



Mood Disorders Society of Canada
Société pour les troubles de l'humeur du Canada

Mood Disorders Society of Canada Fundraising Position Statement

July 15th 2011

On September 22, 2010 the CBC presented a series of reports pertaining to Canadian Charities and fundraising methods. The reports headlines were that “Charities paid \$762M to private fundraisers”.

The MDSC believes strongly that people who give to charities should be fully apprised and aware of where their donations are going to be spent. The Canada Revenue Agency recommends that no charity spend more than 35 per cent of revenue on fundraising and can revoke the registered status of any organization whose expenses seem disproportionately high. Information on any Canadian charity can be found at: <http://www.cra-arc.gc.ca/chrts-gvng/lstngs/menu-eng.html>.

The MDSC wants to inform you that we strongly believe the vast majority of donations go to programs, services and research to improve the lives of persons with mental health issues and their families. As a national charity, we depend on the support of donors to help our organization operate. Each donation received makes a direct influence on our operation. Out of each dollar given, at minimum 85% goes to services, and 15% going to the cost of our fundraising (such as printing, communications etc).

While the MDSC realizes that this CBC report has elicited a very loud backlash, we would like to clarify that fundraising is a very important part of operating a non-profit charity. The report points out that “There are 85,000 registered charities listed on the CRA’s website. Of those, 651 — or less than one per cent — used external fundraisers in 2008. And of those, nearly one-third, or 214, paid more than 50 per cent of what they earned to their fundraisers.”

We believe it is crucial for all charities and the government to provide easy and transparent tools and resources to provide each Canadian the information needed to learn about their charity of choice. This information will assist individuals in making informed giving choices based on their findings and beliefs.

The Mood Disorders Society of Canada (MDSC) wishes to take this opportunity to clearly state that we do not have a professional fundraiser on staff; for the very real reason that all of our funds are dedicated to services, supports, resources and projects that help make life better for persons with mental illness.

Sincerely,

Phil Upshall

National Executive Director
Mood Disorders Society of Canada.