

Fund Development and Promotions Committee – Terms of Reference

1. Mandate

The Fund Development and Promotions Committee is a standing committee of the CDCF. The mandate of the Fund Development and Promotions Committee is to develop CDCF funds in accordance with established financial goals and to develop promotional strategies for the CDCF.

2. Functions and Responsibilities

The functions and responsibilities of the Fund Development and Promotions Committee are as follows:

Fund Development:

- (1) Based on the financial goals set by the CDCF Board, identify, prioritize and contact potential donor organizations and individuals.
- (2) Meet with potential donor organizations and individuals to provide information on the CDCF, respond to questions, and provide the potential donors with informational and promotional materials.
- (3) Make contact with organizations to provide information on the CDCF and, where applicable, request that the organizations' clients or members be informed of the CDCF and its activities.
- (4) Provide guidance to CDCF staff on matters related to fund development.
- (5) Regularly review fund development-related policies and, when deemed necessary, recommend changes.
- (6) Provide monthly reports to the Board on fund development activities.

Promotions:

- (7) Provide advice on special promotional, media relations and communications initiatives.
- (8) Coordinate any major community special events undertaken.
- (9) Report to the Board on promotional activities.

3. Membership

- (1) The Fund Development and Promotions Committee shall consist of at least five members, at least two of which must be Board members.
- (2) The President shall appoint the Board members to serve on this Committee and shall report to the Board on the appointments made.
- (3) In consultation with Committee members and the President, the Committee Chair may appoint non-Board members to the Committee and shall report to the Board should such appointments be made.

- (4) The Fund Development Coordinator shall be an ex-officio, non-voting member of the Committee.
- (5) The President shall designate the Chair who will be responsible for chairing all meetings of the Fund Development and Promotions Committee and for preparing and presenting the information and reports required under this Terms of Reference.

4. Terms of Office

The terms of office for all members of the Fund Development and Promotions Committee shall be two years commencing on the day of appointment of the individual members.

5. Quorum

A simple majority shall constitute a quorum of the Fund Development and Promotions Committee.

Adopted by the CDCF Board:

Last Review Date: