Canadian Foundation for Women's Health

Fundraising Policy

July 2026

PURPOSE

The purpose of this Policy is to set out the principles and expectations that guide fundraising activities undertaken by, or on behalf of, the Canadian Foundation for Women's Health (CFWH; the Foundation). This Policy is intended to support ethical, transparent and accountable fundraising practices, ensure donations are accepted and used in alignment with the Foundation's mission and applicable legal and regulatory requirements, and clarify the Foundation's stewardship responsibilities to donors.

INTRODUCTION

The mission of the Canadian Foundation for Women's Health is "*to promote and advance the physical, mental and social health of women throughout their lifespan, in Canada and globally, through advocacy for equality and human rights, scientific evidence, research and education.*"

As a registered charity, the Foundation accepts donations from individuals, organizations, associations, foundations, and corporations that support its mission and is committed to use donations effectively for their intended purposes.

Donors can direct their donation to different funds, restricted or unrestricted, that are focused on enabling research and education aligned with its mission and strategic priorities. Such donations can be made on-line, through CanadaHelps. All online transactions and contributions occur through a safe, private, and secure system that protects the donor's personal information.

All fundraising activities for the Foundation must align with the *Income Tax Act* and CRA's fundraising guidance [1]. CRA-compliant official donation receipts will be issued for all eligible gifts.

The Board of Directors of the Foundation takes its responsibilities seriously in exercising its stewardship responsibilities.

The Board of Directors retains oversight of fundraising activities and may review, approve, decline or place conditions on the acceptance of donations where appropriate, including where a proposed gift is restricted, significant in value, creates legal, ethical, reputational or operational considerations, or requires the establishment of a fund agreement, endowment agreement or terms of reference.

ETHICAL STANDARDS:
The Board of Directors of the Foundation is committed to integrity and adherence to recognized ethical codes. Elements of the Donor Bill of Rights [2] and eDonor Bill of Rights [3] are reflected throughout this Policy, including the following:

- To receive appropriate acknowledgement and recognition.
- To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
- To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.

INDEPENDENT ADVICE
The Foundation may inform donors about charitable giving but will never under any circumstance pressure, coerce or unduly persuade any donor or prospective donor to make a gift.

The Foundation will encourage donors to discuss proposed gifts with an independent legal, tax, or financial advisor of the donor's choice, to ensure that the donor has received a full and accurate explanation of all aspects concerning the proposed gift, and that the gift is consistent with the donor's objectives.

EXAMPLES OF FUNDRAISING
Types of fundraising by the Foundation may include:

- Running digital campaigns
- Hosting events such as receptions, galas, or silent auctions
- Walk-a-thons
- Applying for grants
- Selling merchandise

ANTI-CORRUPTION
The Foundation declares and guarantees that no offer, gift or payment, consideration or benefit of any kind, which constitutes an illegal practice, will be made to anyone by the Foundation, or any representative of the Foundation, either directly or indirectly, as an inducement or reward for employment, grant, contract or agreement. The use of funds, assets, or personnel for any unlawful, improper, or unethical purpose is strictly prohibited.

PRIVACY
The Foundation will protect a donor's privacy and anonymity, when requested, in accordance with the *Personal Information Protection Act* ("PIPA") and the Foundation's Privacy Policy and will not share or disclose any information unless in accordance with the above. Specifically, the Foundation does not provide data lists that are sold, shared, rented, or transferred to other organizations.

The Foundation may communicate with donors and prospective donors regarding donations, receipts, stewardship updates, foundation activities, campaigns and events. Fundraising or promotional communications will be managed in accordance with applicable consent, privacy and anti-spam requirements, including opt-out or unsubscribe options where required..

TRANSPARENCY

All charity fundraising involves administrative costs. The Foundation is committed to keeping such costs as low as feasible while ensuring donations are administered responsibly and in furtherance of its mission. Administrative costs, processing fees or fund administration arrangements may vary depending on the donation platform used, the nature of the gift, and any applicable fund agreement, endowment agreement or terms of reference. Fundraising costs are tracked and reported as required by the CRA.

Audited financial statements for the Foundation are available on request.

The Board of Directors, bylaws and annual reports of the Foundation are available on the Foundation's website: https://cfwh.org

Donors who establish endowments or restricted funds will receive financial reporting in accordance with the applicable fund agreement, endowment agreement or terms of reference.

REFERENCES

1. Canada Revenue Agency. *Fundraising by registered charities guidance*. https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/policies-guidance/fundraising-registered-charities-guidance.html#toc5
2. Association of Fundraising Professionals. *Donor Bill of Rights*. https://afpglobal.org/donor-bill-rights
3. Association of Fundraising Professionals. *eDonor Bill of Rights*. https://afpglobal.org/principles-edonor-bill-rights

Policy Review

This Policy will be reviewed by the Foundation's Board of Directors every three years, or sooner if required.