

CATEGORY:	<b>ORGANIZATIONAL – CLIENT &amp; COMMUNITY RELATIONS</b>
SUB-CATEGORY:	<b>COMMUNITY RELATIONS WITH WESTERN HEALTH</b>
GROUP:	
DISTRIBUTION:	<b>ALL STAFF, STUDENTS, VOLUNTEERS, HOSPITAL AUXILIARIES AND HOSPITAL FOUNDATIONS</b>
TITLE:	<b>FUNDRAISING ACTIVITIES IN ACUTE AND LONG TERM CARE FACILITIES</b>

## **PURPOSE**

To identify Western Health’s position on fundraising practices and to outline the process for fundraising activities within Western Health.

## **POLICY**

All fundraising activities must be carried out in an ethical manner. All fundraising initiatives undertaken within Western Health by staff, students, volunteers, hospital auxiliaries, hospital foundations and others, as appropriate, must comply with all relevant laws. Individuals or groups who fundraise must be honest in any communications made to the public, must utilize all monies for the purpose stated and must comply with Western Health’s mission, vision and values. Fundraising activities must not be detrimental to the good name or community standing of Western Health and must not have a negative impact on staff/clients/patients/residents of Western Health.

If the fundraiser requires ethical consultation, the manager/site director must contact the Ethics Lead for Western Health.

All staff must receive approval from their immediate manager/supervisor before fundraising can be conducted. The immediate manager/supervisor must sign the [Application for Fundraising Form \(Form #12-390\)](#).

Fundraising activities by hospital auxiliaries and foundations must be monitored through their respective by-laws.

*Only the electronic version of this policy is to be considered current. Paper copies may be outdated. This policy is uncontrolled when printed.*

### **Internal Individuals or Groups**

1. Once the approval form has been signed by the immediate manager/supervisor, the individual/group must submit the application to the designated administrative support contact person (See Appendix A-Administrative Support Contact Information for Fundraising) at least 60 days prior to the intended start date of any fundraising activity.
2. The internal individual or group who makes arrangements with external groups for fundraising within our facilities must take responsibility to screen these groups and their products for appropriateness prior to and during the fundraising event.

### **External Individuals or Groups**

1. Once the approval form has been signed by the site director or designate, the individual or group must submit the application to the designated administrative support contact person (See Appendix A- Administrative Support Contact Information for Fundraising).
2. External individuals or groups will be given consideration for space to fundraise if they are a health related charity.
3. External individuals or groups are liable for actions of their representatives while on Western Health sites and must indemnify Western Health against liability arising from such actions.

### **Internal & External Individuals or Groups**

1. A ticket lottery license must be obtained for all ticket sales, including 50/50 draws. The fundraiser must ensure that any licenses required must be obtained prior to completing the application. Western Health prohibits the sale of instant win tickets.
2. Fundraisers must not directly approach staff/clients/patients/residents, including visitors, ie entering patient care areas, residents' rooms and waiting rooms.
3. The administrative support contact must determine the location, size and occupancy duration of any space provided.

## DEFINITIONS

*Fundraising/Solicitation* – The organized activity, or an instance of, requesting money.

*External Individuals or Groups* – Individuals or groups that are external to Western Health who are fundraising for a health related charity.

*Internal Individuals or Groups* – Individuals or groups such as individual departments or staff within Western Health that are fundraising.

## PROCEDURE

Responsibilities of the individual or group wanting to fundraise include (Internal & External):

1. Obtaining a lottery license, if tickets are to be sold.
2. Completing the Western Health [Application for Fundraising \(Form # 12 – 390\)](#).
3. Submitting the application to the administrative support contact at the appropriate site at least 60 days prior to the intended start date of the fundraising activity.

Responsibilities of the Immediate Manager/Supervisor or Administration Office designate:

1. Providing approval to individuals/groups once the Application for Fundraising form has been completed.
2. Returning approved Application for Fundraising to the appropriate individual or group.

Responsibilities of Administrative Support Contact or Administration Office designate include:

1. Reviewing all applications for fundraising to ensure all the necessary information is included and completes the bottom portion of the application.
2. Contacting the applicant within one week of receiving the approved application to advise of location, etc.
3. Making the necessary arrangements for the fundraising event.
4. Maintaining a copy of all applications for fundraising activities.

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**REFERENCES**

[http://www.gs.gov.nl.ca/lotteries/lotteries/general\\_rules.pdf](http://www.gs.gov.nl.ca/lotteries/lotteries/general_rules.pdf)

Ticket Lottery License Application, NL

[http://www.gs.gov.nl.ca/lotteries/lotteries/ticket\\_app.pdf](http://www.gs.gov.nl.ca/lotteries/lotteries/ticket_app.pdf)

**APPENDICES**

Appendix A – Administrative Support Contact Information for Fundraising

**FORMS**

[Western Health Application for Fundraising \(Form # 12 – 390\)](#)

**KEYWORDS**

Provision of Space  
 Fundraising  
 Ticket Sales  
 Tickets  
 Facilities  
 Fundraising  
 Solicitation  
 Gambling  
 Tickets  
 Ticket Sales  
 Lotteries  
 Fundraisers  
 Fundraiser  
 50/50 Draws  
 Internal Fundraising  
 External Fundraising

**TO BE COMPLETED BY QUALITY MANAGEMENT & RESEARCH STAFF ONLY**

Approved By: Chief Executive Officer	Maintained By: Regional Director – Planning and Research
Effective Date: 10/March/2015	<input type="checkbox"/> Reviewed: <input type="checkbox"/> Revised: <i>(Date of most recent changes to the policy)</i>
Review Date: 10/March/2018	<input checked="" type="checkbox"/> Replaces: (WH) 6-01-90 Fundraising and Solicitation (WH) 6-01-40 Provision of Space for Fundraising <input type="checkbox"/> New

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## **Appendix A**

### **Administrative Support Contact Information for Fundraising Activities**

Requests for fundraising must be made through the designated Administrative Support person at each site:

- Bonne Bay Health Centre, Telephone - 458-2211, Ext. 5
- Sir Thomas Roddick Hospital, Telephone – 643-5111, Ext. 233
- Rufus Guinchard Health Centre, Telephone - 861-3138, Ext. 6
- Calder Health Centre, Telephone – 886-2898, Ext. 11
- Bay St. George Long Term Care Centre, Telephone – 646-3209
- Long Term Care Corner Brook – 637-3999, Ext 3500/3501
- Dr. C.L. LeGrow Health Centre, Telephone – 695-4502.
- Western Memorial Regional Hospital, Telephone – 637-5000, Ext. 5546
- All Community Sites/Western Health Clinics - contact appropriate Administration Office.