

## F - FUNDRAISING

*The Land Trust believes it must understand and fulfill all legal requirements as a non-profit and charitable organization; and conduct fundraising ethically and responsibly.*

- F1.1 The Land Trust will conduct fundraising activities in an ethical, responsible manner, and in accordance with the Association of Fund Raising Professionals Donor Bill of Rights. Training according to the AFP guidelines will be provided to all those involved in the fundraising activities of the Land Trust;
- F1.2 Fundraising activities shall comply with applicable Federal and Provincial charitable solicitation laws;
- F1.3 All representations made in promotional, fundraising and other public information materials will be accurate and not misleading with respect to organization accomplishments, activities and intended use of funds;
- F1.4 If a donor receives a premium or other substantial benefit in exchange for a contribution, the Land Trust's fundraising solicitation will inform the donor that only the portion of the contribution in excess of the fair market value of the benefit is tax deductible;
- F1.5 All funds will be spent for the purpose identified in the solicitation or, where not specifically solicited, in accordance with any stated wishes of the donor.