



FOR IMMEDIATE RELEASE

YWCA YELLOWKNIFE FIRST NORTHERN CHARITY TO JOIN FUNDRAISING ETHICAL CODE



Yellowknife: 8 August 2011: YWCA Yellowknife is the first charity based in the Northwest Territories to be accepted as a member of Imagine Canada’s Ethical Code program. The program ensures the highest standards of accountability and transparency. More than 400 charities across Canada that together raise more than \$2 billion annually are part of the program. **The current issue of Maclean’s magazine includes a complete listing of charities in the Ethical Code program, including YWCA Yellowknife, as well as highlights of the program.**

“Our relationship with our donors underpins the work our organization does to increase the well-being and independence of people, and we want to show them we take their commitment to us seriously,” says Julie Green, YWCA Yellowknife’s Director of Community Relations.

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, YWCA Yellowknife is complying with generally accepted practices for soliciting and managing donor dollars. “We believe in accountability and transparency, and the Ethical Code program sets the bar high – which is where it should be to do justice to our donors’ confidence in us,” Green says.

The standards include providing annual reports (available at www.ywcanwt.ca) and audited financial statements (available on request) as well as respect for donor privacy, accuracy of claims and cost-effective fundraising activities. For more information on the standards, follow this link: <http://www.imaginecanada.ca/ethicalcode>.

About Imagine Canada: Imagine Canada is a national charity whose mandate is to support and strengthen charities and non-profits.

About YWCA Yellowknife: YWCA Yellowknife operates Yellowknife's only family violence shelter, the 12-bed Alison McAteer House and the 39-unit Rockhill transitional and emergency housing programs for families. YWCA Yellowknife is the largest provider of residential support for people with disabilities. The agency also offers confidence-building programs for girls and fee-for-service after-school programs for children ages 5 to 11 at every school in the city. YWCA Yellowknife has been serving the people of the north since 1966. For more information about YWCA Yellowknife and GirlSpace, please see our website at www.ywcanwt.ca. We are also on Facebook (YWCA Yellowknife) and Twitter (@YWCAYK).

If you have any questions about YWCA Yellowknife's participation in the Ethical Code, please contact Julie Green, Director of Community Relations at 867 920-2777 ext 303.