



June 2022

FUNDRAISING AND COMMITMENT TO DONORS

La Leche League Canada (LLLC) is a not-for-profit organization that is funded by donations. LLLC receives no government funding. LLLC Leaders are encouraged to fundraise on behalf of LLLC in order to contribute to the financial health of the organization.

Fundraising is defined as all activities that raise money within LLLC Groups, Areas, or at a National level. Fundraising includes obtaining funds through donations, events, or grants. (See *LLLC Collaborative Action*, *LLLC Code of Conduct*, *LLLC Financial Code of Ethics*.)

FUNDRAISING

Fundraising at LLLC will be guided by the following principles:

1. LLLC fully supports the WHO International Code of Marketing of Breast-Milk Substitutes (“International Code”) and relevant World Health Assembly (WHA) resolutions. See [LLLC Code of Conduct](#) section 4. Therefore, LLLC cannot accept any sponsorships or donations from any organization or company that does not comply with the “International Code”.
2. Fundraising activities must be legal within Canada, the province, and municipality of the applicable LLLC Area or Group. See Canada’s [Income Tax Act](#).
3. LLLC may not accept money, goods, and services from individuals, groups, organizations, and other sources that are incompatible with the *LLLC By-Laws*, *LLLC Policies* and *LLL Philosophy*.
4. All fundraising activities for the benefit of La Leche League Canada are undertaken in the name of La Leche League Canada. Fundraising solicitations by or on behalf of LLLC will provide the name, address, contact information and mission of La Leche League Canada.

Sharing Group Donate Page

Leaders may at any time share the “Group Donate” page with meeting attendees, friends and family. Leaders are encouraged to include a link to this page at the bottom of all LLLC email communications or personal emails, if they wish. An appropriate statement should accompany the link. Leaders are welcome to create their own statement. Examples to consider are:

“Consider making LLLC part of your charitable giving by contributing here: [link to Group donate page]. Tax receipts will be issued for amounts over \$10 CDN.”

“La Leche League Canada is a not-for-profit organization supported by the people it supports and those who care about them! Donations help families locally and nationally. Your support is greatly appreciated! Donate to LLLC-[Group Name] here: (link to Group Donate page). Tax receipts will be issued for amounts over \$10 CDN.”

“Your financial contribution helps LLLC-[Group Name] (link to Group Donate page) provide local breastfeeding information support. Tax receipts will be issued for amounts over \$10 CDN.”

This fundraising activity does NOT require a Fundraising Application (see below).

Leaders will make information about the purpose and value of supporting LLLC through donations available to those who participate in LLLC meetings or classes or who access LLLC information and support by phone, e-mail or on-line. This includes information about on-line donation, appeals and promotion of Group/Area/National fundraising activities.

Fundraisers Involving the Sale of Items

- The LLLC Board of Directors shall approve all items offered for sale under the name of LLLC.
- LLLC and LLLC Leaders shall not sell, loan, share, or resell breast pumps.
- LLLC and LLLC Leaders shall not sell, loan, share, or resell any items not in compliance with the International Code. See [LLLCC Code of Conduct](#) section 4.
- LLLC Groups are not to lend, rent, sell or give away as prizes any homemade baby carriers or slings, sling patterns, or kits for making baby carriers or slings, toys, or anything intended for use by children.
- LLLC Groups are only permitted to sell or give away as prizes, baby carriers whose manufacturers and products have been approved by the LLLC Board of Directors.

Grants

Grants or donations designated for a specific purpose by the funding agency or donor will be used according to the guidelines established between LLLC and the donor or funding agency. If the LLLC Board cannot agree to, or meet the conditions of the donation, the funds will be returned to the donor or funding agency.

Fundraiser Evaluation

Leaders are encouraged to evaluate the success of the planned fundraiser before committing to the event. The following information can be helpful to Leaders:

- Current balance of Group Virtual Account
- Expected gross earnings of the fundraiser
- Expected cost of the fundraiser
- Expected net profit of the fundraiser

Leaders can use Group funds to cover up front costs for fundraisers but the funds must be available in the Group Virtual Account. Leaders are welcome to use their own personal funds to cover up front costs and request reimbursement immediately following the event. LLLC is not responsible for covering losses if the fundraiser loses money.

Allocation of Funds

All funds donated directly to LLLC will be allocated to the National Office. All funds donated to a particular Area will be allocated entirely to that Area. Funds donated to a particular LLLC Group will be subject to profit-sharing with the LLLC National Office. Of the profits of any donation, 50% will be allocated to the Group and 50% will go directly to the LLLC National Office.

Within two weeks of the end of a fundraiser, all monies obtained (“gross earnings”) will be submitted to LLLC. Receipts for expenses, and the name of the Leader to be reimbursed, will be submitted at the same time. Expenses will be reimbursed from the gross earnings. This will determine the net profit of the fundraiser. Of the net profits, 50% will be allocated to the Group and 50% will be allocated to LLLC National Office.

LLLC’s COMMITMENT TO DONORS

Tax Receipts

- Donors (individuals, corporations, and foundations) will be issued an official receipt for income tax purposes (“tax receipt”) at the end of the fiscal year, for any donations over \$10 CDN, made on the llc.ca website or sent by cheque to the LLLC National Office.
- Tax receipts cannot be issued for cash donations.
- Donations made by a Leader, or any other person, on behalf of another person, are not eligible for a tax receipt.
- Donors will not be issued a tax receipt for non-monetary gifts such as volunteer time, services, food or material gifts unless otherwise specified by LLLC. At this time, donations of vehicles to the “Donate-a-Car” program are entitled to receive receipts for the fair market value of the gift. See [Donate-a-Car](#).
- Tax receipts for donations under \$10 CDN will be issued only upon request.

Donor Personal Information

- LLLC and LLLC Leaders do not share, rent or sell their donor contact information lists with other organizations. See [LLLCC Directories](#).
- Donors have the right to remain anonymous.
- Donor personal information and donation records are kept confidential by LLLC. Donors have the right to see their own donor record and to challenge its accuracy.

Donor Access to LLLC Information

The following information is available on the LLLC website for donors to access anytime:

- LLLC's most recent annual report and financial statements as approved by the LLLC Board of Directors
- LLLC's registration number (BN) assigned by Revenue Canada;
- the names of the LLLC Board of Directors
- LLLC By-laws and LLLC policies including those applicable to donors: *LLLCC Fundraising*, *LLLCC Financial Code of Ethics*, *LLLCC Code of Conduct*, etc.

Any donor who does not have access to the LLLC website can request this information by contacting the LLLC National Office.

The following information will be sent upon request:

- any information contained in the public portion of LLLC's most recent Charity Information Return (form T3010) as submitted to Revenue Canada;

Fundraising Ethics

- Anyone fundraising on behalf of LLLC shall:
 - adhere to this *LLLCC Fundraising and Commitment to Donor* policy and all other applicable LLLC and LLL policies. See *LLLCC Financial Code of Ethics*, [LLLCC Code of Conduct](#), [LLLCC Directories](#);
 - act with integrity and in accordance with all applicable laws;
 - cease solicitation of a prospective donor who identifies the solicitation as harassment or undue pressure; and
 - disclose immediately to LLLC any actual or apparent conflict of interest. See *LLLCC Conflict of Interest*.
- The LLLC Board will be informed as soon as possible of any complaints received from donors or prospective donors about matters that are addressed in this policy or in the *LLLCC Financial Code of Ethics*.

(September 1998; October 2013; November 2017; June 2022)