



Much has been said in the news about how different charities are raising and allocating their funds. This news comes at a time of the year when many of us are making donations to our favourite charities. How do you know if a charity is spending your money properly? Ask them. Investigate if you don't feel entirely comfortable with the answers. Get to know your charity of choice. You can also go online to view their annual returns at www.cra.gc.ca. Click "English" then click on "Charities" on the left banner. Click on "Search the Charities listings", enter the name of the charity or its registration number.

We want you to know that we abide by all the CRA rules and adhere to the Imagine Canada code of ethics www.imaginecanada.ca. We do not have financial support from the Government or United Way; all of our funds are self-raised. We have never participated in door to door canvassing or telemarketing.

Three of our six staff members work actively in fundraising on a daily basis and the other three work directly with our families in need and office administration. That means the balance of work involved in raising our money, falls to our dedicated volunteers who make up our Board of Directors, Advisory Board and volunteer fundraising committees. They work actively, almost daily, raising awareness and much needed donations. Both the Development Manager and myself are members of AFP (Association of Fundraising Professionals). The AFP is an association of professionals throughout the world, who work to advance philanthropy by enabling people and organizations to practice ethical and effective fundraising.

For many of our early years, we were able to say our administration costs were virtually nil. With a larger staff base and more costs, we are still proud to say our administration costs are minimal. We also receive donations that are specifically given to offset our administration costs.

There are over 80,000 registered charities in Canada. Yes, there are going to be a few bad apples. But the overwhelming majority of us have chosen this sector to serve humanity and are working diligently to improve someone else's life. Put it into perspective, make sure your choices are good ones and then feel good about giving. Be assured you are making a difference when you donate to the Jennifer Ashleigh Children's Charity.

Wishing you a wonderful holiday and very best wishes for the New Year from all of us here at the Jennifer Ashleigh Children's Charity.

Sincerely,

Jane Sleep
Executive Director

When Love Is Not Enough

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