



**SCOUTS CANADA**

**WHITBY DISTRICT**

# **Fund-Raising Guidelines**



**TABLE OF CONTENTS**

---

**MISSION STATEMENT ..... 1**

**PHILOSOPHY OF FUND-RAISING ..... 1**

**FUNDING PRINCIPLES..... 1**

**REGIONAL/NATIONAL POLICY..... 2**

**WHITBY DISTRICT APPROVAL PROCESS ..... 3**

**PLANNING/APPROVAL..... 3**

**PROCEDURE FOR PROCURING APPROVAL FOR ALCOHOL, RAFFLES, BINGOS,  
CHARITY CASINO EVENTS ..... 4**

**CONDUCT ..... 5**

**CONTROL..... 5**

**DONATIONS ..... 5**

**TYPICAL FUNDRAISERS..... 6**

**SECTION SPECIFIC FUND-RAISING ..... 6**

**FUND-RAISING APPROVAL REQUEST..... 7**

**APPLE DAY SUMMARY FORM ..... 8**

**SCOUTREES SUMMARY FORM..... 9**

## MISSION STATEMENT

The Mission of Scouting is to contribute to the education of young people, through a value system based on the Scout Promise and Law, to help build a better world where people are self fulfilled as individuals and play a constructive role in society.

## PHILOSOPHY OF FUND-RAISING

The raising of funds through means other than Registration Fees or activity specific (e.g. Camp fees) charges to members is frequently necessary in order to facilitate the delivery of an effective program to our members. Due consideration should be made on timing of Fund-raising and the number of hours required to support Group activities. Fund-raising should only take place after the appropriate Section or Group budget planning process has identified a specific shortfall in cash flow required to achieve the budgeted program and activities. There needs to be a balance to ensure that Fund-raising activities do not interfere or take away from the core program.

## FUNDING PRINCIPLES

1. Scouts Canada exists for the youth of Canada and all fund-raising will be conducted for the sole purpose of fulfilling the Mission of the organization. All fund-raising activities will be conducted within the Policies and Procedures of Scouts Canada.
2. In funding Scouting, due regard must be given to the effect which the method to be used might have on the reputation, integrity and goodwill of Scouts Canada. Methods of fund-raising used by each local Scout group shall also be compatible with the goals and ideals of the Sponsor.
3. The funding of Scouting will come primarily from members through membership and user fees. To the fullest extent possible supplementary fund-raising activities will be conducted in a value-added manner. Scouting provides a significant service to the Canadian Community and therefore, is justified in seeking charitable financial support from the community.
4. The strength of Scouting is at the local community level and all funds raised will accrue to the benefit of our members. The cost of services and materials provided by senior councils must support the membership and any funds raised by these councils must also support the membership by way of a contribution toward expense, a contribution toward membership fees, or additional program activities.
5. Each fund-raising activity will be conducted at the most effective and efficient level of the organization for that type of activity. For maximum efficiency and effectiveness, all fund-raising activities will be performed in a collaborative and cooperative manner without competition among councils and the various levels of the organization.
6. The cost of operating Scouts Canada will be funded by a membership assessment. This assessment can be reduced by fund-raising activities conducted by Scouts Canada in accordance with these Funding Principles and Guidelines.
7. Whenever possible, all requests for funds should clearly state the purpose for the funds.

*SCOUTS CANADA BY-LAW POLICIES & PROCEDURES (FALL 2000 EDITION).*

---

## REGIONAL/NATIONAL POLICY

### Our Fund-Raising History:

Through the years, Scouts Canada, its groups and its Councils were disorganized in their efforts to fund-raise. We pretty much had a free-for-all in approaching Corporations and Foundations. The only rule of thumb was that if the head office was in your city or town, then it was a reasonable expectation that another Council wouldn't approach them. The history as Corporate Fund-raisers has been less than successful and over the last two years Scouts Canada has been clearly establishing working policy guidelines for fund-raising with ever increasing success!

### These guidelines in simple terms...

Groups and Districts can continue to directly approach local business for donations. Where there is a National or International type "Corporation", permission must be sought from the Council Executive Director in the form of a simple letter stating the amount and type of donation being sought for what purpose.

This is done to ensure that Scouts Canada does not jeopardize its chances at receiving a desired amount. It has happened before where Scouts Canada has gone into a Corporation only to be thwarted by the fact that a donation was made to the local Group or Council. While this has worked well for the local Council, we must now understand that we have a professional arm of Scouting that can provide a polished and professional approach to these Corporations, usually ending up in significantly higher contributions to Scouting. We believe that there is a partnership that can be worked out between local Councils and the National Office to ensure that no-one is out of pocket from traditional sources.

This doesn't effect local employee-grant programs through work places or companies.

Many Councils have applied for Grants from Foundations and Organizations. Local "asking" shall be restricted to those Foundations that have strictly a local focus. If the Foundation has a focus that goes beyond your Council then permission must be sought from the Council Executive Director in the form of a simple letter stating the amount and type of donation being sought for what purpose. This would also include Government Grants.

This isn't restricted to financial contributions. Groups/Council should be seeking the Executive Directors permission if also seeking sizable gifts in kind. (Getting the local Loblaws to donate hot-dog buns and wieners for Cub Camp doesn't require my approval).

Scouts Canada efforts in this area is to ensure a win for all levels of Scouting and the organization is well supported by our philanthropic and Corporate Communities. A coordinated, professional approach ensures the best chance for success.

There are differing circumstances in each Council and if you need some clarification please contact White Pine Regional Office.

*Grant Ferron, Executive Director, Scouts Canada - White Pine Region.  
9 March 2001*

---

## WHITBY DISTRICT APPROVAL PROCESS

It is a directive in Scout Canada's B.P.&P. that all Fund-raising must receive the next senior council approval. We are looking to make sure that the type of Fund-raising is appropriate in the eyes of Scouting, that the Fund-raising area covered is acceptable and that monies are not being put unduly at risk. It is very important that all Groups follow the following process:

1. Go to the web page [www.whitbyscouts.org/forms.html](http://www.whitbyscouts.org/forms.html) and select the form called Fund-raising Approval Request.
2. Fill out the form completely filling in as much detail as possible. Attach a separate sheet if there is not enough room for your details. Sign the request.
3. Deliver to any member of the Management Committee ***prior to*** the next scheduled Management meeting - usually one week prior to the Council meeting.
4. The request will come forward at the Management meeting. You will be called within 2 days of the meeting if there are any problems. No news is good news.
5. At the following Council meeting, all approved Fund-raising requests will appear in the minutes and/or the meeting notes.
6. The District President will keep all requests on file to the end of the year.

### Exceptions:

If you happen to hear of a good Fund-raising opportunity but have just missed the Management meeting you still need to follow steps 1. and 2. above. Next, contact the District President via email ([president@whitbyscouts.org](mailto:president@whitbyscouts.org)) or phone with the details. An email will be sent out to the Management Committee and an answer can be supplied within 24 hours of receiving hardcopy of the request.

*Amended Minutes of Council Meeting – 16 November 2000*

## PLANNING/APPROVAL

- Budgeting and planning must be done for the fund-raiser. Losses, if incurred, must be covered from the Groups bank account
- A Fund-raising approval request form must be completed and handed in to any member of the Management Committee before the Committee meeting which is held on the second Thursday of every month. (See page 7. Also available at [www.whitbyscouts.org](http://www.whitbyscouts.org))
- Fund-raising in Whitby District will be conducted in your own Apple Day area unless a special request is put into the Management Committee to request District Council approval to do a town wide campaign.
- Apple Day, Scoutrees and Popcorn are fund-raisers that are coordinated on a District level to the benefit of all Groups. These should be included in each Group's annual budget, under Fund-raising activities. Because these are District coordinated events, groups are not required to submit Fund-raising Request Approval forms to the Council.
- All Fund-raising Approval requests must clearly state the purpose for which the funds will be used.

---

**PROCEDURE FOR PROCURING APPROVAL FOR ALCOHOL, RAFFLES, BINGOS,  
CHARITY CASINO EVENTS**

***Preamble***

When originally established, "Friends of Scouting" type committees seemed to provide a desirable "arms-length" approach to raising funds through gambling revenues. However, it never fully, nor can it ever fully insulate Scouts Canada from any potential risk. Therefore, it is necessary to establish a direct line of accountability with those raising funds on Scouts Canada's behalf and Scouts Canada directly. During this past summer, a directive came out from the White Pine Region Council Office declaring the cessation of all groups raising funds through the use of separate committees and that all fund-raising should be done under the umbrella of Scouts Canada, its Councils, or its Groups.

So that Scouts Canada can maintain a fair and reasonable control of its name and trademark, the Provincial Council for Ontario worked cooperatively with the Ontario Alcohol and Gaming Commission on the internal approval of Scouting Groups seeking licenses. Under this memorandum, municipal Gaming Commissions should not be approving such activities without the approval of the Council Executive Director.

Note: There is no intention by Scouts Canada to limit or deny Groups the opportunity to raise funds through such means that involve a license from the municipal or provincial authorities. However, if a District/Group/Section wishes to raise funds through charity casinos, bingos or other means involving the municipal or provincial authorities, they may do so provided that they have their local sponsors/partner's and the District approval and the "committee" is a duly recognize committee of Scouts Canada, its Districts, Groups or Sections.

**Procedure**

Groups/Sections (Please allow a minimum of two weeks for approval)

A group must provide, in hard copy, to the Council Executive Director:

- A proposal outlining the event, potential financial liabilities, methodology, prize information and other pertinent information
- A copy of the minutes stating Group Committee's approval of the event
- A letter from the Partner supporting the event
- A letter, to the group, confirming District approval for said event
- The License Application that is to be approved by the Council Executive Director

District Councils (Please allow a minimum of two weeks for approval.)

A District must provide, in hard copy, to the Council Executive Director:

- A proposal outlining the event, potential financial liabilities, methodology, prize information and other pertinent information
- A copy of the minutes of the District Council Meeting stating the approval of the event
- The License Application that is to be approved by the Council Executive Director

**All inquiries should be directed to the White Pine Region's Council Executive Director**

**Scouts Canada**  
White Pine Region  
Council Executive Director  
November 8, 2000

## **CONDUCT**

- The Scouting image must be maintained by the proper wearing of the uniform when appropriate. In any case a good public image must be maintained.
- Adequate supervision must be present and visible at all times with younger Youth.
- Members, in uniform, are not permitted to assist other organizations in raising funds.
- Do not conduct Fund-raising activities at locations that will discredit both the Group and the good name of Scouts Canada.

## **CONTROL**

- Cash proceeds from Fund-raising activities must be under the control of at least two people and all other Scouts Canada finance policies must be adhered to as outlined in Scouts Canada By-Law Policies & Procedures
- Funds raised for Scouting can only be used for Scouting purposes.
- At the conclusion of the Apple Day and Scoutrees Fund-raising activities, ensure that the required summary forms (see Page 8 and 9, and also available at [www.whitbyscouts.org](http://www.whitbyscouts.org)) are completed and delivered to the District Treasurer.

## **DONATIONS**

Donations of cash and/or in kind may qualify for an Income Tax Receipt. Contact District Treasurer for clarification.

In general terms, donations must be made payable to **Scouts Canada – Whitby District**, and delivered to the District Treasurer who will deposit them to the District Account. The District Treasurer will then issue a cheque payable to the Group for whom the donation was made.

This procedure is necessary as eligible donations must be made to a Registered Charity (Scouts Canada – Whitby District) and a standard receipt issued with our Registered Charity Number on it, in order to qualify as a tax deduction to the donor.

## TYPICAL FUND-RAISERS

There are many fund-raisers that have been conducted over the years with proven profitability. For information about these contact your Service Scouter, District Management team members and the Leader magazine.

The following is a partial listing of some successful fundraisers conducted by Groups in Whitby District:

### “Collect & Sell”

Garage Sale  
Car Wash  
Bottle Drive  
Distribute phone books/flyers  
Grocery Receipts  
Canadian Tire Money

### “Make & Sell”

Bird Houses  
Christmas Lawn Decorations  
Barbeque  
Craft Items

### “Purchase & Re-Sell”

Christmas Trees  
Kindling  
Manure  
Cookie Dough  
Cheese  
Garbage Bags  
Cleaning Products  
Chocolate Bars & Candy  
Regal/Party Lite Products  
Food & Drink Concession Stand

## SECTION SPECIFIC FUND-RAISING

There may be occasions where a section (as opposed to the whole group) identifies the need to conduct one or several Fund-raising activities in order to fund a specific, planned, activity. Examples of this include:

- Participating in Canadian or World Jamborees,
- An extended Summer Camp,
- Scout sponsored camping trip overseas.

In budgeting and obtaining appropriate approvals for such activities, due regard must be made to the Fund-raising requirements of youth and adults planning to participate.

Past experience has shown that it is critical that all section youth (whether participating or not), all parents, the leadership team and Group Committee must be kept fully informed as to:

- What fundraisers are planned?
- Who is required to participate?
- How will the proceeds be allocated to participants?
- Are any funds required for equipment as opposed to personal funding?
- Can non-participant section members assist with the Fund-raising and how will their contribution be recognized?



# Whitby District

## Fund-raising Approval Request



**Group**

**Date of Request**

**Fund-raiser Idea/Activity/Event** (Indicate the purpose of the event, participants, etc.)


**Date**

**Duration**

**Location/Territory Boundaries** (Target customers)


**Check completed items:**

- Scouts Canada finance policies being adhered to.
- Budgeting/Planning done.
- Covering of losses or commitments if necessary with current bank balance.
- Appropriate use of promotional materials, advertising or media.
- Maintenance of Scouting image through proper wearing of uniforms and good public relations.
- Adequate adult supervision.

**Group Chairperson**

**Date**

**Approved**

**Date**

This application should be forwarded to the District Management Committee a minimum of eight days prior to the District Council meeting for approval.



**Whitby District**  
**Apple Day Summary Form**  
Scouting Year \_\_\_\_\_



Group Name: \_\_\_\_\_

Total Monies Collected \$ \_\_\_\_\_

5% of Total \$ \_\_\_\_\_

Total Expenses \$ \_\_\_\_\_

Profit \$ \_\_\_\_\_

Due Date: **PRIOR to the November Council meeting**

***Please make your cheque payable to Scouts Canada - Whitby District for 5% of the your Total Monies Collected over the weekend. Please deliver this report with your cheque to the District Treasurer.***



# Whitby District

## Scoutrees Summary Form

Scouting Year \_\_\_\_\_



Group Name: \_\_\_\_\_ Date of report: \_\_\_\_\_

Number of youth planting: \$ \_\_\_\_\_

Number of other personnel:  
(Parents, Leaders, Drivers, etc.) \$ \_\_\_\_\_

(A) Number of pledges collected: \$ \_\_\_\_\_

(B) Total collected in pledges: \$ \_\_\_\_\_

Average amount of pledges (B)/(A): \$ \_\_\_\_\_

Total expenses: \$ \_\_\_\_\_

Due Date: **PRIOR to the May Council meeting**

***Please make your cheque payable to Scouts Canada - Whitby District for the entire amount of your (B) Total collected in pledges. Please deliver the cheque with this report to the District Treasurer. A cheque will be written back to you for the agreed upon % of the amount remitted.***