The Canadian Association of Journalists
L'Association Canadienne des Journalistes

FUNDRAISING POLICY

Policy intent
To outline best practices for accepting and seeking out advertising, fundraising, sponsorship and grant opportunities and partners. This policy exists to ensure that correct actions are taken in terms of funneling organizations and opportunities into appropriate fundraising avenues.

Policy responsibility
CAJ Board

Policy

1. **Advertising**
   - 1.1. Advertising by media-related organizations or post-secondary institutions can be included on the following:
     - 1.1.1. The CAJ newsletter;
     - 1.1.2. The CAJ website; and
     - 1.1.3. The CAJ social media pages.
   - 1.2. Any advertising requests from non-media-related organizations for the CAJ newsletter, the CAJ website, or CAJ social media accounts, must first be approved by the fundraising subcommittee to ensure that the CAJ approves of the organization and endorses what is being advertised.
   - 1.3. Any other form of advertisement on CAJ's core digital materials should follow the above paragraphs as guides.
   - 1.4. Monies from these activities will be counted as advertising revenue.
2. **Conferences**
   - 2.1. Media-related organizations and unions as sponsors of conferences can:
     - 2.1.1. Become a content sponsor by purchasing a package through the sponsorship package offered.
   - 2.2. Non-media related organizations, including, but not limited to non-media corporations and non-media unions, can be included in the conferences through:
     - 2.2.1. Purchasing a vendor table;
     - 2.2.2. Sponsoring a break session (i.e. coffee break);
     - 2.2.3. Purchasing advertising space in the conference program (digital or printed); or
     - 2.2.4. Any additional advertising purchase options for the conference outside of the content sponsorship package.
   - 2.3. Monies from any of the conference activities should be allocated to conference revenues.
3. **Grant Funding**

3.1. Grant funding from any government body or Crown corporation, whether or not it is arm's length, may be accepted or sought out based on board approval of this action.
  3.1.1. Board approval shall be sought by creating a proposal for why the grant is important and how it aligns with CAJ's strategic plan.
3.2. When grant funding from non-government sources is sought for specific projects, approval by vote by that project's committee shall first occur before seeking approval:

4. Donations/Gifts

4.1. Accepted donations and gifts:
  4.1.1. Cash or equivalent, including cheques, credit cards, and online donations through the CAJ donation page.
4.2. Undesignated or unrestricted donations:
  4.2.1. A donation or gift where the donor has not specified how the money is to be directed;
  4.2.2. The CAJ can choose where to allocate these funds;
  4.2.3. Allocation will be done by the Fundraising Subcommittee.
4.3. Designated or Restricted donations:
  4.3.1. A donation or gift where the donor has specified how the money is to be directed;
  4.3.2. Funds remain internally restricted to the designated place.

5. Other Opportunities

5.1. Other fundraising activities or opportunities that are not outlined in this policy should be brought to the board for approval and allocation of funds.

6. Declining Gifts, Sponsorships, or other fundraising activities:

6.1. The CAJ reserves the right to decline a gift, sponsorship, or other fundraising activity if, for example but not limited to:
  6.1.1. Acceptance is inconsistent with the CAJ's beliefs, values, or mission;
  6.1.2. The other party is deemed to not support the mission and goals of the CAJ;
  6.1.3. Acceptance jeopardizes the public image of the CAJ;
  6.1.4. Acceptance unduly restricts the ability for the CAJ to solicit or accept other fundraising opportunities from other sources.
6.2. Decisions to decline a gift, sponsorship, or other fundraising activity rests with the Fundraising Subcommittee, unless the decision is precedent setting or involves a sensitive matter, in which case the Board will make a final decision.

7. Accountability and Reporting

7.1. An annual summary report of fundraising activity will be prepared by the Fundraising Subcommittee for review by the Board.

Related References, Policies, Procedures and Forms:

This Policy References:

None

This Policy is Referenced by:

None

Forms and documents:

None

Policy History:

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