Powell River Action Centre Society Food Bank
Public Engagement and Fundraising
Policy 2024

Donor Lists

It is the policy of the Powell River Action Centre Society Food Bank to follow the Canadian Marketing Association Code of Ethics and Standards of Practice when it comes to Donor Lists.

The Powell River Action Centre Society will never sell, rent, exchange, or otherwise share a donor list. The organization will also honour any donor request to be excluded from the donor list.

The organization does not sell its donor list. If it rents, exchanges, or otherwise shares its donor list, it must abide by the Canadian Marketing Association Code of Ethics and Standards of Practice and honour donors' requests to be excluded from such lists.

The purpose of the Code of Ethics is:

The CMA Canadian Marketing Code of Ethics & Standards establishes and promotes high standards for the conduct of marketing in Canada.
Marketing professionals contribute significantly to the economy as key participants in business decision-making that results in:

- the sale of goods and services
- investments in media and development of new marketing technologies
- the provision of significant employment opportunities for Canadians.

Marketers recognize the importance of maintaining high standards of conduct to ensure that these economic benefits can be realized, to earn and maintain consumer confidence, and to honour and strengthen the profession in Canada.
Members of the Canadian Marketing Association recognize their obligation – to the consumers and businesses they serve – maintain the highest standards of honesty, truth, accuracy, fairness and professionalism.

The Code can be found, for reference, at: https://thecma.ca/resources/code-of-ethics-standards