



OPERATION UKRAINIAN SAFE HAVEN

Corporate Donation Manual

A. The Canadian Immigrant Settlement Sector Alliance – Alliance canadienne du secteur de l'établissement des immigrants (CISSA-ACSEI)

The [Canadian Immigrant Settlement Sector Alliance / Alliance canadienne du secteur de l'établissement des immigrants \(CISSA-ACSEI\)](#) is a national organization formed in March 2005 to harness the expertise of the immigrant settlement sector and to facilitate the sector's voice on a national basis to help build a Canadian society in which all immigrants and refugees are able to participate fully as well as bring the sector's expertise to bear on public policies and programs for enhancing the settlement and integration of immigrants and refugees.

CISSA-ACSEI has established a National Secretariat to guide the [Operation Ukrainian Safe Haven \(OUSH\) – the post arrival phase of displaced Ukrainians settling in Canada](#). OUSH works with a national network of Provincial/Territorial Coordinating Table leads that allocates and distributes donations. The National Secretariat serves as the main hub for targeted Corporate Canada donations and others through the building of meaningful and consistent interactions to support displaced Ukrainians and other refugees who need assistance. .

B. Donation Management

Donation Portal

As part of the Government of Canada's response to the crisis in Ukraine, Innovation, Science and Economic Development (ISED) Canada hosts [Call to action: Canadian Industry for Ukraine](#) as the sole online portal to receive donations from businesses in Canada. From there, the donations are channeled through CISSA-ACSEI to a national network of settlement organizations who provide direct and critical support to those in need. The national network of settlement organizations is represented by provincial-territorial coordinating tables. Besides the ISED donor portal and cash donation button on the OUSH national website, it is recognized that local settlement agencies and Ukrainian Canadian Congress (UCC) partners, etc are also receiving donations from various stakeholders on an on-going basis. The OUSH National Secretariat purpose is to assist donors who, as an example, wish to donate to displaced Ukrainians and other refugee populations in need in more than one province. We also recognize that some donations will be from corporate headquarters while at the same



time, individual franchises may give to their local settlement agency and/or UCC chapter for direct distribution.

CISSA-ACSEI (Operation Ukrainian Safe Haven)

The [Corporate Donation Process](#) includes three gateways: CISSA-ACSEI, P/T Coordinating Table members, and Service Provider Organizations.

CISSA-ACSEI coordinates offers of donations by working with Provincial/Territorial Coordinating Table members, and allocates donations based on assessed needs informed by landing data.

CISSA-ACSEI shall accept donations that support the mission and long-term direction of CISSA-ACSEI and its network of settlement agencies; and that CISSA-ACSEI reserves the right to decline donations that pose risk to its integrity and reputation, restrict its ability to freely support people in need and expose it to liability and other uncertain risks.

CISSA-ACSEI serves as the communication focal point with corporate donors to facilitate and activate donations. Donation activation entails the following options:

Donation Activation:

1. CISSA-ACSEI collects needs assessed by the Provincial/Territorial Coordinating Table members together with the Service Provider Organizations. Landing data will also be used to inform the allocation decisions.
2. Corporate Donor requires Tax-deductible Receipt. CISSA-ACSEI will not be able to issue Tax-deductible Receipt. In this case, CISSA-ACSEI will facilitate donors' connection with the service provider organization(s)- registered charities- who can receive donations and issue Tax-deductible Receipts.
3. If a Corporate Donor does not require a Tax-deductible Receipt, CISSA-ACSEI will issue an acknowledgement and recognition Letter to the donor after receiving the donation.
4. CISSA-ACSEI will remain the main point of contact with donor(s) to clarify information around the donation offer and the process and arrangements for recognition opportunities.

Provincial/Territorial Coordinating Table (P/T Table)

P/T Coordinating Table members comprise of members from organizations for settlement agencies in each region. The Table members meet every week to coordinate donations- identify and assess needs, allocate, distribute donations- and share best practices and knowledge for a streamlined and efficient access and distribution of donations at a local level.



Accessibility

OUSH National Secretariat and its provincial and territorial network of settlement agencies are committed to ensuring equal and inclusive opportunity for all groups of displaced people and refugees in need of assistance and donations provided by Canadian businesses.

If a donation exceeds the needs identified through a provincial/territorial coordination table due to changing local needs, the donation will be re-allocated to other provincial or territorial service coordination tables.

C. Corporate Donor Recognition and Communications

The purpose of Corporate Donor Recognition serves as guiding principles for the Operation Ukrainian Safe Haven (OUSH) National Secretariat regarding the procedures for current and future donations to support Ukrainians as well as other placed people and refugees in need of assistance. This manual is intended to ensure donors' intentions are honoured and appropriately recognized that is congruous with the mission of OUSH and the donor(s).

This manual considers a tiered approach for donor recognition. Final authority for donor recognition rests with the OUSH National Secretariat.

Recognition

OUSH National Secretariat wishes to recognize the generosity of corporate Canada who support its mission in welcoming Ukrainians fleeing aggression as well as other displaced people and refugees who need support. Recognition is given in a tiered approach and provided at a time a donation is accepted.

Recognition of \$10,000 – \$25,000

- Social media: contents will include notes of recognition, and encouragement for continued generosity. Social media posts will entail the following:
 - a. focused on recognition: thank-you post to recognize donor. This will mention donor's social media handle or preferred name.
 - b. marginal recognition: a line on donor recognition, tagging donor's social media handle or preferred name, when posting about "Donate Now" on social media.
 - c. Retweet/Share social media contents by donor on their support. OUSH National Secretariat will work with the donor to share its social media handles and preferred use of its name.



- Donors' logos including their website links will appear on "Our Donors" page of OUSH website. This will include all donors regardless of the amount of generosity to the mission of OUSH.

Recognition of \$25,000 and above

- Possibility of a joint news release with the donating entity and OUSH National Secretariat. The press release will be uploaded on OUSH Website.
- Social media: contents will include notes of recognition, and encouragement for continued generosity. Social media posts will entail the following:
 - a. focused on recognition: thank-you post to recognize donor. This will mention donor's social media handle or preferred name.
 - b. marginal recognition: a line on donor recognition, tagging donor's social media handle or preferred name, when posting about "Donate Now" on social media.
 - c. Retweet/Share social media contents by donor on their support. OUSH National Secretariat will work with the donor to share its social media handles and preferred use of its name.
- Donors' logos including their website links will appear on "Our Donors" page of OUSH website. This will include all donors regardless of the amount of generosity to the mission of OUSH.

Marking milestones

OUSH National Secretariat will continue to coordinate with federal, provincial, and territorial governments to identify communications opportunities related to donation milestones (including, but not limited to, #GivingTuesday campaign and International Day of Refugees/IDPs) to strengthen relations between donor and the (re)settlement sector through acknowledgment and recognition.

Showcasing Success

OUSH National Secretariat and its provincial/territorial network of settlement agencies will publish success stories on website(s) to highlight impact and results achieved by the service provider organizations made possible with the donation. Donors will be mentioned in the stories, or their quotes or statements will be included. Stories will be approved in advance by the donor(s).

D. Corporate Donor Privacy

OUSH National Secretariat is committed to maintaining confidentiality around donor information.



Online Privacy

Handling Data: Donations made through the Call to Action: Canadian Industry for Ukraine — part of the Government of Canada's response to the crisis in Ukraine will be recorded on the OUSH National Secretariat donation database. OUSH will ensure the protection of information received from donation portal of Innovation, Science, Economic Development Canada through its organizational cybersecurity processes and procedures, safeguarding access and preserving integrity of data.

Donation Recognition: After donations are accepted, donors will be asked for consent before any recognition takes place. Donor can also inform should they wish to keep their donations anonymous.

OUSH National Secretariat will do its best to have its communications assets for online and offline publicity aligned with branding guidelines of donors. This will include using logos, preferred names, and social media handles.

In the event a donor wishes to carry out public communications about the donation, OUSH National Secretariat expects to be informed prior to carrying out the activities.

Accuracy

CISSA-ACSEI is committed to ensuring it has accurate, complete, and up-to-date contact information on donors and as such, will attempt to ensure the accuracy of our contact database.

Information use

CISSA-ACSEI will not disclose information relating to the donor businesses in Canada for purposes other than for which consent has been obtained. Access to such information will be given only to those staff who are managing donation within CISSA-ACSEI.

Consent will be obtained in situation where a service provider organization wants to recognize a donation on their public channels including but not limited to social media, newsletters, website, etc.

CISSA-ACSEI will retain the information relating to the donor businesses in Canada as long as it is required to accomplish the donation distribution process.