in the effort and time to do their due diligence to ensure

they are in full compliance with the Code."
– **Marcel Lauzière**, *President & CEO of Imagine Canada*

ETHICAL CODE CHECKLIST

Participating charities have complied with the following:

- ✓ Adherence to the Ethical Code fundraising and financial management standards
- ✓ Approval of compliance from the board of directors
- ✓ Signed license agreement
- ✓ Formal complaints process
- ✓ Submitted financial statements for third party review

Larger Charities More Likely to Participate

While the Ethical Code Program welcomes charities of all types and sizes, those with a strong reliance on donor dollars are the most likely to participate. These tend to be larger charities with active fundraising programs.

The 243 charities that joined the Ethical Code Program since January 2008 have total revenues of \$4.7 billion and total fundraising revenues of \$1.7 billion. Forty-three percent of these report fundraising

LOFT Community Services
 Lupus Society of Alberta
 MADD Canada
 Maison des Jeunes de Pierrefonds
 Make-A-Wish Foundation of Canada
 March of Dimes
 Marillac Place
 Mentoring Artists for Women's Art
 Milton District Hospital Foundation
 Moorelands Community Services
 Muscular Dystrophy Canada
 Nanaimo and District Hospital Foundation
 National Youth in Care Network
 Nellie's
 North Shore Neighbourhood House
 North York General Hospital Foundation
 North York Harvest Food Bank
 North York Women's Resource Centre
 Northern Lights Regional Health Foundation
 Nova Vita Women's Services
 Oakville & District Humane Society
 Oakville Senior Citizens Residence
 Ontario Brain Injury Association
 Ontario Community Support Association
 Ontario Horticultural Association
 Ontario Nature
 Operation Eyesight Universal
 Opportunity International Canada
 Ottawa Regional Cancer Foundation
 Oxfam Canada
 PEI Council of the Disabled
 Park Manor Personal Care Home
 Parkinson's Society of Southern Alberta
 Plan Canada
 PLEA Community Services Society of BC
 Powell River Therapeutic Riding Association
 Pregnancy and Family Support Services
 Providence Healthcare Foundation
 Ray-Cam Community Association
 Red Deer College Foundation

revenues of \$1 million or more, compared to only 3% of all registered charities.

Goals for Year II

Participation is projected to climb by an additional fifty percent in 2009/2010. While participants come from all 10 provinces, with the majority from Ontario, Alberta and British Columbia, a more

targeted approach will aim to solicit broader geographic representation. Particular efforts will be made to recruit charities in Quebec and Atlantic Canada so that the Ethical Code Program can truly be a national movement and a reflection of the Canadian charitable sector's shared commitment to transparency and accountability.

THE CODE IN ACTION

THE BOYS & GIRLS CLUBS OF GREATER VICTORIA

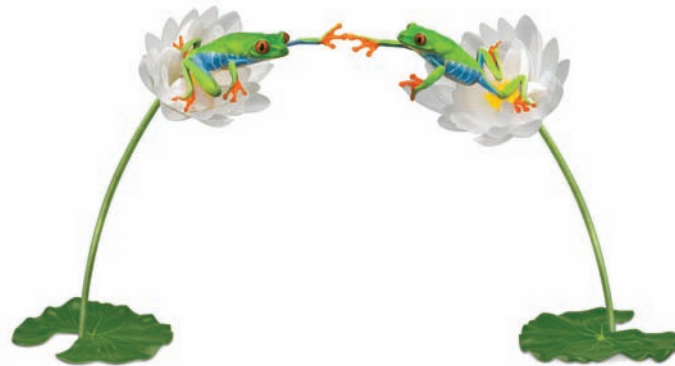


The Boys & Girls Clubs of Greater Victoria has a long-standing, trusting relationship with their donors built over several years. But when the Canada Revenue Agency recently revoked the charitable status of a dishonest operator in their community, they were concerned about the potential fallout. The Ethical Code offered an opportunity to differentiate themselves through an objective stamp of approval based on a very strict set of guidelines.

"It's part of our risk management strategy. It helps donors feel confident that we are using their funds ethically and according to their wishes."

– **Kate Mansell**, Director of Development, Boys & Girls Clubs of Greater Victoria

We give where we live.



We're committed to community

Since 2000, the TELUS team has donated more than \$137 million in financial and in-kind contributions and dedicated more than 2.6 million volunteer hours to non-profit and charitable organizations across Canada.

telus.com/community


 the future is friendly®

Poverty
shouldn't be a
life sentence



Photo: ACLC (Zig Media)



Giving Hope Today

SalvationArmy.ca

1-800-SAL-ARMY

Red Deer Public School District Foundation
Red Door Family Shelter
Renfrew Educational Services
Royal Botanical Gardens
S.U.C.C.E.S.S. Foundation
Sackville Memorial Hospital Foundation
Salvation Army
Sarnia-Lambton Rebound
Save the Children Canada
Science Alberta Foundation
Seniors Association of Greater Edmonton
Servants Anonymous Society of Calgary
Serve!
SickKids Foundation
Simcoe County Association for the
Physically Disabled
Sisterhood of St. John the Divine
Soldiers' Memorial Hospital Foundation
South Okanagan Women in Need Society
Southlake Regional Health Centre Foundation
Special Olympics Ontario
Spina Bifida & Hydrocephalus Association
of Ontario
St. Christopher House
St. Hilda's Towers Foundation
St. John's Rehab Foundation
St. Joseph's Health Care Foundation – Guelph
St. Joseph's Health Care Foundation of London
St. Joseph's Healthcare Foundation – Hamilton
St. Joseph's Lifecare Foundation
St. Mary's General Hospital Foundation –
Kitchener-Waterloo
St. Michael's College School
St. Thomas Elgin General Hospital Foundation
Starlight Starbright Children's Foundation Canada
Stratford General Hospital Foundation
Student Life Education Company
Support & Housing – Halton

Who's Behind the Ethical Code: The Leadership Team

The Ethical Code Program is owned and operated by the charitable sector. It was created through a series of Canada-wide sector consultations spanning groups from the social services, sports, arts and environment sectors, in towns and cities across the country. It relies on each of its participating charities to promote its objects and uphold its integrity. Acting as its secretariat is Imagine Canada, the sector's national umbrella organization and working on its behalf is a volunteer Ethical Code Committee comprising fundraising and finance experts.

The Role of Canada's Charities & You

Every Canadian in every corner of the country is touched by the work of charitable organizations.

THE CODE IN ACTION

HABITAT FOR HUMANITY CANADA



When Habitat for Humanity Canada reviewed itself against the Ethical Code it came out well. While the organization's culture of responsiveness and professionalism had ensured this outcome, the objective benchmarks of the Code served to provide a focal point for assessment and a mechanism to identify any areas for improvement. Coming out of their review, the organization created a formal investment policy.

"The Code gave us an external reference point to discuss our fundraising and financial management activities with the board, allowing us to test ourselves and to formalize our policies and practices. In the absence of the Code, this process would be subjective."

– **Stewart Hardacre**, CEO, Habitat for Humanity Canada

No Risk. Only Returns.

Donate today
Call 1-800-223-8024 or visit
www.ymcastrongkids.ca



Together, we build strong kids, strong families and strong communities.

Surrey Memorial Hospital Foundation
 TakingITGlobal
 Teresa Group
 The PREP Program
 The Redwood
 Thorpe Recovery Centre
 Threads of Life
 Thunder Bay Regional Health Sciences Foundation
 Toronto Centre for Community Learning
 and Development
 Toronto Community Foundation
 Toronto General and Western Hospital Foundation
 Toronto Public Library Foundation
 United Church of Canada
 United Church of Canada Foundation
 United Way of Greater Simcoe County
 United Way of London & Middlesex
 United Way of Windsor-Essex County
 United Way of Winnipeg
 United Way of York Region
 United Way serving Kingston, Frontenac,
 Lennox and Addington
 United Way Toronto
 University of Western Ontario
 Vancouver Opera
 VOICE for Hearing Impaired Children
 Volunteer Centre Society of Camrose and District
 W.I.S.H.
 War Child Canada
 Wellspring Calgary
 West Coast Leaf Education & Action Fund
 West Lincoln Memorial Hospital Foundation
 Wildlands League
 Women's College Hospital Foundation
 Workman Arts Project
 World Vision Canada
 Yee Hong Community Wellness Foundation
 YMCA of Greater Toronto
 Youth Singers of Calgary Society
 YWCA Vancouver

Canada's charities weave an intricate web of supports and services that connect and sustain us. They keep our environments safe and clean, maintain our health and longevity, educate us and celebrate and preserve our diverse cultural identities.

And just about every one of you lends your financial support to these key community organizations. In fact, 85% of Canadians make charitable donations, with an average of \$400 donated annually for a total of \$8.9 billion dollars.

The Ethical Code Program safeguards your contributions.

Look for the Trustmark



The Ethical Code trustmark is our seal of approval. It tells you that a charity is in full compliance with the terms of the Code. It should assure you that a charity will manage your donation responsibly so that it can have the greatest impact possible.

Resources for Donors

The Ethical Code

www.imaginecanada.ca/en/ethicalcode

The Federal Government Regulator

www.cra-arc.gc.ca/tx/chrts/menu-eng.html

Portal for Online Giving

www.canadahelps.org

Association of Fundraising Professionals' Fundraising Code of Ethics

www.afpnet.org/ethics

Do you have any concerns?

Charities participating in the Ethical Code Program are obliged to adhere to a set of standards and practices. Non-compliance may result in removal from the Ethical Code Program. If you have any questions or concerns, or want to lodge a formal complaint about an Ethical Code participant, please contact: code@imaginecanada.ca. Your concerns will be heard by a volunteer committee of experts in the field.



Why do women need a hospital that treats them differently than men?

We're discovering more reasons every day.

The facts are in. More women than men suffer from undetected heart disease. Women are twice as likely as men to experience depression. And younger women are the fastest growing group to be affected by both diabetes and skin cancer.

At Women's College Hospital we know that, when it comes to health, women and men are just not the same. That's why, for the past 100 years, we've been committed to groundbreaking advances in women's health.

Today, we're continuing to forge new ground with a 400,000 sq. ft. state-of-the-art building that will be a new kind of hospital that delivers care differently. A hospital dedicated to helping women in the community prevent and manage their chronic diseases.

A gift to Women's College Hospital means that we can continue to treat women differently. Nothing less will do.

www.womenscollegehospitalfoundation.ca
foundation@wchospital.ca
 416-813-4737 • 1-888-492-4677