

Fundraising Policy No.: 3	Date Approved: December 2013
Policy Name: COMPLAINTS	

Definition

The Foundation defines a complaint as any concern pertaining to our business that is put forward by a donor or external stakeholder (via telephone, mail, email, social media, etc.) that is indicative of dissatisfaction or a serious concern. Complaints can range from operational in nature (i.e. tax receipt not received) to potentially damaging to the reputation and sustainability of the Foundation (i.e. fraud, non compliance with CRA).

Examples of complaints are:

- multiple requests regarding removal of donor name from the database
- tax receipt issues
- solicitation issues (direct mail fundraising)
- report of fraud
- non compliance with CRA
- privacy

Transactional requests for information or similar inquiries that do not result in escalation are excluded from the complaints tracking process.

Policy

The Canadian Breast Cancer Foundation (Foundation) is committed to responding promptly to a complaint, and making every reasonable effort to investigate it as soon as possible. A complaint by a donor or prospective donor will be addressed in an ethical and courteous manner.

The Foundation will post its complaints policy, processes, and associated contact information in a readily accessible location on its website.

The Foundation’s National Board of Directors will be informed annually of the number, type and nature of the complaints received from donors, or prospective donors, about matters that are addressed under the Ethical Fundraising and Financial Accountability Code of Imagine Canada.

Procedure

When a complaint is received by anyone in the organization, the complaint will be handled in accordance with established guidelines (see attached Appendix A).

Appendix A

Procedures for Processing Complaints

When a complaint is received by an employee of the Foundation, the complaint will be handled in the following manner:

1. Basic issues that can be resolved easily and quickly will be handled within 24 hours by a Donor Services Representative or the appropriate internal department at the Central Office, or where relevant and appropriate, the staff member at the Regional business unit.

More sensitive or complex complaints and those received during peak times (August to February) will be resolved within 48 to 72 hours by the Donor Services Manager or equivalent position in the Regions, or the appropriate business unit department lead as defined by each Business Unit. Since any staff could potentially receive a complaint, all Business Units must make sure that staff are aware of the appropriate lead to direct complaints dependent on the nature of the complaint.

All complaints must be forwarded by the relevant lead to Finance (or the appropriate Regional designate) to log the complaints and the resolution into the Complaints Tracking Log.

2. If the complainant is an existing donor who requests being removed from the database, their record can be coded by the appropriate regional or central staff to the complainant's Raiser's Edge, Convio, e2RM and/or Artez accounts, using prescribed formats.
3. If the complainant does not have an account in one of the Foundation's databases or prefers to remain anonymous, the information will be added to the "do not mail" file or "complaints" tracking log by Donor Services.
4. The Donor Services Manager will compile and consolidate the information from the "do not mail" file in order to incorporate that information to the Complaints Tracking Log
5. If the Regional office receives the complaint as a follow up to a receipt of mail/email from a non-donor, Regional staff must obtain the complainant's full information (i.e. name as it appears on mail piece, mailing address and code on mail piece they received) and add this information to the "do not mail" file which is posted on SharePoint.

6. If the Regional office receives the complaint from a non-donor and the complainant does not have the mail piece, the Regional staff will request the complainant's full information (i.e. name and address). Regional staff will add information to the "do not mail" file, which is posted on SharePoint.
7. The Manager, Donor Services, prepares and reviews the complaints report monthly, and addresses any unresolved matters.
8. Donor Services and the relevant departments will liaise to resolve complaints and take appropriate action when recurring themes are identified. All staff (Central and Regional Offices) have a reciprocal obligation to inform and engage each other to bring resolution to all complaints.
9. The Manager, Donor Services, will generate a Complaints Report annually which will be submitted to the Canadian Breast Cancer Foundation's National Board of Directors. This report will identify any themes or systemic issues in the complaint records and identify actions as a result.
10. Complaints received by the Regional business units and Central Office (Donor Services) regarding tax receipts will be handled as described in Appendix B.

Appendix B

Original Tax Receipts

Central Donor Services	Regional Business Unit
<p>ORIGINAL TAX RECEIPTS - complaints are received if receipt was never generated or there are corrections to be made. All complaints regarding the generation of a tax receipt (both online and offline) will be done by Central Donor Services.</p> <p>Complaints are handled as follows:</p> <ol style="list-style-type: none"> 1) Central Office generates all tax receipts and therefore, all complaints regarding original tax receipts will be handled by Central Donor Services. 2) Tax receipts will be generated within 24-48 hours of receiving request. 3) If Central Donor Services receives the complaint, receipt will be generated and mailed/emailed to donor within 24-48 hours of receiving complaint. 4) Central Donor Services will log all complaints in the Complaints Tracking Log. 5) The consolidated tracking log will be shared with each Regional business unit at the end of each month. 6) The consolidated tracking log will be shared with the Board at the end of each fiscal year. 	<p>ORIGINAL TAX RECEIPTS – complaints are received if receipt was never generated or there are corrections to be made. Regional business units are only able to generate receipts for offline gifts which they have keyed in e2RM. If the complaints are not associated with an e2RM gift, the complaints will be handled as listed below.</p> <p>Complaints are handled as follows:</p> <ol style="list-style-type: none"> 1) The business unit that originally keyed the information will deal with the issue, otherwise the Region will forward that complaint via email to Central Donor Services at Connect@cbcf.org. 2) Regional business unit will log that information in the Complaints Tracking Log. 3) If complainant contacts the Regional business unit regarding a gift which was keyed by that Regional business unit, that Region will generate and mail/email that receipt within 24-48 hours of receiving that complaint. 4) Regional business unit will log that complaint in the Complaints Tracking Log. 5) The Regional business units will forward Complaints Tracking Log every Friday (end of day) to Central Donor Services Manager at sjustin@cbcf.org.

Duplicate Tax Receipts

<u>Central Donor Services</u>	<u>Regional Business Unit</u>
<p>ISSUING DUPLICATE TAX RECEIPTS – these are receipts which are issued as a result of donors losing/misplacing their receipts. Central Donor Services is able to issue all duplicate tax receipts if for some reason the regional office is unable to.</p> <p>Complaints are handled as follows:</p> <ol style="list-style-type: none"> 1) If complainant contacts Central Office, Donor Services will print and mail/email a copy of the tax receipt to the donor within 24-48 hours of receiving that complaint. 2) Central Donor Services will log the information in the Complaints Tracking Log. 3) The consolidated tracking log will be shared with each Regional business unit at the end of each month. 4) The consolidated tracking log will be shared with the Board at the end of each fiscal year. 	<p>ISSUING DUPLICATE TAX RECEIPTS – these are receipts which are issued as a result of donors losing/misplacing their receipts. These duplicates can be issued by the Regional business units only if the offline gifts were keyed in Raiser’s Edge or e2RM by a Regional staff.</p> <p>Complaints are handled as follows:</p> <ol style="list-style-type: none"> 1) If complainant contacts the Regional business units and the duplicate receipt is for an offline gift that the Regional staff keyed in Raiser’s Edge or e2RM, the Regional business unit can print and mail/email a copy of the tax receipt to the donor within 24-48 hours of receiving that complaint. 2) The Regional business unit will log that information in the Complaints Tracking Log. 3) If the complainant contacts the Regional business units and the duplicate receipt is for Run or the gift was <u>not</u> keyed in by the Regional business unit, the Regional business unit will email the information to Central Donor Services at Connect@cbcf.org. 4) The Regional business unit will log that information in the Complaints Tracking Log. 5) The Regional business unit will forward Complaints Tracking Log every Friday (end of day) to Central Donor Services Manager at sjustin@cbcf.org.