

Ontario Nature is ethical, transparent and accountable to you

Important message from Kimberley MacKenzie,
Director of Development

September 30, 2010



Hello,

As you may have heard, the CBC recently ran a series of reports about irresponsible fundraising practices among a minority of Canadian charities.

It is critical to all of us at Ontario Nature that you know that our fundraising practices are transparent and fully accessible to you. As Director of Development, I am available to speak to you about any concerns you may have about your donations.

While we are not in a position to comment on the specific news coverage or on the work of other charities, we agree that donors need to do their homework when it comes to deciding which organizations to support. Ontario Nature is a member of [Imagine Canada's Ethical Code](#) program, and we encourage you to use this organization as a resource to help you make sound decisions about your donations.

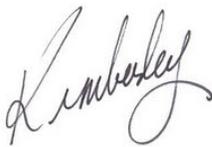
Below is important information that is always available to you:

- Our charitable registered number is 10737 8952 RR0001. You can use this number to gather information about us from the [Canada Revenue Agency \(CRA\)](#).
- Our audited Financial Statements are available to you. Please [email me](#) if you would like a copy.
- The cost of fundraising fluctuates yearly depending on revenue and fundraising activities. However, our expenses are always well within the guidelines set by the [CRA](#).
- Ontario Nature has limited capacity and does use external vendors to help us with our direct mail and planned giving programs. These vendors are paid on a per project basis and are not offered a percentage of funds raised or a commission.

Of course, all business activities cost money, including fundraising. In order to reduce our costs we promote [monthly giving](#) as our preferred method of donating. We also encourage you to share information about us with your friends and colleagues to help reduce the cost of acquiring new donors.

Your support is essential to protecting wild species and wild spaces in Ontario. Without you, this important work simply could not happen. Please don't hesitate to contact me if you have any concerns at all or would like to discuss our fundraising practices in more detail. Talking to people who love nature in Ontario is my favourite part of this job. I'd love to hear from you.

Yours for nature in Ontario,



Kimberley MacKenzie
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P.S. I'm pleased to introduce you to the people taking care of your donations. This photo was taken on a site visit to [Malcolm Bluff Shores](#) on the Bruce Peninsula.



From left to right: Randie Hanlan, Member and Donor Relations Coordinator; Lauren Wright, Development and Administrative Assistant; Nicole Chamula, Foundation and Corporate Grant Coordinator; Kimberley MacKenzie, Director of Development; (missing: Irene Milani, Database Coordinator)