

SYMBOL OF TRUST

The Imagine Canada Trustmark: Have Confidence in Your Giving



The Standards Program

The Imagine Canada Standards Program is the only national, bilingual, accreditation that is designed for all Canadian registered charities and nonprofit organizations. To earn accreditation and use of the Trustmark, charities and nonprofits undergo a rigorous peer review process to demonstrate excellence in five fundamental areas: board governance; financial accountability and transparency; fundraising; staff management; and volunteer involvement. The Trustmark is a sought-after hallmark of excellence conveying good governance and confidence in leadership to donors, volunteers, sponsors and employees alike.

Fortitude in Turbulent Times

The COVID-19 crisis has, and will continue to, expose the vulnerabilities and strengths of Canadian charitable and nonprofit organizations in a manner unparalleled in history. Many are reporting a rapid increase in demand for services while experiencing a devastating decline in traditional sources of revenue. The pandemic's effects are pressure-testing good governance and leadership unlike anything that has come before it. Accredited organizations have had the foresight to ensure governance systems are in place which provides a stabilizing force. It's this strong footing that bolsters their ability to adapt quickly, generate creative solutions,

and rethink their programs and fundraising models in the face of the current reality and a very different future.

Why give to an accredited organization?

Donating to an accredited organization means you are investing in sound leadership and a solid footing in our shared future. Here are three reasons why donors have peace of mind when giving to accredited organizations.

1. Confidence

According to Ignite Lab Public Opinion survey, nearly 3 in 4 Canadians would have more confidence in a charity accredited by an independent body. Organizations must provide evidence to demonstrate compliance for each standard, pass a peer review and complete regular compliance report to show ongoing adherence to the standards, which means their policies and practices have been vetted by multiple independent professionals and by Imagine Canada.

2. Transparency

The Trustmark demonstrates the highest possible commitment to transparency. One of the Standards Program's goals is to help charities become more open, notably by encouraging them to implement best practices which promote accessible and regular communications,

including releasing financial statements and reporting on the impact of donations.

3. Review & Leadership

Accredited organizations have demonstrated the board and leaders of the organization are committed to sound oversight. The Trustmark signifies these organizations have met a rigorous set of standards across all levels of the organization and are investing in continuously improving organizational excellence.

Accredited Charities and Nonprofits

Close to 250 Canadian charities from coast to coast to coast, big and small, and devoted to a diverse range of worthy causes in communities at home and around the globe have invested in sound leadership and earned accreditation by demonstrating organizational excellence. Visit www.imaginecanada.ca to view the list of accredited organizations.

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*Submitted by
Imagine Canada*