

## FUNDRAISING FOR SPECIFIC ISSUES

### Report from the CUC Board Social Responsibility Task Force

This type of fundraising is a challenge. We do not want to put out a number of appeals in a year, and we do have a Friends Campaign once a year. We have had individual contributions such as that of the person who supported our legal representation at a Supreme Court reference case.

#### RECOMMENDATION:

We recommend allowing individuals to earmark contributions for a specific CUC endeavour, but i) always to make this a targeted, not wide, appeal for contributions; and ii) always when there is guaranteed coverage, either from an individual or from the CUC budget, in case donations are not forthcoming. Thus approval of the Ed or President would be required to ensure that the donation can be used as requested and fits into the CUC mission.

#### COALITIONS:

These are important and allow us to tap into something major such as the support we gave the same-sex marriage issue by teaming with the advocacy group, Egale, and with other faith groups.

We have also supported Project Ploughshares on a long term basis.

These coalitions can also take place if the CUC has made a statement about an issue and the Monitoring Group wants to support that statement/issue by joining or supporting another organization or committee, e.g. the Environment Monitoring Group's support of the Earth Charter. (A book was created which was a good resource).

The Death and Dying Monitoring Group has on occasion chosen to work with the organization Dying with Dignity.

Any group which chooses to work in a coalition or with a fundraising committee must articulate clearly what the issue is and how they are going to address it.

Advertising is now available in the "Canadian Unitarian" for those who wish to take this approach. All work on these issues should be done on a voluntary basis.

#### RECOMMENDATION:

We recommend that whenever there is a coalition that an individual representing the CUC work in close connection with that other organization, and that this individual be on or liaise with a monitoring group on the broader issue.

We recommend CUC consider i) sharing generously non-financial-cost items that take little or no staff time, and ii) exchanging services such as notices in publications. We recognize that usually there will not be funds available to pay for memberships or shared financial responsibility with others in the coalition unless individuals choose to donate their own money, such as happened with the Same Sex Marriage Supreme Court Hearing.