

Fund-raising Policy

1. Introduction

This policy describes the regulation of individuals and groups (including volunteers, staff & paid programmers) who intend to raise funds, solicit cash or in-kind donations, or in some way generate revenue for KCR. It describes how the name of KCR and its identification are to be used by members for fund-raising activity.

It describes the rules by which KCR through its board and management controls and expends funds from fund-raising within a budget process and a plan established by the board.

1.1 Related Policies and Procedures

- Job Descriptions of the Managers and the Sponsorship Coordinator.
- Extraordinary Donations Policy
- Paid Programmers Policy
- Hiring Policy
- The Budget process of KCR described in the Financial Accountability Procedure
- An annual plan established by the Board of Directors.

1.2 Definitions

KCR: Kootenay Cooperative Radio.

In-kind donations:: equipment, materials, services or other benefits to KCR not obtained in a cash money form.

Fund-raising: Volunteer activity in events that generate income for KCR.

Donations: money given to KCR with no stipulation as to use.

Grants: money from individuals, organizations or governments with stipulations of how the money is to be used, and generally requiring an application procedure termed “grant-writing applications”.

Budget: the annual operating budget of KCR.

2.0 General Principles

KCR's fund-raising and use of the KCR name for fund-raising must be coordinated and monitored by the board, committees and staff of KCR. Fund-raising priorities and initiatives shall be consistent with one another, and with the annual operations budget.

2.1 Approvals

Anyone wishing to raise funds for KCR must get approval under the Fundraising Procedure.

2.2 Proceeds from Fund-raising

All money raised in KCR's name is the property of KCR, to be spent by KCR.

Fund-raising Procedure

1.0 General

This procedure is better understood by reading the Fund-raising Policy first.

2.0 How to apply

Any individual or group wishing to direct revenues to KCR by a fund-raising activity must apply with the form provided by the fund-raising officer authorized by KCR board. The Board authorizes a fund-raising officer (hereafter "the officer") by annual resolution at its regular January meeting. See the sample application form attached to this Procedure.

The steps to apply to conduct a fund-raising activity are as follows.

- a) Ask for an appointment to meet with the officer for filling out the application form.
- b) In the meeting, the officer and the applicant will establish the qualifications of the applicant, the quality of the project, and other factors bearing on the success of the application. See Section 3 below.

The officer might make a decision on the application by the end of the meeting, or require more time for deliberation. If the officer decides to approve the application in this meeting, planning for the project can begin. The plan will include time-lines, accounting of funds, and a publicity strategy. If no decision is made in the meeting, the officer will set a deadline for her/his decision if needed. The officer will keep the application on file.

- c) The officer will inform the applicant of the decision within the agreed deadline. If the application is unsuccessful, the officer will attempt to explain the reasons the application failed. If the application is successful, plans will be agreed upon at this stage if they were not established in the initial meeting.
- d) If an important deadline is sure to be missed, the applicant shall inform the officer and the two shall meet to establish a new one.
- e) The applicant will account for all funds collected, and expenses of the project with attendant receipts and bills. The applicant will remit all funds to the officer.

3. Guidelines for assessing applications

- the officer's judgement of the quality of the fund-raising project is positive
- the officer deems the applicant an appropriate fund-raising representative for KCR.
- the budget presented with the application demonstrates a grasp of sound financial management.

- whether the applicant has a record of success in fund-raising
- whether the targeted donors or funders or other sources of funds have been accessed recently.
- whether the project is consistent with KCR' s mandate and values.
- whether the project is consistent with the annual plan and priorities set by the board.
- Clarifications of the fundraisers intentions regarding his/her remuneration.

4. Reporting of revenue

The officer will write a report on the project for the Board of Directors and the managers. This report will be kept with the application that was completed by the officer and the applicant at the first meeting.

Kootenay Co-op Radio Fund-Raising Proposal Form

Please describe your project by answering these questions:

- What is the time-frame of the project (start and finish dates)?
- How much to you hope to raise?
- From whom will you raise the money (the general public or some specific part of it)?
- Do you have a specific purpose in mind for the money you raise, or is it for general revenue?
- Who will carry out the project?
- If there are any costs involved in carrying out the project, please attach a budget to this page.
- How do you expect to publicize the project?

Please add any other relevant information