

RIDEAU VALLEY CONSERVATION FOUNDATION NEWS RELEASE

AN IMPORTANT MESSAGE TO SUPPORTERS OF RIDEAU VALLEY CONSERVATION FOUNDATION

RIDEAU VALLEY, June 10, 2010 — Rideau Valley Conservation Foundation places a high value on our relationship with you, our donors. Without your support we would not be able to achieve our mission to help protect the health of the Rideau River and its tributaries right here at home in Eastern Ontario. We thank you for your commitment to us.

We believe that transparency and accountability are essential to our success. With this in mind, **we have recently joined Imagine Canada's Ethical Code Program.**

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, we are complying with generally accepted practices for soliciting and managing donor dollars. This is important because you, our supporters, are entitled to transparency and the greatest impact possible for your investment in us.

Imagine Canada was launched in 2005 when two of Canada's leading charitable umbrella organizations — the Canadian Centre for Philanthropy (CCP) and the Coalition of National Voluntary Organizations (NVO), united as one. Imagine Canada is dedicated to advancing knowledge and building relationships that foster an effective and sustainable charitable and nonprofit sector in Canada.

If you have any questions about our adherence to the Ethical Code, please feel free to contact the Rideau Valley Conservation Foundation at 613-692-3571 ext 1116 (Executive Director Charles Billington) or visit our website to view our programs or request a copy of our financial statements. You can also download the Ethical Code itself by going to www.imaginecanada.ca.

Look for the Ethical Code trustmark identifying reputable charities who follow the ethical standards for public accountability.



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More information:

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