

INSPIRE Confident Giving



CCCC Certification Program

As public trust in charities continues to decline, a growing number of Canadians are looking for evidence of a charity's credibility before deciding to make a donation. Many ministries struggle to demonstrate their trustworthiness in a compelling way and find it challenging to ensure that they are meeting the highest standards.



CCCC'S CERTIFICATION PROGRAM FOR MINISTRIES

Certified membership with the Canadian Council of Christian Charities (CCCC) helps ministries to demonstrate financial and organizational integrity. Certified members agree to abide by CCCC's Standards of Accountability and voluntarily undergo regular external reviews. Certification provides tangible evidence of a charity's transparency and desire to exceed the minimum requirements for maintaining charitable status. This pro-active approach builds trust and inspires confident, generous giving.

"Certification is important to us because the next generation of Canadians is looking for accountability and integrity when considering causes to support. CCCC has been an incredible help to us, equipping us with best practices and recommendations that have increased our effectiveness as we interact with donors and regulatory bodies."

—Rich Birch, Executive Director,
Camp Mini-Yo-We

CCCC'S CERTIFICATION PROGRAM CAN HELP YOU TO...

Inspire confident giving among your donors

As a Certified member, you'll earn the right to display the Seal of Accountability on all your promotional materials. The Seal assures donors that you are operating with the highest standards of integrity.

Equip your staff with best practices to improve operations

Regular external reviews will provide your charity with detailed reports containing recommendations and best practices to help you improve your operations.

Demonstrate due diligence to your board

Certification assures your board that your charity is taking pro-active steps to improve operations, reduce risks, and obtain a comprehensive review from external professionals.

Connect with new donors who are eager to support Christian charities

As a Certified member, you'll have the opportunity to create a customized profile on giveconfidently.ca, which is regularly promoted to potential donors.

What are the Standards of Accountability?



Christian Ministry

The charity is committed to the Christian faith.



Diligent Governance

The charity is governed by an independent, active board that establishes policy and reviews the impact of the organization's activities.



Financial Oversight and Transparency

The charity demonstrates transparency and proper financial oversight through an independent financial audit, an audit review committee, and public disclosure of its financial statements.



Organizational Integrity

The charity upholds the highest standards of integrity, adheres to applicable laws, and operates in accordance with its own governing documents.



Ethical Fundraising

The charity is ethical in its fundraising activities and respects the dignity and interests of the donor.



WHAT'S THE PROCESS?

- › **PREPARE YOUR MINISTRY.** Review the Certification Program Guide with the detailed Standards of Accountability and implement any changes that are required to bring your organization into compliance with the Standards.
- › **SUBMIT YOUR APPLICATION.** Gather your completed application form along with supporting documents and submit them to CCCC for review. Wait to receive a detailed report confirming compliance or outlining any necessary steps to achieve compliance.
- › **DISPLAY THE SEAL.** Once approved, we encourage you to use all the promotional materials available to spread the news that your ministry has earned the Seal!
- › **MAINTAIN CERTIFICATION.** Continue to uphold the Standards, demonstrating compliance by participating in the annual confirmation of compliance and periodic on-site field reviews.

FOR MORE INFORMATION on the Standards, the application process, and pricing, visit cccc.org/certification.

WHAT'S NEXT? CONTACT US!

If you'd like to discuss Certification,
please contact Curtis Towns at 519.669.5137
or curtis.towns@cccc.org.



CANADIAN COUNCIL *of* CHRISTIAN CHARITIES