



The Association of Fundraising Professionals (AFP) and Imagine Canada collaborate closely and work in partnership on a number of fronts relating to philanthropy including their respective ethical codes, advocacy and research.

These joint efforts, in particular, include the organizations' respective codes of ethics. The [*Imagine Canada Ethical Fundraising and Financial Accountability Code*](#) is designed for registered charities, the [*AFP Code of Ethical Principles and Standards*](#) for individual and business members. Both AFP and Imagine reviewed the two codes, and the respective ethics committees of both organizations determined that the two codes were, in fact, complementary and consistent.

Both Imagine Canada and the AFP work with charities and their employees to establish high levels of ethical fundraising practice. Charities are facing increasing media scrutiny, particularly in the areas of fundraising and financial management, but not limited to those areas. Donors are becoming more sophisticated and expect greater transparency. The role of organizations such as Imagine Canada and AFP must be to promote awareness, both of the need for ethical fundraising and of existing codes of behavior and enforcement procedures that govern it.