

COWICHAN STATION HUB FUNDRAISING COMMITTEE

Terms of Reference

October 2011

1. Introduction

The HUB Business Plan was developed by the Cowichan Station Area Association in consultation with the community. It forms the framework for the acquisition and development of the Cowichan Station school site for use as a community centre.

The HUB Fundraising Committee exists to support the work of the CSAA Board to implement the HUB Business Plan. The following are the terms of reference for that Committee.

2. Mission

The Committee's mission is to ensure:

- adequate dollars, materials and professional services to renovate and refurbish the buildings and site for use as a multi-purpose community centre as conceptualized in the HUB Business Plan
- an engaged, sustaining donor base
- a culture of giving, and giving back.

3. Guiding Principles

Two principles of successful fundraising have been adopted to guide the committee's work.

i) It's our job to ask; it's their job to answer. This first principal is based on research that shows people do not donate unless asked. The fundraising committee's job to ask for donations, and respect all answers.

ii) Walk our talk/ pay to play. This second principal is based on research that people who donate are more effective at asking others to do so. Therefore, members of the Fundraising Committee will commit to a personally significant donation to the HUB project. Significant is to be defined as an amount meaningful and affordable to that person. Donations can be made confidentially to the Treasurer.

4. Mandate

Based on the HUB requirements and timelines developed by the other Committees, the Fundraising Committee:

- Develops an annual fundraising plan to build community relationships, ongoing support and acquire the resources (\$) and materials) needed over the next six months and then for subsequent phases. The plan will provide be updated every six months and significant changes taken to the Board for approval. The plan will include a directory of potential

community donors/donor groups (e.g., alumni, station residents, businesses) and targeted campaign schedule.

- Develops a donor recognition/appreciation policy and coordinates donor recognition/appreciation actions.
- Creates fundraising print materials (e.g. pamphlet) to solicit community donations, including a Major Donor pitch package for meetings with potential large donors (>\$500) and a rough script for those meetings so that anyone who takes on such a meeting has the guidance they need to conduct a good meeting.
- Coordinates and guides fundraising campaigns
- Keeps current on available grant opportunities and identifies appropriate grant opportunities to target;
- Maintains a grants timeline for all to see showing proposal and reporting deadlines and any particular information required for those dates (e.g. in-kind hours);
- Coordinate the writing and submission of all grant proposals and grant reports;
- Keeps records of grant applications and grants received,
- Keeps records of specific donation requests and outcomes of those requests and provides information to Treasurer for issuing charitable tax receipts and recognition.
- Keeps the Board and Committees regularly updated on activities, materials and messages, and progress regarding fundraising.

5. Decisions

- The Board approves the guidelines for building relationships, accepting donations and recognizing donors
- The Committee makes all decisions regarding the implementation of the fundraising plan.

6. Membership

Every effort will be made to recruit CSAA members who are willing and able to contribute the required skills. *Members of the Committee will make a personally significant donation to the HUB project. (See #3 above).* Skills required on the Committee include:

- Fundraising
- People - oriented
- Project management/coordination/organization

7. Operating Procedures

- Two thirds of members constitute a quorum.
- The Committee will operate on a consensus basis. The Committee has a responsibility to ensure that everyone is heard and that decisions are based on the best possible alternative.
- The Committee will meet on an “as and when needed” basis.
- Materials for the Board should go to through the Coordinating Committee

8. Desired Outcomes

Item	Target Date
Christmas campaign plan for securing resources for immediate 6 month facilities needs	October 18 th , 2011
Christmas Campaign print materials; key messages; other support materials RE launch of campaign	October 30 th , 2011
Guidelines for building relationships, accepting donations and recognizing donors	November 15 th 2011
<i>Donor recognition event</i>	<i>December 17, 2011</i>
<i>Research provided to meet annex and gym/theatre needs (Phase I)</i>	<i>January 2012</i>
Targets and annual fundraising plan	February 2012
Package of fundraising materials/messages	February 2012

9. Conflict of Interest

Committee members must take a precautionary approach to ensure that issues of potential or perceived conflict of interest are clearly identified.