

FUNDRAISING AND AWARENESS RAISING POLICY PREAMBLE

Although our shelter continues to have stable funding and good community support, we engage in fundraising activities to:

1. Build our financial reserves
2. Publicize our services and our cause
3. Create team spirit between staff, Board and the wider community

All events must be consistent with our Mission and Objectives. In order to ensure that our efforts and resources are used wisely and to safeguard our organization's image, the following policies will be observed and posted on our website.

1) MAJOR ANNUAL FUNDRAISERS

These are events that are major fundraisers for the organization and also serve as important vehicles for raising awareness.

Currently there are three events that fall under this category:

- Person's Day/Women of the Year Awards
- Walk a Mile in Her Shoes
- Christmas Appeal Letter

No other Major Annual Fundraisers will be undertaken without permission of the Board of Directors.

These activities or events are the primary responsibility of the agency's Awareness and Resources Coordinator under the supervision of the Executive Director and the Board of Directors.

Planning for each of these events will include the establishment of clear financial goals.

2) THIRD PARTY FUNDRAISERS

These are events that persons or groups in the community organize in order to support Optimism Place. There are two sub-categories of Third Party Fundraisers:

- a. Events that occur without our knowledge or prior approval where the organizer(s) subsequently offer us a portion of the profits (monetary or other goods).

We may choose to not accept these funds or goods if the event was not consistent with our Mission and Goals.

- b. Events where the organizer(s) request an endorsement prior to the event. When first approached OP will give the requestor a copy of our policies, and if they wish to proceed, they will be required to submit a written request to the Board of Directors for approval.

FUNDRAISING AND AWARENESS RAISING POLICY PREAMBLE

2) THIRD PARTY FUNDRAISERS (continued)

If the Board approves of a third party event, the Organization will develop a written contract with the organizer(s). Minimally, this contract will include a detailed description of the event, a concrete estimate of the expected profit, and the type of assistance requested of OP.

POLICIES GOVERNING THIRD PARTY EVENTS ARE AS FOLLOWS:

Organizers will be accountable, transparent and have their own financial systems in place to handle banking, billing, etc..

We may not accept donations from fundraising whose purpose seems to be inconsistent with our Objectives or Mission or demeaning to women.

We may not endorse events that involve % age-based compensation and divert, or appear to divert, funds into private pockets.

The maximum involvement of the shelter's Awareness and Resource Coordinator with any third party event will be ten (10) hours. The Coordinator shall not devote her personal time to volunteering for events for which we are the recipients of funds or other donations.

No Third Party shall use the Optimism Place logo, name, property or resource material without prior permission from the Board of Directors.

3) AWARENESS EVENTS

These are events held to bring public attention to women's issues. They may or may not raise money in the process. Examples of these events are:

- Take Back the Night
- International Women's Day
- Dec. 6th Day of Remembrance and action
- Other similar events may arise

Formal permission to proceed must be obtained by the ED or her designate before planning can begin.

These events will be organized by the staff, Board and members of the public or other agencies who wish to assist.

The Board will be kept informed of the dates and planned activities through regular reports.