

1. General Information	
Committee name:	R.E.A.L. Program Fundraising and Promotion Committee
Reporting to:	R.E.A.L. Program Manager and Coordinator
Date of formation:	TBD
Meeting frequency:	Minimum of 3 times per year
Staff Lead:	Sherry Mercer, Inclusive Services Coordinator
Other staff liaison:	Natalie Godden, Manager Family and Leisure Services
2. Purpose	
<p>The R.E.A.L. Program Fundraising and Promotion Committee provides information, advice, planning and implementation support to the R.E.A.L. Program on matters related to increasing sustainable program funds and community recognition. Specifically the committee will:</p> <ul style="list-style-type: none"> A. Provide advice and information on various fundraising possibilities including but not limited to special events, corporate fundraisers and grant opportunities. B. Provide support for fundraising opportunities as required. i.e. inviting guest, helping with donation items, helping with promotion. C. Share information and/or contacts for potential community, government and/or corporate sponsorships. D. Identify gaps within current promotion of the program and lend support and advice on how to fill these gaps. E. Aid with re-branding of the R.E.A.L. Program to better recognize the uniqueness of the program and the City of St. John's as a major supporter. F. Support and promote increased awareness of the program to potential funding and recreation partners, community groups, business, referral agencies and various levels of government. G. Uphold the confidentiality of all R.E.A.L. Program participants. 	
<p>The R.E.AL. Program Fundraising and Promotion Committee has no decision making authority and is advisory and working only.</p>	
3. Membership and Composition	
Composition	
<p>The R.E.A.L. Program Fundraising and Promotion Committee will be comprised of a minimum of 10 and a maximum of 15 total members from the following stakeholder groups:</p> <ul style="list-style-type: none"> A. Committee CO-Chair: Manager responsible for overseeing the R.E.A.L. Program (Currently the Manager of Family and Leisure Services) and 1 public member. B. Public Members: The Committee will be comprised of no more than 2 community members who have experience with not-for-profit organizations, fundraising or event management. Public members are volunteers and will receive no compensation for participation. Preference will be given to residents of St. John's. 	

C. Organizations: The Committee will be comprised of no more than 2 members representing organizations relevant to not-for-profit organizations or those organizations operating with donated and/or grant funds.

D. Corporations/ Businesses: The Committee will be comprised of no more than 2 members representing local, Atlantic or national corporations/ businesses.

E. Marketing and Promotions: The Committee will be comprised of no more than 3 members representing marketing and promotions organizations. Or individuals with a background in marketing and promotions. 1 member is to be from the City of St. John's Marketing and Communications Division.

F. Fundraising: The Committee will be comprised of no more than 3 members with proven fundraising abilities

G. Staff: The Committee will be comprised of no more than 3 staff members, the Manager and Coordinator responsible for the R.E.A.L. Program; currently the Manager of Family and Leisure Services, the Inclusive Services Coordinator and a representative from Financial Services.

Subcommittees: When deemed necessary, the Committee may strike a working committee or subcommittee to deal with specific issues or deliverables. Subcommittees must have at least one advisory committee member. Composition may also include other members of the public and organizational representatives. Subcommittees shall meet as an independent group, reporting to the advisory committee on specified meeting dates, or as deemed necessary by the committee Chair.

Length of Term

A. Public Members: Unless otherwise indicated, the R.E.A.L. Program Fundraising and Promotion Committee term of appointment is two years. Recognizing the value of experience and the need for continuity, incumbents who are willing to seek reappointment may signify their intent to serve an additional years, for a total of five years. In some cases members may be encouraged to provide guidance, expertise and attend in a bridging capacity following the end of their term.

B. Organizations, Corporations and Marketing and Promotions: The role of these groups will depend on their individual relationships with the committee and ongoing ability to represent interests of a stakeholder group relevant to the purpose of the R.E.A.L. Program Fundraising and Promotion Committee.

Midterm Appointments: When an appointment is made which does not coincide with the beginning of a term (i.e. to fill a vacancy) the partial term (i.e. less than two years) shall not count towards the maximum length of service or number of terms on the committee for the appointee.

Exceptions to the above terms are as follows: when an insufficient number of applications have been received; if a particular area of expertise is indispensable and there are no other suitable replacements; if the advisory committee would suffer from lack of continuity (i.e. more than half of all members are replaced at once); if directly related to the R.E.A.L. Program Fundraising and Promotion Committee's purpose are defined in its Terms of Reference.

Roles and Responsibilities

R.E.A.L. Program Fundraising and Promotion Committee roles include:

A. Advising and making recommendations to the R.E.A.L. Program in a manner that will support R.E.A.L. Program Policies and Procedures relevant to the committee's purpose.

- B. Spearheading fundraising initiatives to ensure adequate funds for operation of the R.E.A.L. Program.
- C. Providing resident and organizational based expertise.
- D. Working within given resources

Shared Member Responsibilities:

Conduct: Members shall strive to serve the public interest by upholding Federal, Provincial and Municipal laws and policies. R.E.A.L. Program Fundraising and Promotion Committee members are to be transparent in their duties. Members are to respect the rights and opinions of their other committee members.

Preparation: Meeting agenda and accompanying materials will be circulated electronically one week prior to all meetings; members are expected to review all distributed materials prior to meetings. Alternate material distribution methods to be made available upon request.

Agendas: Agendas to require focus with clear parameters for content and alignment with terms of reference/purpose. They will be finalized one week before meetings. Items and accompanying material that are received after the agenda has been prepared and distributed (but prior to the meeting) will be moved to the following meeting's agenda at the discretion of the Committee Chair.

Attendance and Preparation: Active participation in committee meetings is expected of all members. "Active Participation" may refer to both meeting attendance and/or engagement. An effort should be made to attend meetings in person or remotely. Members who do not actively participate in more than 3 consecutive meetings without justified absence may be retired from the committee at the discretion of the R.E.A.L. Program Manager.

Voting: All members can actively vote.

R.E.A.L. Program Staff:

- A. Ensure the committee is informed about R.E.A.L. Program policy, procedure and available resources in reference to specific agenda items, and provide procedural and/or technical advice to assist committee where appropriate.
- B. Request additional staff support/attendance as needed.
- C. To develop agendas for distribution.

Other Staff Liaison:

The work of Other Staff Liaisons intersects the purpose of the committee and therefore they may be required to participate.

Committee Co-Chair Public Member:

- A. The presiding officer of the committee will be referred to as "Co-Chair". R.E.A.L. Program Fundraising and Promotion Committee shall elect, from among their voting members, a Co-Chair at the end of the prior co-chair's term. A R.E.A.L. Program Fundraising and Promotion Committee member shall not serve as Co-Chair for more than three consecutive years except in extenuating circumstances.
- B. Uphold committee processes and functions in accordance with all terms presented, maintaining productivity and focus. This includes ensuring committee members' conduct themselves in a professional manner.

C. With support from R.E.A.L. Program staff, the Co-Chair will help build and coordinate a work plan for the committee.

D. Prepare and submit agenda items and accompanying materials to the R.E.A.L. Program staff Coordinator.

E. Review committee terms of reference with the R.E.A.L. Program Coordinator and Manager at the end of each term and be prepared to propose amendments as needed.

Public Members: are expected to advise R.E.A.L. Program Staff decision making; applying personal skills, knowledge and experience in carrying out functions commensurate with the defined purpose of the committee. Roles include: Active participation in committee meetings, electing a chair; representing select committee interests in the community, spearheading fundraising initiatives and follow up work as required.

Organizations, Corporations and Marketing and Promotions: In addition to responsibilities held by all public members, members will also be conduits to/from their respective organizations. As such they will be expected to provide insight on behalf of stakeholders, spearheading fundraising initiatives and update their members on the work of the committee.

Recruitment, Vacancies and Applications

When new members are required a "Notice of Vacancy" will be prepared by the City Clerk and distributed through City communication channels by the Office of Strategy and Engagement. Additional communications opportunities may be identified by relevant committee members. This document will include general information regarding committee purpose, the terms of reference and a link to the application form.

A vacancy on a committee occurs when a member resigns, vacates a position or when their resignation is requested by the Chair. Vacancies may occur at: the date of resignation; the date the member ceases to be qualified; the date the committee Chair declares the position vacant due to lack of attendance or incapacitation.

Eligibility and Selection

The R.E.A.L. Program is strongly committed to equity and inclusiveness. In selecting committee members the R.E.A.L. Program will aim to design processes that are transparent, accessible, free of discrimination and seek to remove barriers for disadvantaged groups.

In addition to eligibility requirements, an applicant's specific skills and experience will be important factors in committee selection. While all who meet the requirements outlined above are encouraged to apply, applicants with demonstrated participation in groups or initiatives with goals relevant to the committee's purpose will be preferred, Some other considerations pertaining to general selection criteria include: past professional and volunteer experience, ability to perform required tasks, and complementary skills, or competencies possessed. Those who are selected will be notified by email.

Conflicts of Interest and Confidentiality

A conflict of interest refers to situations in which personal, occupational or financial considerations may affect or appear to affect the objectivity or fairness of decisions related to the committee activities. A conflict of interest may be real, potential or perceived in nature. Conflict of interest may occur when a Committee member participates in discussion or decision-making about a matter which may financially benefit that Member or a member of his/her family, or someone with whom the Committee member has a close personal relationship, directly or indirectly, regardless of size of benefit.

In some cases where the Committee agenda or committee discussions present a conflict of interest for a member, that member is required to declare such conflict; to abstain from discussion; and remove himself/herself from the meeting room until the agenda item has been dealt with by the committee.

Confidentiality

All committee members are required to refrain from the use or transmission of confidential or privileged information while serving with the R.E.A.L. Program Fundraising and Promotion Committee; including but not limited to, participant and family information.