



**Governance Policies and Procedures**  
 Committee of the Board of Directors – Terms of Reference

<b>Committee:</b>	<b>Marketing and Communications</b>
<b>Overall Purpose:</b>	<b>The purpose of the Marketing and Communications Committee (MCC) is to oversee the strategic aspects of the Cancer Assistance Program’s (CAP’s) marketing and communications activities – research, planning, implementation and evaluation and to make recommendations to the board. Recommendations are intended to inform, educate and positively promote CAP to its current and potential client population, partners and donors/funders. Additionally, in cooperation with the Executive Director, Committee members act as advocates, champions and ambassadors of the organization.</b>
<b>Key Duties and Responsibilities:</b>	<p>The MCC contributes expertise and human resource capacity to:</p> <ul style="list-style-type: none"> <li>➤ develop a marketing and communications plan, in collaboration with the Fund Development Committee (FDC) and Executive Director and monitor and adjust the plan as required;</li> <li>➤ advise and provide input into the development and review of marketing collateral;</li> <li>➤ advise on marketing opportunities in print and electronic media;</li> <li>➤ in collaboration with the FDC, advise around corporate partner benefits and relationship maintenance;</li> <li>➤ ensure CAP’s vision, mission and values are reflected in all marketing and communications activities;</li> <li>➤ manage and protect CAP’s brand integrity;</li> <li>➤ control, mitigate and manage risk to CAP as a result of marketing and communications activities;</li> <li>➤ provide input to policy development and evaluation;</li> <li>➤ participate, as possible, in the CAP Volunteer Speakers Bureau; and</li> <li>➤ provide any other assistance within its competence, required by the board or the Executive Director.</li> </ul>
<b>Exclusions to Responsibilities (as noted within the Board By-Law)</b>	<p>The Board of Directors may delegate to any Committee comprised entirely of Directors any of the powers of the Directors other than the following powers:</p> <ul style="list-style-type: none"> <li>➤ to submit to the Members any question or matter requiring the approval of the Members</li> <li>➤ to fill a vacancy among the Directors</li> <li>➤ to fill a vacancy of the Corporation’s accountant</li> <li>➤ to appoint additional Directors</li> <li>➤ to issue debt obligations except as authorized by the Directors</li> <li>➤ to approve any annual financial statements</li> <li>➤ to adopt, amend or repeal by-laws; or</li> <li>➤ to establish contributions to be made, or dues to be paid, by Members.</li> </ul>
<b>Decision Making</b>	➤ Decisions are made by consensus
<b>Composition:</b>	<ul style="list-style-type: none"> <li>➤ Executive Director</li> <li>➤ At least two members of the Board of Directors, one of whom assumes the Chair position</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Up to two members of the community-at-large, screened and invited to sit on the Committee by the Committee Chair in collaboration with the Executive Director</li> <li>➤ Community members must be at arm's length from board and agency staff</li> <li>➤ Additional expertise may be called upon to advise on specific issues, as required</li> </ul>
<b>Accountability:</b>	The MCC is accountable to and reports to the CAP Board of Directors via the Committee Chair. The Chair, in collaboration with the Executive Director, prepares written reports for inclusion in board packages and verbally reports on the same.
<b>Confidentiality:</b>	All information obtained through participation on the MCC is to be kept in strict confidence. All committee members are required to sign a Confidentiality Agreement.
<b>Resources:</b>	The MCC is supported by the Executive Director.
<b>Time commitment:</b>	<ul style="list-style-type: none"> <li>➤ At least four meetings/year</li> <li>➤ Meeting length typically up to two hours in length but determined by Committee members and as determined by the agenda</li> <li>➤ Dates, times and meeting location will be determined by the Committee members</li> <li>➤ Additional meetings may be called at the discretion of the Committee Chair</li> </ul>
<b>Term:</b>	<p>Members of the Board of Directors</p> <ul style="list-style-type: none"> <li>➤ three years, appointed or elected annually at the Annual Meeting</li> <li>➤ term may be renewed once for a total of six years</li> </ul> <p>Members of the community-at-large</p> <ul style="list-style-type: none"> <li>➤ two year term</li> <li>➤ term may be renewed once for a total of four years <ul style="list-style-type: none"> <li>○ Renewal of term based on attendance and performance</li> </ul> </li> </ul>
<b>Specific Annual Objectives:</b>	Determined upon approval of the Strategic Plan.
<b>Reports and Target Dates:</b>	<ul style="list-style-type: none"> <li>➤ Development of a marketing and communications framework and corresponding budget, in collaboration with the Fund Development Committee (FDC) as the FDC develops its strategy for the following year, by October 31<sup>st</sup> prior to the year in question.</li> <li>➤ Development of a detailed marketing strategy and communications calendar by December 15<sup>th</sup> prior to the following year.</li> <li>➤ A report on the successful completion of annual objectives for the year prior presented at the February board meeting</li> <li>➤ Additional reporting to be detailed upon approval of the Strategic Plan.</li> </ul>
<b>Review and Evaluation Process:</b>	<ul style="list-style-type: none"> <li>➤ A report on the successful completion of annual objectives for the year prior prepared by the MCC and presented at the February board meeting</li> <li>➤ An annual review of the Committee Terms of Reference during the March board meeting.</li> </ul>

<i>Approval Date:</i>	<i>October 2015</i>	<i>Review Date:</i>	
<i>Updated Date:</i>	<i>June 2017</i>		