

# CROHN'S AND COLITIS CANADA

## CHAPTER STANDARDS AND GUIDELINES

### What is a Chapter?

Crohn's and Colitis Canada volunteer groups come in many shapes and sizes, including Chapters, affiliates, committees and teams. They all play a vital role in delivering our goals and mission. Chapters are unique from our other community volunteer groups in that they support our Promise in multiple ways, are approved by the Board of Directors, and are legal voting members.

The purpose of every Chapter (as set out in our by-law) is to:

- Represent Crohn's and Colitis Canada in their geographic area
- Assist Crohn's and Colitis Canada to deliver its Promise, Mission and Goals

### Chapter Standards:

Chapters are committed to our Promise – to cure Crohn's disease and ulcerative colitis and to improve the lives of children and adults living with these lifelong diseases

Chapters are committed to maximizing and growing the impact they have on our mission through 4 key areas of focus:

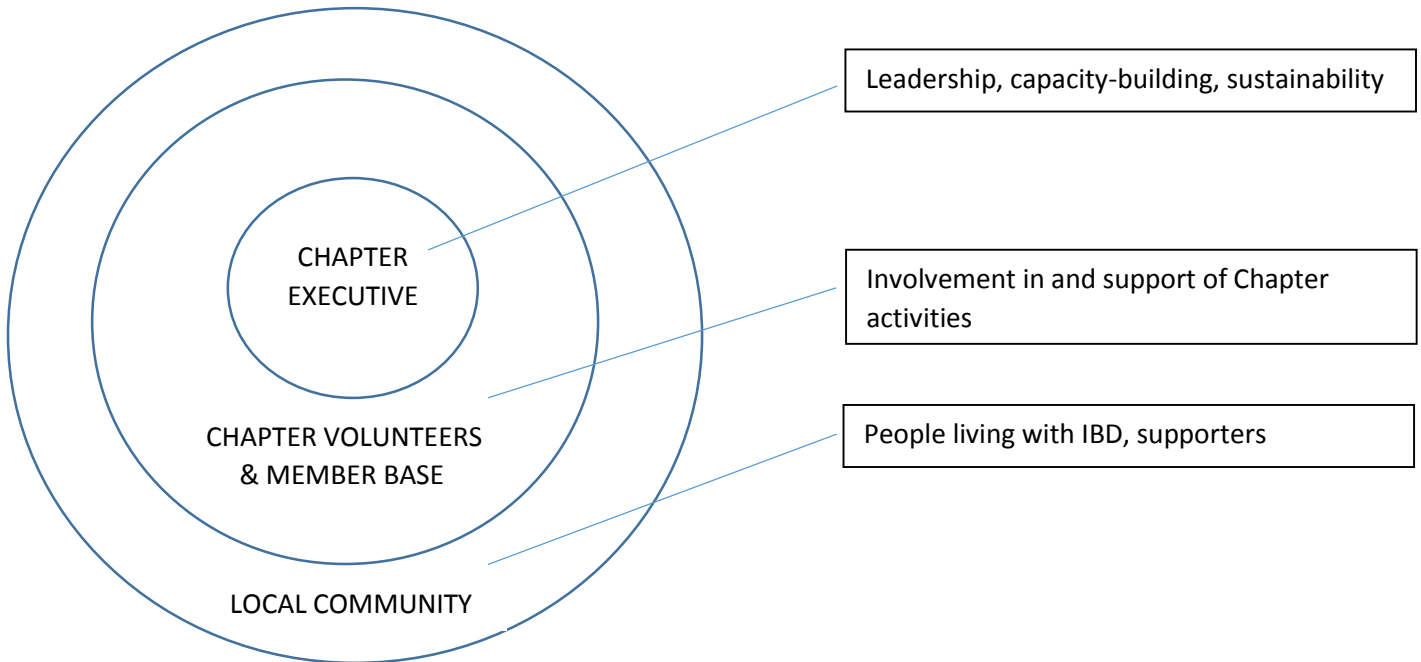
1. **Raising Funds** to invest in research, patient programs, advocacy and awareness
2. **Community Engagement** to increase awareness and involvement at the local level
3. **Growing Volunteer Base** to increase capacity and ensure long-term sustainability
4. **Patient Program Delivery** to improve the lives of people living with Crohn's and colitis

Chapters are committed to supporting good governance by having a voting representative at the Annual General Meeting

Chapters are committed to protecting our organization by operating in accordance with our Business Code of Conduct and other policies and guidelines

## Chapter Structure:

Effective Chapters are driven by strong leaders (Chapter Executive), a team of supportive volunteers that “make things happen” and active involvement of the local community.



Chapter Executives may include the following roles: (see role descriptions for detail)

- President
- Vice-President
- Treasurer
- Secretary
- Volunteer Engagement Lead
- Community Outreach Lead
- Program & Education Lead
- Gutsy Walk Chair

While many Chapters will not have all executive roles filled, a minimum of four executive members should be the goal to support local activities and succession planning. It is recognized that some Chapters may be in transition or progressing toward this goal. All Chapters are required to have a President. The Treasurer role is required for chapters that require cheque-signing authority.

## Chapter Activities

Crohn's and Colitis Canada is a leader in Canada and across the world in our quest to find cures and help people with IBD to live their lives to the fullest. Each year, our Chapters play a key role in advancing our mission.

Every Chapter is at a different stage of development. It may take time to build the support required to be fully active across all four areas of focus, but each year is an opportunity to celebrate Chapter growth, progress and expansion of activities.

AREAS OF FOCUS	ORGANIZATIONAL GOALS SUPPORTED BY CHAPTERS	CHAPTER ACTIVITIES	CORE ACTIVITY
FUNDRAISING	Goal: Raise \$100 million by 2020 through the Make it stop. For life. campaign to invest in research, patient programs, advocacy and awareness	Some activity within this area	✓
		Grow Gutsy Walk revenue	✓
		Support other national priority programs	
		Grow existing local fundraising events	
		Launch new local fundraising events	
		Generate support from businesses	
		Work with regional staff to identify new donors with high-level giving potential	
COMMUNITY ENGAGEMENT, AWARENESS AND ADVOCACY	Goal: Build awareness and increase reach and engagement within the community of people affected by Crohn's and Colitis	Some activity within this area	✓
		Raise awareness of IBD and Crohn's and Colitis Canada	
		Participate in November Awareness Month activities	✓
		Reach out to local media outlets	
		Social media outreach	
		Advocacy	
		Open House events	
		Secure publicity and media coverage for Gutsy Walk	
		Chapter newsletter	
GoHere Washroom Access Program			
GROWING VOLUNTEER BASE	Goal: Recruit and activate volunteers to build capacity and increase mission and fundraising impact	Some activity within this area	✓
		Chapter Volunteer Engagement Lead in place	
		Local volunteer recruitment efforts	✓
		Expanding Chapter Executive	
		Succession planning for Chapter Executive	
PATIENT PROGRAMS AND SUPPORT	Goal: Expand patient programs and support	Some activity within this area	✓
		Promote Gutsy Peer Support	
		Education events	
		Newly Diagnosed Nights	
		Open House events	

## **Chapter Administration:**

Each year, Chapter Executives are accountable for the following administrative activities:

- Ensuring annual Chapter Elections take place
- Appointment of Chapter voting representative for the Annual General Meeting
- Completion and submission of their Annual Chapter Work Plan that includes achievements and learning from the past year and goals for the year ahead
- Signing the code of conduct
- Participation in background checks

## **Opening or Closing a Chapter**

The formation of new Chapters is an exciting time as we strive to deepen our engagement in communities across Canada. Approval of a new Chapter requires approval of the Board of Directions based on a written recommendation from the Regional Director. See the *Chapter Formation or Closing Guide* for the criteria and process for new Chapter approvals.

From time to time, Chapters are closed. This can happen when there is no active volunteer base in the community and efforts to rebuild the Chapter have not been successful over a period of time. In this case, the Board will approve a written recommendation from the Regional Director, after notice has been given to remaining Chapter members. If a Chapter should choose to resign, a letter must be signed by the President and one other Executive. Details are outlined in the *Chapter Formation or Closing Guide*.