



## MEDIA RELEASE

### FOR IMMEDIATE RELEASE

#### LANSDOWNE CHILDREN'S CENTRE FOUNDATION SIGNS ON TO IMAGINE CANADA'S ETHICAL CODE PROGRAM *Demonstrating our high commitment to high standards*

**APRIL 20, 2009 – BRANTFORD** – The Lansdowne Children's Centre Foundation is pleased to announce its recent acceptance into *Imagine Canada's Ethical Code* Program – demonstrating our commitment to safeguarding donor rights to the highest degree and accountability in fundraising and financial practices.

Commitment to *Imagine Canada's Ethical Code* is voluntary and complements existing regulations for charities that are shared among federal and provincial levels of government. The Ethical Fundraising and Financial Accountability Code lays out a set of standards for charitable organizations to manage and report their financial affairs responsibly. By adhering to these standards, The Lansdowne Children's Centre Foundation is complying with generally accepted practices for soliciting and managing donor dollars. "This is important," states Bernard Neziol, Board Chair of the Lansdowne Children's Centre Foundation, "because donors are entitled to the highest levels of transparency and accountability from us. We place a high value on our relationship with our donors and without their support; we would not be able to achieve our mission of supporting children and youth in our communities with physical, developmental or communication needs and their families. We sincerely thank our donors for their commitment to our organization."

The move to meet Ethical Code standards signals a new active phase of the Foundation, launched by recruiting Tracey Pontes as Fund Development Officer, noted Neziol. "Tracey is building community awareness of the services Lansdowne provides and the unmet needs of the children it serves. In addition to working to meet today's needs, we are planning for tomorrow by building an endowment."

The Lansdowne Children's Centre Foundation was established in 2000, responding to the growing need of the Lansdowne Children's Centre to support the physical, developmental and communications needs of children and youth. The Foundation supports the Lansdowne Children's Centre by raising the necessary

funds for programs not funded by the province which help local special needs children and youth and their families realize optimal potential. “While we receive operating funds from the Province, we rely on community donations for programs not funded by the Province including Recreational Programming and some Respite Programs,” said Rita-Marie Hadley, Executive Director of the Lansdowne Children’s Centre. “One of our highly successful and award winning recreational programs is our Every Kid Counts Program. Every Kid Counts is financially supported by the Lansdowne Children’s Centre Foundation and specifically by the funds raised through Rotary’s Great Northern Ride and our own Annual Charity Motorcycle Ride”.

Through Every Kid Counts, children and youth with special needs have an equal opportunity to participate and be included in local recreational programs of their choice be it swimming, a summer camp program, music lessons or sports. This year’s celebratory 5<sup>th</sup> Annual Charity Motorcycle Ride takes place on Saturday, May 23<sup>rd</sup>. Please visit our new Ride website for more information at [www.lansdownecentre.ca/2009\\_ride/](http://www.lansdownecentre.ca/2009_ride/).

If you have any questions about our adherence to the Ethical Code, please feel free to contact us at 519.753.3153 / 3154 ext. 221. To learn more about Imagine Canada’s Ethical Fundraising and Financial Accountability code, please visit [www.imaginecanada.ca](http://www.imaginecanada.ca).

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For more information, please contact Tracey Pontes, Fund Development Officer, Lansdowne Children’s Centre Foundation at 519.753.3153, extension 221 or by email at [tpontes@lansdownecc.com](mailto:tpontes@lansdownecc.com)

