

Table of Contents

1	Breast Cancer Action
2	Mission Statement and Mandate
3	Statement of Principles
4	Guiding Principles
5	Membership Code of Ethics
6	Donor Bill of Rights
7	Our Philanthropic Standards
8	Our Direct Marketing Standards
9	Our Commitment to Stewardship and Accountability
10	Our Commitment to Effective Governance
11	Code of Conduct
12	Our Commitment to Ethical Fundraising
	Frequently Asked Questions

Breast Cancer Action

1

Breast Cancer Action is a registered Canadian charitable organization founded and operated for public benefit.

Consistent with the operating guidelines of a nonprofit organization, Breast Cancer Action is committed to:

- Sharing information with supporters, members and donors relevant to the governance, finances and operations of the organization.
- Ensuring the organization remains consistent and inclusive in all procedures, processes and program delivery as defined in mission and purpose.
- Remaining accountable to those it serves, to all those who support it, to society and community in general and to the Canada Revenue Agency.

Mission Statement and Mandate

2

Breast Cancer Action is a survivor-directed group joined in purpose to inform, educate and support women and men living with breast cancer, their families and the community.

Mandate:

1. To raise public awareness of breast cancer and related issues.
2. To operate a post-diagnosis support and resource centre to serve women, men and their families living with breast cancer in the national capital region.
3. To contribute to the ongoing exchange of information with other similar local, regional, provincial, national and international organizations.
4. To promote and support collective action on issues relating to breast cancer.
5. To develop and maintain programs to educate and support those affected by breast cancer.

Statement of Principles

3

Mission Fulfillment. Breast Cancer Action strives to achieve *mission fulfillment* by focusing on strengthening the organization in order to meet the changing needs and growing expectations of our audience.

Effective Stewardship. Breast Cancer Action assures *effective stewardship* by maintaining effective governance and management, and by generating and managing resources in a wise and responsible manner.

Quality. Breast Cancer Action continuously strives to improve *quality* by working toward achieving excellence in all aspects of the organization, and by evaluating the total organization and its outcomes on an ongoing basis in order to introduce enhancements.

Leadership. Breast Cancer Action provides *leadership* by adopting and promoting inclusiveness and diversity through services, programs, initiatives, activities, and by proactively educating the public.

REFERENCE: 1995 Accountability and Nonprofit Organizations
(National Assembly of Voluntary Health and Social Welfare Organization and the National Health Council)

Guiding Principles

4

Commitment. Breast Cancer Action strives to conduct operations in a manner that serves in the best interest of the organization, with consideration given to the needs of the membership and community.

Inclusion. As a member-based organization, we strive to implement broad-based decision-making practices that best reflect the needs and expectations of our members and our community.

Diversity. Breast Cancer Action respects and values differences among our membership and stakeholders, and believes diverse perspectives can be advantageous.

Transparency. Breast Cancer Action promotes openness regarding our vision, mission, and mandate.

Integrity. Breast Cancer Action remains committed to providing our members and the community with information, care and support to the best of our abilities.

Effectiveness. As a charitable organization often faced with difficult choices based on limited resources, Breast Cancer Action will strive to achieve maximum results with what resources we have available to us.

REFERENCE: Code of Ethics for the Canadian Paediatric Society. 2003.

Membership Code of Ethics

5

As a growing member-based organization, Breast Cancer Action looks to each individual to help support and compliment the goals of the entire organization. With active members in various stages of treatment, post-treatment and recovery, there is demand on Breast Cancer Action to effectively meet the growing needs of a broader audience.

Belonging to Breast Cancer Action, and having an ability to access unlimited programs and services, is a privilege. As a member, we ask that each individual adhere to the following principles of membership:

1. Act as a goodwill ambassador on behalf of the organization.
2. Have an awareness of the mission of Breast Cancer Action.
3. Be mindful of the need to respect confidentiality issues that might arise between members during program participation.
4. Be respectful and courteous of the existing organizational structure.
5. Be appreciative of the role governance plays in the successful operation and management of the organization as a charitable entity.
6. Be conscious of the growing diversity of the membership.
7. Be aware and considerate of Breast Cancer Action's obligation to provide a multi-functional space, or shared environment for all to enjoy.
8. Have an understanding of the organizational commitment to act in an all-inclusive and culturally sensitive manner at all times.
9. Financially support the organization by means of an annual membership fee.
10. Contribute in a thoughtful manner constructive recommendations in order to further enhance the activities of the organization.
11. Actively promote Breast Cancer Action's programs, services, initiatives or activities.
12. While participating in the multitude of programs, services and initiatives, members do so in a manner that is positive, supportive and encouraging to others.

Donor Bill of Rights

6

In recognition of the valuable role our donors play in helping Breast Cancer Action reach financial goals, we have adopted and implemented a Donor Bill of Rights.

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the nonprofit organizations and causes they are asked to support, we declare that all donors have these rights:

1. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
2. To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
3. To have access to the organization's most recent financial statements.
4. To be assured their gifts will be used for the purposes for which they were given.
5. To receive appropriate acknowledgement and recognition.
6. To be assured that information about their donation is handled with respect and with confidentiality to the extent provided by law.
7. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
8. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
9. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
10. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

The Donor Bill of Rights was jointly created by:
the American Association of Fundraising Counsel (AAFRC), the Association of Fundraising Professionals (AFP),
and the Council for Advancement and Support of Education (CASE).

Our Philanthropic Standards

7

Breast Cancer Action is committed to ensuring highly responsible and ethical organizational standards are in place when conducting fundraising efforts, or revenue generating activities.

To this end, Breast Cancer Action will:

1. Develop and manage comprehensive and strategic fund development plans in order to meet our financial goals and obligations.
2. Communicate openly and accurately with our members and the community regarding our mission and the intended use of solicited funds.
3. Respect the rights and wishes of donors, including the intended use of contributions and requests for anonymity.
4. Ensure the act of soliciting funds on behalf of the organization remain in compliance with policies and procedures.

Our Direct Marketing Standards

8

Breast Cancer Action believes in adhering to the highest quality of standards when soliciting our membership via direct mail. As a charitable organization, Breast Cancer Action recognizes the following portions of the Guidelines for Ethical Business Practice as developed by Direct Marketing Association (DMA), a trade association focused on ethical marketing standards.

To this end, Breast Cancer Action will:

1. Clearly, honestly and accurately represent products, services, programs, terms and conditions to our members.
2. Deliver programs and services as represented.
3. Communicate in a respectful and courteous manner.
4. Respond to inquiries and complaints in a constructive, timely manner.
5. Maintain appropriate security measures and practices to safeguard information.
6. Honor requests not to receive future solicitation.

Our Commitment to Stewardship and Accountability

Breast Cancer Action recognizes the critical role effective stewardship plays in the management of charitable funds as well as the maintenance of accurate financial records.

To this end, Breast Cancer Action is committed to:

- Remaining accountable to the community it serves, regularly disseminating information relevant to programs and corresponding finances.
- Honoring the charitable intentions of its donors consistent with identified needs and applicable laws and regulations.
- Ensuring financial resources are used solely in furtherance of the established mission and mandate.
- Ensuring an annual audit is performed, reviewed and accepted by the governing body and made available to the public upon request.

REFERENCE:
National Standards for Community Foundations
2002. 2004.

Our Commitment to Effective Governance

Breast Cancer Action operates with the belief that the governing board is an important element in the effective functioning of the organization.

To this end, the board of Breast Cancer Action will:

- Approve an annual operating budget accepting the overall responsibility of ensuring the ongoing financial health of the organization.
- Approve the strategic agenda of the organization.
- Ensure (in compliance with a conflict of interest policy) that no one board member will benefit professionally or financially from any transaction in which the organization is involved.
- Present an annual financial audit report in order to promote informed, responsible philanthropy.
- Engage in effective decision-making discussions in order to ensure the organization continues to function in a caring, supportive and proactive manner.

REFERENCE: Accountability Standards, Charities Review Council Inc.

Code of Conduct

11

During the course of volunteerism, trustees/officers of Breast Cancer Action are expected to:

- Act with the best interest of Breast Cancer Action in mind, and without regard for their private interests.
- Manage or oversee the affairs of Breast Cancer Action prudently, effectively balancing between a long-term perspective and a short-term perspective.
- Act in accordance with Breast Cancer Action's governing documents.
- Derive no personal benefit or gain from association with Breast Cancer Action.

Objective:

The Code of Conduct:

- Provides a high level of accountability and transparency.
- Ensures that processes are in place for the proper allocation of funds raised consistent with the use intended by the donor.
- Ensures that the core values of the organization remain consistent and intact.

Conduct Guidelines:

- All income and property of a charity must be applied for the purposes set out in the governing document, and for no other purpose.
- The income of a charity should be applied for its purposes within a reasonable period of receipt, unless the trustees/officers have an explicit reason to accumulate it.
- Trustees/officers are required to act reasonably and prudently in all matters in relation to the charity, bearing in mind that the prime concern is the interest of the charity.

Our Commitment to Ethical Fundraising

12

Ethical Fundraising and Accountability Code

The *Ethical Fundraising and Accountability Code* was developed by Imagine Canada (formerly the Canadian Centre for Philanthropy) in consultation with charity leaders throughout Canada.

The primary purpose is to ensure donors of the integrity and accountability of charities that solicit, and receive their financial support.

Charities that adopt the *Ethical Fundraising and Accountability Code* commit to fundraising practices that respect donor rights to truthful information, and to privacy. They also commit to manage responsibly the funds that donors entrust to them, and to report their financial affairs accurately and completely.

Factored within the *Ethical Fundraising and Accountability Code* are sections outlining Donor's Rights, Fundraising Practices and Financial Accountability.

Formalizing our Commitment to Ethical Fundraising

In 2007, with the development of Breast Cancer Action's **Standards of Accountability & Principles of Good Practice**, we are positioned to officially adopt the *Ethical Fundraising and Accountability Code* as a formal and recognized commitment to continued ethical fundraising.

Breast Cancer Action, the governing board of directors and staff of the organization are committed to being responsible custodians of donated funds. As a working group, we remain committed to exercising due care concerning the governance of fundraising and financial reporting, as well as ensuring to the best of our ability that the organization functions in accordance with recognized ethical fundraising practices.

Breast Cancer Action looks forward to formalizing the structure of our existing fundraising practices with the official adoption of the *Ethical Fundraising and Accountability Code* in 2007.

1. What is a Code of Ethics?

A code of ethics or code of conduct is a way of communicating the purpose, values and objectives of an organization. It usually proposes specific principles and rules of conduct. A key objective of a code is to provide guidance on expected behavior as well as rationale for that behavior. A code also provides a way for a company to measure and monitor performance designed to achieve objectives and to instill values.

2. Why should an organization have a code?

Non-profit organizations and small-medium sized business often do not have the same resources, nor the same societal or regulator expectations that led to a code. The advantages of having a code, however, can benefit an organization of any size. An organization without a code of conduct should still have a way of communicating ethical values to their employees and other key stakeholders.

3. What are the essential elements of a code of ethics?

Typically a code is a combination of ethical values as well as rules. It could cover the ethical risks applicable to the organization and contain provisions for monitoring conduct and for dealing with breaches in the code. Ideally a code should recognize a range of stakeholders and emphasize the organization's responsibilities to them and to the communities in which they operate.

REFERENCE: Canadian Centre for Ethics & Corporate Policy

4. What is the role of the board in relation to governance issues?

Board members are responsible for ensuring organizational integrity, in part by supporting the development and introduction of policies and processes that reflect transparency and accountability. The board as a whole is tasked with ensuring the governance structure is intact and that measurable goals and objectives support the mission statement, and the mandate of the organization.

5. How does the organization ensure financial accountability is in place?

The organization operates with an annual budget that is approved by the board of directors, and complies with all provincial or federal laws governing charitable organizations. Regular financial reports that accurately reflect the financial status of the organization are produced monthly and made available to members of the board. The organization produces an annual audited financial statement, conducted by a qualified accounting firm, with reports published in the annual report and made available upon request.

6. How does the organization address member services?

As a member-based organization, every effort is made to ensure members are well-informed about (and where applicable have an opportunity to provide input) into the activities of the organization. The organization will strive to offer avenues to allow members to share their views on activities, programs and services. Further, the organization will be aware of and comply with relevant laws regarding privacy and confidentiality of information collected from each member.

REFERENCE: Code of Ethics for the Canadian Paediatric Society. 2004.

