



BC Council's Fundraising Guidelines

Fundraising Do's and Don'ts

DO complete an FR.1 Application for Fundraising Approval

- ✓ Always check the national website for the most current version of this form.

DO ensure all procedures in Safe Guide are followed

- ✓ Check the national website for the most current version of Safe Guide.

DO submit the form to the appropriate council for review and approval prior to the event:

- ✓ Unit and district fundraising requests require approval from area council or its delegate;
- ✓ Area council fundraising requests require approval from BC Council.

DO complete a *Fundraising Event Summary* for all fundraising activities where the anticipated or actual profit is at least \$250.

- ✓ This shall be completed and provided to the parent council within 21 days of the fundraiser.

DON'T start your fundraising event until you have received approval to proceed.

Acceptable and Unacceptable Fundraising Activities

Please note: Fundraising projects should reflect value for service.

The sale of GGC branded merchandise as a fundraising project is not permitted.

| Acceptable Fundraising Activity | Activity acceptable at the following level(s) | | | |
|--|---|----------|------|----------|
| | Unit | District | Area | Province |
| Girl Guide Cookies | ✓ | ✓ | ✓ | ✓ |
| -A-thons – walk, bike, rock, etc. (where fundraising is being done for GGC) | ✓ | ✓ | ✓ | ✓ |
| Auctions – silent, antique | ✓ | ✓ | ✓ | ✓ |
| Cookbook sales (copyright must be considered) | ✓ | ✓ | ✓ | |
| Community-style events - parties, revels, teas, fairs, bazaars, carnival, BBQ, cake walk, pancake breakfast, café, spaghetti dinner, QM for GGC event, catering | ✓ | ✓ | ✓ | |
| Delivery services - flyers, newspapers, telephone books (GGC members may not deliver flyers or pamphlets for political parties or candidates) | ✓ | ✓ | ✓ | |
| Drives – bottles, cans, paper, coin, scrap metal | ✓ | ✓ | ✓ | |
| Night out – Hockey night, movie night, parent's night out, pizza and pop night, food and beverage night | ✓ | ✓ | ✓ | |
| D-class licenses for raffles and 50/50 draws only (prizes less than \$1,000) <i>*Guiders must ensure they are looking at the most current D class regulations (https://www.gaming.gov.bc.ca/licences/)</i> | ✓ | ✓ | ✓ | ✓ |



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|--|---|---|---|--|
| Sales – book, craft, yard sales, flea markets, flower basket, plants, labels, gift cards* (see <i>Supporting Comments for details</i>), calendar, crafts, pizza cards, movie tickets, poinsettia, Value Coupon books, Thrifty Foods Smile Cards | ✓ | ✓ | ✓ | |
| Sales – Catalogue/Party (see <i>Supporting Comments for examples</i>) | ✓ | ✓ | ✓ | |
| Sales – Food Products (see <i>Supporting Comments for examples</i>) | ✓ | ✓ | ✓ | |
| Services – gift wrapping, coat check, car wash, babysitting, catering, concession stand, face painting, QM for GGC event, yard work for donation, camp cleanup | ✓ | ✓ | ✓ | |
| Shows – talent, fashion, puppet | ✓ | ✓ | ✓ | |
| Clothing drives (providing it is not in support of another non-profit organization). (See <i>Supporting Comments for details</i>) | ✓ | ✓ | ✓ | |

| Un-Acceptable Fundraising Activity | Activity un-acceptable at the following level(s) | | | |
|--|--|----------|------|----------|
| | Unit | District | Area | Province |
| -A-thons – walk, bike, rock, etc. (where fundraising is being done for another organization) | ✗ | ✗ | ✗ | ✗ |
| Bingo, pool tickets (sports) | ✗ | ✗ | ✗ | ✗ |
| Clothing drives (that are in partnership with another non-profit or raise money for another non-profit) | ✗ | ✗ | ✗ | ✗ |
| Door to door sales (other than GGC Cookies) | ✗ | ✗ | ✗ | ✗ |
| Tagging, voluntary tolls (e.g. controlling traffic on university campus and asking each passerby for a small donation to get by) | ✗ | ✗ | ✗ | ✗ |
| Telemarketing | ✗ | ✗ | ✗ | ✗ |
| Frozen cookie dough and meat products | ✗ | ✗ | ✗ | ✗ |
| Vehicle test drive (this would imply GGC endorsement of the product) | ✗ | ✗ | ✗ | ✗ |
| Games of chance involving alcohol (e.g. Twoonie Toss) where prize is a bottle of alcohol | ✗ | ✗ | ✗ | ✗ |

| Acceptable Methods to Increase Funds | Activity acceptable at the following level(s) | | | |
|--|---|----------|------|----------|
| | Unit | District | Area | Province |
| Bequests, donations and memorials | ✓ | ✓ | ✓ | ✓ |
| Corporate Round-up Initiatives (retailers) | | | | |



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| asking customers to 'round up' their purchase amount to the next dollar, with this portion of the sale being donated back to GGC) | ✓ | ✓ | ✓ | |
| Corporate Sponsorships | | | | ✓ |
| Employee Volunteer Incentive Programs | ✓ | ✓ | ✓ | ✓ |
| Grants (provincial lottery corporation) | | | | ✓ |
| Grants (City/Municipal/Corporate/Foundation; all grant paperwork must be approved by province before the grant application is submitted) | | ✓ | ✓ | ✓ |
| GST Rebates | ✓ | ✓ | ✓ | ✓ |
| Short-Term Investments | | ✓ | ✓ | ✓ |
| Unsolicited donations | ✓ | ✓ | ✓ | ✓ |

Girl Guides of Canada British Columbia Council
FUNDRAISING GUIDELINES

1. All members of Girl Guides of Canada – Guides du Canada British Columbia Council shall comply with the *National Fundraising Procedures and Guidelines* and the *National Fund Development Policy 01-19-01*.
2. Participation is expected at all levels by all girl and adult members in the two cookie campaigns before entering into any additional fundraising activities.
3. Any corporate fundraising initiative over \$1000 must be forwarded, in advance, to province for clearance through the National Fund Development Department. This does not include employee volunteer incentive programs.
4. All fundraising initiatives, including CWFF, must be submitted on an FR.1 Application for Fundraising Approval form and approved by an Area Fundraising Approver (s) (AFA) or the council designated by the Provincial Commissioner.
5. All raffles require a provincial government registration number, as obtained from the Ministry of Finance Gaming Policy and Enforcement Branch. Provincial government guidelines and conditions must be followed when applying for a Class D Gaming Event Licence. [Please note: Class D Gaming Event Licenses are the only acceptable gaming licenses for GGC-sanctioned activities and of these activities only raffles may be held (with a prize under \$1,000 or 50/50 draws may be done)].
6. Items being raffled must be donated and cannot be purchased with GGC funds.
7. Grants from the BC Ministry of Finance Gaming Policy and Enforcement Branch may be applied for at the provincial level **only** in order for the money to be applied to BC Girl Guides youth program support, as specified in the National Guidelines. City, municipal, corporate or foundation grants applied for at the district or area level must have all grant paperwork approved by province **before** the grant application is submitted.
8. No fundraisers that are in direct conflict with our main fundraiser (cookies) are to be entered into by GGC BC members (e.g. cookie dough sales – at any time).
9. A-thons (walk, bike, rock, etc.) are acceptable when fundraising is being done for GGC. A-thons outside of GGC are not acceptable (e.g., Relay for Life). Guiding members may participate as representatives of GGC only in the capacity of offering service (e.g., handing out water, assisting with set-up or take down of refreshment stations).



10. At least twenty-five percent (25%) of the total fundraising goal is to be raised through the sale of Girl Guide cookies. There are a few circumstances when the Provincial Commissioner may waive this requirement upon written request, well in advance of the event.

- Annual events (e.g. Christmas tea and craft sale, World Thinking Day fundraiser);
- Community events where we have been **asked** to participate (e.g. concession at Night Hike);
- The entity raising money does not have the ability to sell large quantities of cookies (e.g. campsite committee);
- Remember, these must be stand-alone initiatives and not part of a larger fundraising goal (e.g. a planned trip would be subject to the 25% from cookies even if a community event was one of the fundraisers).

Note: if cookies are available and the fundraising activity is appropriate (e.g. an event where the general public is attending) the opportunity to buy cookies should be available to these potential customers.

11. Fundraising for a specific event/activity may only occur before that event or activity has commenced.

12. If fundraising is being done, both girls and adults must pay out of pocket 10% of the final event/camp/trip costs. This 10% applies to the final expense of the event after all subsidies have been accounted for.

Service Projects and Donations

BC Council discussed the difference between service project (no funds expected in exchange for service) and fundraising (expected). As discussed previously, Fundsript and other types of crowdfunding are not acceptable methods of fundraising as this is simply asking for a donation without any service component involved. The best kinds of donations are those that follow from service provided by our members.

If a group completes a service project and does not anticipate there being a donation, an FR.1 may not be needed. However, when a group knows that they will be receiving a donation for service work completed, an FR.1 is required as this is considered fundraising (being 'paid' for 'work' completed). A donation received should be reported on the FR.1 so that the Area Fundraising Approver (AFA) is aware that fundraising monies are expected.

Asking for donations from Rotary, Legion or Lions should be done for a larger group (e.g. district), as opposed to a single unit as oftentimes these opportunities work well for multiple units. – Assisting with the Legion poppies and Cancer Society daffodils are both permitted because they were grandfathered in as acceptable service projects several years ago. However, participation with the Salvation Army kettles is not permitted because of their association to a religious organization.

Door-to-Door Fundraising and Gift Cards

Door-to-door selling of gift cards or products is permitted, so long as the items are not in direct competition with the selling of cookies.

Selling gift cards is permitted as long as the cards themselves are not reloadable (e.g. Starbucks gift cards *are* reloadable and therefore not acceptable as the profit from the gift cards must be received from the original purchase of the cards).

Cineplex gift cards are acceptable as national already has an ongoing relationship with Cineplex. Local BC gift cards are also acceptable, and the PC asked areas to consider which organizations they would like to select for the selling of gift cards so that we can then forward our selection to national for their vetting and approval. National's concern is that by selling gift cards for a certain business, the perception is that GGC is affiliating with that business and therefore approving of their



organizational practices. Web-based selling of gift cards is not acceptable as girls need to present an image and physically do something in order to gain the benefits of fundraising.

It was clarified that receiving a reduced rate on a product or service is *not* considered fundraising – this would be a subsidy (e.g. MEC and the Outdoor Adventure Association).

Clothing Drives

Participating in clothing drives using Value Village directly is permitted as the clothing donated is sold to the public, and the store then uses their profit to support other charities. Value Village is a 'for-profit' organization. However, donation drives in affiliation with Big Brothers (where they interface with Value Village), for example, is not permitted as that would be considered fundraising for another non-profit organization.

Fundraising Reminders

Using Guiding money to purchase items to make or bake for a fundraising project is permitted, so long as the expense is within reason. Guiding money may not be used to purchase items for toiletry bags.

If a unit holds a nickel drive or parents make a small donation to CWFF, no FR.1 is needed. If a fundraising initiative is being held for CWFF, an FR.1 is required.

The PC has authority to waive the cookie requirement for fundraising, however, if the public will be in attendance at an event, the expectation is that cookies are being sold.

Fundraising and Facilities

Fundraising to help with paying facility fees is not permitted.

If the facility you fundraise at does not permit the selling of cookies, it was recommended that you take a piece of paper and take down names and sell the cookies to those who are interested later.

As the national Fund Development Policy (01-19-01) was made reference to a number of times during this discussion, a copy is being shared with the distribution of the BC Council meeting minutes.

Following BC Council's inquiry to national about securing a national gift card fundraising opportunity, national has responded with approval to participate in Fundscrip. BC has been asked to pilot the gift card fundraising program, and report back to national on the results. The following guidance was offered from national to BC Council to help determine the stores in which we would like to pilot the selling of gift cards.

To begin, BC Council wishes to sell gift cards to Chapters/Indigo and Starbucks.

OTHER:

- Each area will designate an Area Fundraising Approver(s) (AFA) who will be responsible for receiving, reviewing and approving all FR.1 applications for fundraising activities in the area. A report will be prepared by the AFA and submitted for each Area Council meeting for recording in the minutes. The AFA(s) will report to the Area Commissioner. There may be multiple AFAs for an area, and the position does not need to be held by the Area Commissioner.
- AFAs approve the fundraising activities for districts and units; no additional approval is needed. There is no dollar limit to what an AFA can approve, however, if at any time an AFA is uncomfortable with an FR.1 or has questions, they may always speak with a member of the PC team for clarification.



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- The PC team will support the AFA(s) with any questions/concerns pertaining to fundraising.
 - The minimum 25% of fundraising through cookie sales guideline must be strictly adhered to.
 - Copies of all FR.1s approved at the area level from the prior year are to be forwarded to the Executive Assistant at the February BC Council meeting.
 - New FR.1 packages do not need to be submitted for each fundraising activity, however, AFAs must be mindful of how much money is being fundraised. It is recommended that you ask for a financial summary periodically, as well as a budget so that you can be mindful of any changes made to the fundraising expectations. If a group has over-fundraised, there has to be a purpose for the additional funds. Expenditures must be for the benefit of everyone.
 - Physical signatures are not required on FR.1s. The suggestion was made that approval be granted by email, with an original copy signed by the AFA and given to the group for their records. Scanned copies of signatures or simply typing in the name and iMIS number are acceptable.