

<b>Policy Title:</b> Fundraising Policy	<b>Category:</b> FR-1
<b>Applies To:</b> Employees	<b>Approved:</b> April 14, 2025
<b>Review Frequency:</b> 2 years	<b>Revised:</b>

**Western Development Museum (WDM) Fundraising Policy**

**Purpose**

The Fundraising Policy ensures that all fundraising activities by the Western Development Museum (WDM) align with best practices in Canadian charitable fundraising, promote collaboration between Museum locations and the Community Engagement Department, and support the WDM’s mandate and financial sustainability requirements. It also ensures that all compliance requirements by the Canada Revenue Agency are met.

**Scope**

This policy applies to all fundraising activities initiated or managed by WDM staff at any location. It does not apply to third-party events or rentals.

**General Principles**

- Fundraising at the WDM should be collaborative. Local fundraising efforts should be done in coordination with the Fundraising and Marketing staff in the Community Engagement Department.
- Museum Managers are encouraged to take the lead on location-based fundraising initiatives, provided they adhere to fundraising best practices, WDM policies and CRA legal requirements.
- Fundraising staff in the Community Engagement Department must be informed of all fundraising activities and sponsorship plans prior to their launch.
- Fundraising initiatives should be mandate focused, ethical, and financially responsible.
- Appropriate donor stewardship, sponsor recognition, and compliance with all relevant provincial and federal regulations and WDM policies must be followed.

**Applicable Policies**

**Responsibilities of Museum Managers:** Museum Managers may make independent fundraising decisions within the following parameters:

- Organizing fundraising events at their location.
- Conducting raffles or small lotteries with a prize value under \$2,500 and marketed locally.
- Identifying and stewarding potential donors from their local volunteer, membership, and supporter pools.
- Identifying and soliciting event sponsorship support from local businesses under \$5,000
- Ensuring all fundraising activities align with Canadian fundraising best practices, including:
  - Prudent planning and budgeting.
  - Adherence to procurement processes when contracting services.
  - Compliance with employment and compensation standards.
  - Transparency in financial reporting.

- Proper disclosure of fundraising costs and revenues including staff salaries.
  - Ensuring no department is committed to extra work without prior consultation.
- Plans to submit grant applications must be communicated to the fundraising staff in advance to prevent duplication and ensure the submission meets quality standards, reducing the risk of denial. The only exception is the annually submitted employment grants for Youth Workers and Summer Students from the Government of Canada, which may be handled individually at the local level.

## Responsibilities of the Community Engagement Department

The Community Engagement Department is responsible for managing:

- Lotteries and raffles exceeding \$5,000.
- **Sponsorship requests** directed to **provincial or national companies** must be handled at the corporate level and are not permitted as local initiatives.
- **Sponsorships exceeding \$5,000** require corporate approval before proceeding.
- **Sponsorships** (of any value) for exhibits and infrastructure require corporate approval before proceeding.
- **Sponsorship agreements that include deliverables beyond the location's capacity** to implement (e.g., newsletter features, Sparks magazine, website inclusion) must either be approved at the corporate level or adjusted to ensure all commitments can be fulfilled locally.
- System-wide initiatives that impact multiple museum locations.
- Ensuring all fundraising aligns with legal and regulatory obligations.
- Processing all charitable tax receipts.
- Maintaining a donor / sponsor database for the entire WDM system.
- Providing training and support to Museum staff in support of local fundraising initiatives.
- Communications and stewardship of donors with support from Museum locations.

## Approval and Coordination

- Museum Managers must have fundraising project plans and budgets reviewed and approved by their direct supervisor before proceeding with implementation.
- Museum Managers must inform Fundraising staff in the Community Engagement Department before initiating new fundraising projects.
- While approval is not required for ongoing or recurring annual location-specific initiatives, consultation ensures consistency and compliance with WDM policies and regulations.
- Large-scale fundraising initiatives are the responsibility of the Community Engagement Department.
  - Examples of large-scale fundraisers include but are not limited to:
    - **Capital Campaigns** – Multi-year fundraising efforts for major projects such as new buildings, exhibit renovations, or infrastructure upgrades.
    - **Gala Events** – fundraising dinners, live auctions, or themed events that attract significant sponsorship and donor participation.
    - **Annual Giving Campaigns** – Broad fundraising appeals targeting donors at multiple levels, often through direct mail, digital campaigns, or corporate partnerships.

- **Major Gift Initiatives** – Structured efforts to secure significant donations from high-net-worth individuals, foundations, or corporate sponsors.
  - **Signature Fundraising Events** – Large public events such as benefit concerts, community festivals, or high-profile speaker events.
  - **Endowment Fund Drives** – Campaigns designed to build long-term financial sustainability through endowed gifts.
  - **Partner Events** – cohosted or partial third-party events that require WDM resources to accomplish or use admission sharing (revenue sharing) as the fundraising model.
- Each of these initiatives would have a substantial impact on WDM’s brand, resources, and strategic priorities, making it essential to ensure alignment with organizational goals.
  - Other events that would also have a substantial impact on WDM’s brand, resources, and strategic priorities, making it essential to ensure alignment with organizational goals but are not listed above should be developed in consultation with the Community Engagement Department and Corporate Office.

**Compliance and Best Practices** All fundraising activities must adhere to:

- Canada Revenue Agency (CRA) guidelines on charitable fundraising, receipting and legislated gift acceptance.
- Provincial and federal fundraising regulations.
- Ethical best practices, ensuring donor trust and financial transparency.
- Standards that prioritize cost-effectiveness and responsible stewardship of funds.

### **Monitoring and Evaluation**

- Museum Managers and Fundraising staff in the Community Engagement Department will regularly review fundraising activities to ensure compliance and effectiveness.
- Annual reporting on fundraising efforts will be conducted to assess financial performance and strategic impact.

This policy ensures that all fundraising efforts at WDM are ethical, collaborative, and aligned with best practices while allowing for flexibility and innovation at the local level.