

## **Clarity Singapore Limited Marketing, Public Relations & Fundraising Committee Terms of Reference**

### **Objective**

The objective of the Marketing, Public Relations & Fund-Raising Committee (“Committee”) is to provide guidance and governance on related activities for Clarity Singapore in accordance with its Mission.

### **Composition of Committee**

The Committee shall consist of at least 3 members, majority of whom shall be members of the Board. The Chairperson of the Committee shall be a member of the Board. The Board will appoint the Chairperson and members of the Committee. Committee members will be appointed for a two-year term and reappointment will be approved by the Board giving consideration to the need for continuity and periodic rotation of Committee members.

Members are to conduct themselves with integrity, act in the best interest of Clarity Singapore and ensure confidentiality of information.

### **Duties and responsibilities:**

1. To review and propose strategies to enable Clarity to be effective in marketing, public relations and fundraising, and work with Management to develop a work plan, including an annual resourcing budget for marketing, public relations and fundraising.
2. To act as resource persons and advise on public relations and fundraising.
3. To recommend strategies for fundraising and to identify the possible sources of funds.
4. To provide governance and oversight for all aspects of fundraising efforts undertaken by Clarity Singapore, which includes ensuring fundraising efforts are cost-effective, regular reporting to the Board on the impact, efficiency and efficacy of fund-raising activities and approval of 3rd party fundraisers.
5. To ensure that Clarity Singapore’s marketing, public relations, and fundraising efforts are consistent with and if possible, reflect the ethos and teachings of the Catholic Church.

### **Review of Terms of Reference**

The Terms of Reference for this Committee shall be reviewed every two years to ensure its necessity and relevance. The Committee shall recommend amendments to the Terms of Reference to the Board as necessary.