

SYMBOL OF TRUST



The Imagine Canada Trustmark: Why donating to an accredited charity is giving with confidence

The Standards Program

The Imagine Canada Standards Program is designed to help charities and non-profits strengthen their organizational practices, and build donors' trust and confidence. To earn accreditation and use of the Trustmark, organizations 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 - a sought-after hallmark of excellence - demonstrates rigorous standards of performance.

Why give to an accredited organization?

Strong leadership and good governance are the qualities to look for when considering donating to a charity. Here are three reasons why donors have peace of mind when giving to an accredited organization.

1. Confidence
According to Ignite Lab Public Opinion survey, nearly 3 in 4 Canadians would have more confi-

dence in a charity accredited by an independent body. Organizations seeking accreditation 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.

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 that their board and leaders are committed to excellence. 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 practices.

Choose an accredited organization

The impact of the COVID-19 pandemic will be felt by charities for years to come. Now more than ever, organizations are relying on donors' generosity to continue their mission. When choosing a charity to donate to, consider giving to an organization that has invested in trust.

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

The Standards Program gratefully acknowledges the generous financial contributions from founding and presenting sponsor Canada Life; and generous funding from the Lawson Foundation.

Submitted by Imagine Canada