

# FRIENDS OF MSF STUDENT CHAPTER HANDBOOK



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## 1.0 Introduction

Hello and welcome! Below, you will find the complete guide to everything you need to be a functioning Friends of MSF (FoMSF) chapter. Please take the time to read the document in full, as there is a tremendous amount of useful information that will help you run your group successfully, in line with MSF Canada's policies and requirements.

As a student chapter, your role is to get your community engaged with MSF's work and to promote its campaigns. We are very excited to have you, as part of FoMSF and the larger MSF movement. If you have any questions or require guidance on activities, [please do not hesitate to reach out to us.](#)

## 2.0 Médecins Sans Frontières – Our History and Our Work

### I. Who we are

Médecins Sans Frontières / Doctors Without Borders (MSF) is an international emergency medical humanitarian organization, founded to provide neutral, impartial, and independent healthcare to people affected by disaster, disease, conflict, and exclusion.

Ever since it was founded in 1971, by a small group of French doctors and journalists, MSF has striven to respond rapidly and effectively to emergencies, to offer assistance to people based on need, irrespective of race, religion, gender or political affiliation.

MSF is a private, non-profit organization comprised of an international network, with offices in many countries around the world, including Canada. Each year, thousands of health professionals, human resources personnel, advocates, logisticians, communications teams, and other experts come together to provide medical care in close to 80 countries around the world.

### II. MSF Charter

Médecins Sans Frontières is a private, international association. The association is made up mainly of a network of healthcare and other professionals, who together direct the MSF movement. All of its members agree to honour the following principles:

- Médecins Sans Frontières provides assistance to populations in distress, to victims of natural or man-made disasters and to victims of armed conflict. They do so irrespective of race, religion, creed, or political convictions.
- Médecins Sans Frontières observes neutrality and impartiality in the name of universal medical ethics and the right to humanitarian assistance and claims full and unhindered freedom in the exercise of its functions.
- Members undertake to respect their professional code of ethics and maintain complete independence from all political, economic, or religious powers.
- As volunteers, members understand the risks and dangers of the missions they carry out and make no claim for themselves or their assigns for any form of compensation other than that which the association might be able to afford them.

### III. Independent Humanitarian Medical Action

MSF's work is based on humanitarian principles:

- **Impartiality:** being impartial means we deliver free medical care to those who need it, and do not discriminate according to nationality, race, gender, identity, religious beliefs, class, political opinion, or any other affiliation.

- **Neutrality:** being neutral means that we do not take sides in conflict. Rather, we remain politically neutral and provide care according to people's level of need, not which 'side' they are on.
- **Independence:** over 90 percent of MSF's income is from private donors; this financial independence enables us to respond quickly and based on need alone.
- **Medical ethics:** we aim to provide high-quality, impartial care and to act always in the best interest of patients.

Our work includes emergency medical response for:

- **Diseases, epidemics, and pandemics** - MSF teams are called to respond quickly to disease outbreaks; our medical teams are prepared with supplies and the expertise to help, with local responders, deliver medical care, contain outbreaks, and advocate for equitable access to care. Infectious disease outbreaks, such as cholera, Ebola, measles, and Covid-19, continue to this day, and expose vast inequities in access and affordability.
- **Disasters** - MSF staff work in remote and dangerous parts of the world, places vulnerable to earthquakes, flooding, and other catastrophes. With over 50 years of experience responding to emergencies, MSF has developed tools to provide rapid relief and critical medical assistance, and coordinate with local authorities and first responders. When a crisis strikes, staff are sent out at a moment's notice, arriving with pre-packaged medical kits and essential hygiene items, allowing us to begin lifesaving work immediately.
- **Conflict and war** - During conflict, MSF provides healthcare based on needs alone, working with communities to reach people most in need. Armed conflict and unrest disrupt access to basic needs; access to food and clean water can be impeded; local and national health systems fracture; security issues exacerbate stress and force civilians to leave. During these times, the need for comprehensive medical and humanitarian support is critical.
- **People on the move** - MSF responds to the medical needs of people who have been displaced by delivering critical care, and by speaking out about the underlying causes of their suffering. 'People on the move,' e.g. refugees, undocumented migrants, internally displaced peoples often live in substandard conditions and are unable to access basic services.

#### IV. Témoignage – Bearing Witness & Speaking Out

Our teams often witness violence and neglect, especially in regions that receive scant international attention. We bring patients' concerns to public forums, including the media and other international and multilateral forums. Part of our mandate is to educate the public about worldwide crises, to identify specific areas where policymakers, donors, agencies, and other individuals can meaningfully address some of the obstacles preventing people from accessing the care they need.

## V. Financial Independence and Accountability

To maintain its operational independence and flexibility, MSF relies primarily on private income for the vast majority of its funds. For example, MSF Canada relies on private income for 97.1 percent of its funds, the rest of which comes from foundations, international agencies, corporations, and the Canadian government. In alignment with our values, to maintain transparency with our donors and to work as efficiently as possible to assist people in crisis around the world, we direct at least 80 percent of money raised to fund our medical projects and advocacy work globally. The rest of our funds are spent on administration costs or is reinvested in fundraising.

## VI. The Association

Each MSF partner section is an Association, an organization co-owned by its members who help shape the work of their respective MSF offices and the future of the MSF movement. MSF Canada is no different; our Association safeguards MSF's identity and principles and is mobilized to contribute to MSF's social mission worldwide, and to strengthen MSF's voice in Canadian society. The Association is composed of current and former staff and volunteers, those who have completed international assignments and those who have worked in the Canadian office. Association members come together to identify important issues, debate solutions, and approve strategic initiatives. They elect the majority of the Board of Directors, who govern MSF Canada through delegating strategy implementation to the Executive Office.

## VII. MSF Canada

Canadians first came together to create an MSF Association in 1989. In 1991, MSF Canada formally joined the international MSF movement. Our offices in Toronto and Montreal support the international movement by recruiting Canadian professionals for assignments around the world, as well as fundraising and communications work. MSF Canada also pursues special projects and innovations to overcome the challenges our medical teams face in trying to deliver care to people in under-resourced settings.

## VIII. Friends of MSF

Friends of MSF are student chapters, from various universities that have been officially approved by MSF Canada to be a supporter to the organization. Friends of MSF groups, however, do NOT represent MSF and they operate largely independent of the day-to-day operations of MSF Canada. As these groups are university-based chapters, they are registered and recognized by their universities, with access to university resources and the ability to organize activities and events on campus. The goals of the FoMSF chapters are to:

- **Raise awareness across universities on the work MSF does around the world** during the school year through events (e.g. campaigns, petitions, workshops, movie screenings, speaker nights).
- **Fundraise for MSF** by organizing different activities and initiatives.

- **Encourage others** to consider work with MSF, through providing information on our organization, the nature of our work and the range of professions that are needed in our projects around the world.

## 3.0 Policies for Friends of MSF

### I. Definitions & Oversight

A **Friends of MSF (FoMSF)** chapter is a volunteer group that operates in a university community, largely independent of the day-to-day operations of MSF Canada. These chapters are made up of students who organize activities and initiatives in support of MSF's activities. MSF Canada's Board of Directors may withdraw approval of a FoMSF group at its discretion.

### II. Criteria for FoMSF Chapters

#### **Be approved by MSF Canada.**

- Approval is granted by MSF Canada (e.g. MSF Canada's Association Team) upon the confirmed receipt of the **President's Contract**, signed by both parties.

#### **Be registered with a university**

- All FoMSF chapters must be registered for the upcoming academic year. As a registered student club, FoMSF chapters may be eligible for funding or training through the university. The executive committee should be in contact with the Student Union and should ensure that they are updated about university club regulations, funding, and club events on campus.

#### **University with a medical faculty and/or nursing school**

- A FoMSF chapter must be affiliated with a university that has a medical faculty and/or a nursing school and should strive to have students from the medical and nursing programs to add a medical perspective to their annual plan.

#### **Involvement of different faculties**

- A FoMSF chapter will involve faculties other than the medical faculty (e.g., engineering, social sciences, international relations, education, etc.). As such, members of a FoMSF chapter can be from different faculties, and the chapter should organize activities targeted towards students from different faculties.

#### **Members of the chapter**

- A functioning FoMSF chapter should consist of at least four members, with a committee consisting at least of a president and a treasurer. The president is responsible for the coordination of the chapter.
- All members of a FoMSF chapter should adhere to the [MSF Charter](#), and to the policies outlined in this policy handbook. Any member of the chapter that fails to adhere to such policies may be expelled, either by majority vote of the chapter itself or by the MSF Association Team.



- While each chapter is unique, and should decide on its exact structure and functioning, it is recommended that each chapter should set up an executive committee. Common committee roles include: President, Vice-President, Secretary, Treasurer, Campaigns Officer, Events Secretary, Social Media Officer. All members must be clear about their affiliation with MSF: the Canadian Executive Office, Board of Directors, and the Association. Where pertinent, committee members should identify their roles as volunteer “Friends of MSF...”

### Contact person

Friends of MSF chapters must be in regular and direct communication with MSF Canada’s Executive Office, facilitated through the generic FoMSF email address set up. Within the Executive Office, the contact point is **MSF Canada’s Association Team**. All contact details can be found in [Section 7.0](#). It is recommended that one person (e.g., the president) from each chapter is designated as the contact point between the Association Team and FoMSF. In addition, FoMSF chapters will provide the contact information (email addresses) for all persons on the executive committee.

### Continuation of the FoMSF Chapter

- As FoMSF chapters are comprised of students, they are consistently in flux. FoMSF chapters will ensure the continuation of their groups through the timely recruitment and appointment of new executive committee members. A well-timed and planned handover and period of transition makes it much easier for new committee members to build on the momentum generated from the previous year. The handover should consist of 1) main tasks and responsibilities; 2) problems that have arisen; 3) current and ongoing processes, including contact persons and annual events; 4) email accounts and social media account information; 5) a database of materials, with copies of relevant documents, e.g., policy handbooks, pictures, logos, forms, etc.
- During the period of transition, it is also important for departing executive committee members to give a breakdown of their chapters’ history (e.g., how long the group has been running, previous events), recommendations for the group as a whole; plans and priorities for the future.
- The chapter should work on the recruitment of new chapter members (and committee members) to 1) maintain conformity with the university’s prescriptions; and 2) promote MSF on the campus.

### III. Obligation of the FoMSF Chapter

- Each FoMSF chapter will submit an **action plan** outlining the main activities for the upcoming year, to be submitted to and approved by MSF Canada’s Association Team. An action plan template can be found in Annex I, under guiding documents, or on [MSF Canada’s website](#). The activities will be consistent with MSF’s principles: independence, neutrality, impartiality, and medical ethics. Activities can only be undertaken after the action plan has been submitted, and after approval has been communicated by MSF Canada’s Association Team. Chapters may plan activities outside of the action plan, which is normally submitted prior to the start of each school

year. These activities, however, must be communicated to and approved by the Association Team.

- Each FoMSF chapter will **organize at least two (2) events** on campus per year. These events will be properly publicized and open to students of all faculties. While not required, it is recommended that **at least one of these events be a fundraising event**. All events should be approved by MSF, via the action plan submitted at the beginning of the year. FoMSF can propose and plan additional activities outside of their action plan but should communicate these with MSF for approval. For any resources regarding advocacy, fundraising, events planning, FoMSF are welcome to reach out to MSF for assistance and guidance.
- Témoignage, or bearing witness, is described in MSF's official statement of principles as something vital to our identity. Every year, each FoMSF chapter **will ensure that at least one (1) article on MSF is published in a university bulletin, newspaper, or newsletter**. Articles can be provided by MSF upon request, although we encourage each chapter to prepare these articles by themselves. MSF can connect groups with staff members, in office or internationally, for interviews, and can also provide other resources about MSF's work. **Pre-approval by MSF of any publication is required.**
- MSF's policies for third party events (found in the [Fundraising Toolkit](#)), **must be respected at all times** when planning and implementing fundraising activities. Further, fundraising activities will need prior approval from MSF, either through a chapters' action plan, or in advance of the event. Fundraising activities are not required but are strongly encouraged.
- The executive office at MSF Canada may organize specific events at universities (see for example the [Screening and Panel Q&A](#) that took place at McGill University). In these instances, FoMSF are expected to assist MSF through raising awareness and other ad-hoc tasks.
- FoMSF chapters will prepare an **end of year report**, summarizing its activities of the prior school year and detailing the amount of funds raised for MSF Canada.
- FoMSF chapters **will guarantee the confidentiality of all personal data**, including names, email addresses, dates of birth, and other identifying information that they collect.
- FoMSF chapters can create their own social media pages, provided that they use the FoMSF logo and make it explicit that they do not represent MSF. **FoMSF are not able to create their own websites, nor use the MSF logo without the explicit written permission of MSF.**
- In case the Friends of MSF chapter makes a public statement, it **must be made explicit that such statement does not represent MSF's views.**

#### IV. Obligations of MSF

- **MSF Canada will NOT be able to provide any financial support for activities.**
- MSF Canada will provide some resources that will allow the FoMSF to properly function throughout the school year. Resources include: the Policy Handbook, fundraising toolkit, and

resources to assist with event planning. These resources are publicly available and can be shared with anyone who expresses interest.

- In case of an event, MSF will provide promotional materials that can be distributed digitally or physically. A request for materials should be made at least one month prior to the event or can be picked up at the nearest MSF office. For those chapters located further away from an MSF office (in Toronto or Montreal), MSF will send promotional materials by mail.
- MSF Canada's Association Team will do their best to connect each FoMSF chapter **with a Liaison**, a current or former MSF staff member who has experience either with the Executive Office, or in one of MSF's international projects. The FoMSF Liaison is a volunteer position; the liaison will be an advisory and support mechanism to a FoMSF chapter, ideally within the same region. The Liaison position was designed to ensure that student members benefit from the direct experience and knowledge of MSF staff. Depending on the capacity of the liaison, specific tasks may be: support with annual planning; assistance in finding MSF persons for speaking events or interviews (or speaking at an event themselves); general professional development of FoMSF members.
- Any other support from MSF will depend on i) the relevance to MSF of the activity needing support and ii) the availability of MSF staff or representatives.

## V. Use of MSF logo Policies

- The MSF logo is the protected property of MSF International. Other than on the promotional materials provided by MSF, the use of this logo by the FoMSF group is not allowed unless expressed through written authorization provided by MSF.



\*\* Friends of MSF Logo – **use, but do not modify**



\*\* MSF Logo – **do not use**

- Friends of MSF chapters may only use the FoMSF logo provided to them for their promotions and activities. Chapters agree to not change or modify the logo in any way or for any use. Modification of the logo carries a risk of convoluting our internationally recognized brand and is therefore strictly prohibited. MSF Canada will provide each chapter their own logo, with the institutional university name below the FoMSF logo.



*Friends of MSF*



\*\* Example logo: Friends of MSF, McMaster University

- FoMSF chapters are permitted to have the FoMSF logo beside the logo of other groups, organizations or sponsors, as long as it meets the following criteria:
  - To protect the logo's integrity and clarity, an **exclusion zone** has been created around its edges; the FoMSF logo **must fall outside of the zone of exclusion** in order to not undermine the trademark registration of the International Logo.
  - The partner entity is not from the tobacco, alcohol, pharmaceutical, oil or weapons industry, or has values and/or conducts that do not align with the values and/or conducts of MSF Canada.



## VI. Financial Policies

- Regular financial reporting is a requirement for all Friends of MSF chapters. In September and May of each year, groups must submit their financial reports to MSF outlining historical and planned income and expenditures.
- Annual donations of funds to MSF from group fundraising activities shall take place in **May** of each year. Guidance on how to submit your donations can be found in the Fundraising Toolkit, or by reaching out to the fundraising team.
- MSF Canada provides a budget template (see Annex I) for all FoMSF chapters. Each chapter is required to use this template for all budgeting and financial reporting.

- Friends of MSF chapters are entitled to retain either **30% of funds raised, or \$1000 CAD**, whichever is less, from the prior year's activities to ensure sufficient access to resources for the upcoming year. If a chapter requires funds that exceeds this threshold, they are required to submit a request with justifications to MSF Canada, who will review and deliberate.
- Sourcing additional funding is the sole responsibility of a FoMSF chapter; this can be done via grants, membership fees.
- All FoMSF chapters are required to be familiar and in compliance with the financial policies and regulations governing university groups at their institution. During the handover period, departing committee members are expected to discuss these policies with their replacements.

## VII. Fundraising Policies

- MSF Canada can issue tax receipts to individuals who donate \$10 CAD or more to the charity. A chapter must submit all relevant expense receipts to MSF Canada, so that MSF can issue tax receipts. Without proof of expense, MSF Canada is unable to fulfill this request.
- Individual donors wishing to receive tax receipts must fill out the individual donor form (available in the FoMSF resources folder) and submit it to MSF Canada's community fundraising coordinator.
- Certain kinds of donations, such as those that receive a tangible item or benefit in return equaling more than 80% of the value of the donation, cannot receive tax receipts.
- To calculate the eligible amount of a gift for a tax receipt, MSF Canada must deduct the advantage (what is gained by making a donation) from the value of the donation received.
- Any fundraisers being jointly planned between MSF Canada and a Friends of MSF chapter must be led by MSF Canada, so as to ensure compliance with Canada Revenue Agency (CRA) guidelines.

See a further breakdown on Canadian Revenue Agency's (CRA) guidelines here:

- [Fundraising Events](#)
- [Third Party Fundraisers](#)

~ End of policy document ~

## 4.0 Common Committee Roles and Responsibilities

FoMSF members are individuals passionate about humanitarian ideals. Each chapter is independent, and chapters are empowered to create an organizational structure that works for them. With that said, there are certain tasks that can be dedicated to specific positions. The below information is intended to guide chapters in setting up their group's structure. For any questions regarding the below responsibilities, reach out to MSF Canada's Association Team.

### I. President / Co-President

The President (or Co-President) is responsible for overseeing its chapter's development, for the overall management of its group. Amongst other tasks, the President will come up with the strategic vision for the year, will represent its chapter at inter-university meetings, and will communicate and cooperate with MSF Canada's Association Team to ensure that its chapter is adhering to all guidelines. The President will also ensure that its chapter is following its action plan and is in compliance with its budget, submitted at the beginning of each school year. As this role can be demanding, it is important that the President possess time-management skills and is able to fairly delegate work amongst its chapter. This leadership role can be undertaken by one person or by two people who serve as co-presidents.

### II. Vice-President

The Vice-President is responsible for supporting the President in making strategic decisions, and in coordinating the tasks of its team members. The Vice-President may take on certain leadership opportunities, including recruitment of members and event planning. The Vice-President and President will work with the Treasurer to prepare and submit the chapters' action plan and budget.

### III. Treasurer

The Treasurer will ensure the proper management of the chapter's funds. The Treasurer is responsible for making sure that the financial intake and expenditure of its chapter are balanced and oversees the transfer of all money raised for MSF to the Executive Office. Finally, the Treasurer will prepare the end-of-year financial report, for submission to MSF Canada's Association Team.

### IV. Secretary

The Secretary will support the group in accomplishing various administrative tasks and can oversee internal communication between chapter members. The secretary can be responsible for minute-taking during meetings; taking the lead in report-writing; preparing and sending e-mails; keeping the task descriptions for executive committee positions up to date; managing official documentation; ensuring that each FoMSF member is up to date through regular communication. The position requires organization, time-management skills, and excellent writing abilities.

## V. Communications Coordinator / Social Media Officer

The communications coordinator / social media officer is responsible for external communication, to keep members of the public (specifically, students at the university) aware of chapter initiatives. The coordinator will develop relevant and informative content related to MSF's social mission; initiate and nurture connections across campus; manage the chapters' social media platforms; prepare social media plans, content calendars, and manage key performance indicators as appropriate; work in coordination with the other committee members to promote events and fundraisers.

## VI. Events Coordinator

The events coordinator will participate in the development and implementation of the chapters' action plan through the planning, coordination, and execution of various activities. Tasks may include: identifying, acquiring, and managing material resources needed for events (such as booths, tables, audiovisual materials, etc.); booking venues; purchasing refreshments and snacks. The events coordinator will work in conjunction with other members to ensure that the logistics are handled and that the event is properly publicized.

## 5.0 Communication Guidelines

Raising public awareness about the crises people face around the world is one of the cornerstones of MSF's work. What we say publicly, however, can and does have far-reaching social and political impact, requiring us to be sensitive and strategic in how we communicate. As FoMSF members, you are an advocate for MSF Canada. Adhering to MSF Canada's codes of conduct is necessary to avoid instances where MSF's mission and core values could be misrepresented.

### I. Website

Friends of MSF chapters are not allowed to own any individual websites or domains. Groups are also prohibited from using MSF's logo, brand name, or claim to be representatives without official authorization from MSF Canada. The Executive Office of MSF Canada has a webpage on its website, created to promote the FoMSF chapters and to provide resources to students.

### II. Social Media

FoMSF chapters are able, and encouraged, to have their own social media platforms (for example: Twitter, Facebook, Instagram, TikTok, YouTube, and Linktree) to promote their activities on campus. Each chapter can choose which platforms are suitable for their target audience and should have members dedicated to creating and sharing posts. All login information (e.g., usernames and passwords) should be shared with the MSF Canada Association Team, for monitoring purposes. Executive committee members, and those responsible for posting on social media, should take MSF Canada's [Social Media Training Course](#). The training will help FoMSF members become an effective advocate for MSF, and to optimize their reach and engagement in their various efforts. The training also goes over our social media guidelines, to ensure that FoMSF represent themselves and their efforts properly.

#### X / Twitter

X, formerly known as Twitter, is a micro-blogging platform that offers an immediate way to transmit short bursts of information. MSF Canada uses the handle @MSF\_Canada to disseminate news releases, job listings, event announcements, and to promote third party handles that may fundraise on our behalf. MSF Canada also uses Twitter to engage the public in dialogue, to raise awareness on our projects and to advocate for specific causes.

Setting up an account is optional; chapters can determine whether transmitting short messages is useful. When setting up an account, you must:

- Share the login information (username and password) with MSF Canada's Association for monitoring purposes; to ensure that a chapters' written and visual content is in alignment with MSF Canada's social media and communication guidelines.
- Remain neutral in language and tone.
- Use the "Friends of MSF" logo provided.



- Follow @MSF\_Canada
- Subscribe to at least one other official MSF Twitter account

Account handles may be set up with the following naming convention: @FriendsMSF\_acronym. For example:

- @FriendsMSF\_UBC
- @FriendsMSF\_UofT
- @FriendsMSF\_QueensU

## Facebook & Instagram

We recommend that FoMSF chapters create Facebook/Instagram accounts, to stay relevant and connect with university students. Both platforms are useful ways of contacting others, sending messages, creating and promoting events, collaborating with other groups on campus, and sharing content. When creating such accounts, FoMSF groups must adhere to the following guidelines:

- Each FoMSF group must use the standard introductory information text in their bio.
- Share login information (username/password) with MSF Canada’s Association Team and grant the Outreach Coordinator “administrative” access, to ensure that written and visual content is in line with MSF Canada’s communication and social media guidelines.
- Use the FoMSF logo provided by MSF Canada.
- If there are any questions regarding content, including whether or not a post is appropriate, always reach out to the MSF Canada Association Team for approval and guidance. Contextual awareness is extremely important, and there are [guidelines for graphic creation and picture use](#). FoMSF chapters should take MSF Canada’s social media training, and read its policy regarding Image Use, for further information.
- FoMSF chapters are encouraged to share posts from MSF Canada’s platforms.
- FoMSF chapters cannot post content related to human rights or partisan political advocacy from non-MSF sources.

As members of FoMSF chapters, you are also members of the wider FoMSF community in Canada. One aspect of the MSF Canada Association Team’s role is to facilitate collaboration and networking amongst chapters. Newly developed is the [MSF Canada FoMSF Instagram Page](#), designed to showcase the work that FoMSF chapters are doing in their respective universities and to share resources. The Association Team also leads networking groups, including a Slack group and Facebook page, for FoMSF members to share events, ask questions, and connect. For more information, please get in touch with the Association team.

## Social Media Officer

As outlined in [Section 4.0](#), it is suggested that each FoMSF chapter designate a person on their executive committee, responsible for maintaining the chapters' social media platforms and tools. This person will keep a database of administrative usernames and passwords, and will communicate to the MSF Canada Association team, in case of any changes. The social media officer will also ensure regular monitoring of their social media platforms, for posts or comments that may be damaging to MSF's operations. The social media officer, and all FoMSF members who share on social media platforms, must take MSF Canada's Social Media Training and abide by the code of conduct, shown below.

### III. Code of Conduct

- Refrain from posting or engaging in online behavior that is in contrast with MSF's interests.
- Do not use your/your chapter's affiliation with MSF to promote a political, religious, or any other position that goes against MSF's fundamental principles of impartiality and neutrality.
- Include a disclaimer on every post that might be perceived as an official position of MSF and might go against the fundamental principles. The disclaimer should make it clear that the ideas, thoughts, and opinions in the post are your own and do not represent the position of MSF. For example, "Views expressed are my own (or those of Friends of MSF \_\_) and do not represent those of MSF Canada."
- Members cannot use the full form or acronym of MSF Canada or its derivatives in their usernames.
- Members cannot list MSF Canada as an employer on their private social media profiles (for example: LinkedIn). Of course, members' specific responsibilities as FoMSF members are important as members build their CVs. It should, however, be clear that members are FoMSF volunteers, and do not work for the Executive office.

### IV. Public Representation of MSF

MSF is a high-profile medical humanitarian organization that produces a wide range of content; it is important to maintain our brand identity through consistency in our content, to effectively communicate who we are and what we stand for as an organization. In recent years, the accessibility of the internet has resulted in the creation of websites, fan pages, public events, third party fundraising events, and other social media accounts that re-post MSF's information and content, display MSF's logo, and promote MSF initiatives. MSF is, of course, appreciative of this support and of donors; after all, individual donations account for over 90 percent of the money we raise and ensures we can act independently, without relying on government or institutional funding. There is, however, growing concern that some of these sites may confuse MSF's official online identity, which has ramifications for our work with vulnerable patients in politically sensitive areas. With consideration for the possibility of misrepresentation, MSF Canada expects that our FoMSF partners will consult with us when planning their annual activities, which may include creating online content. Unauthorized repurposing of the MSF International logo and names are prohibited, and we have specific policies for how we use visual

imagery. FoMSF and MSF Canada should be in regular communication, to ensure policy compliance and brand consistency.

### **Photography and Multimedia Assets**

MSF works closely with professional photographers and photo agencies to respect intellectual property and copyrights of these images. Copying or distributing images from MSF publications and information products is prohibited. If you need illustrative images or photos for communications purposes, please contact MSF Canada's Association Team. We will work with you to determine the best photo and media products, with appropriate legal rights of usage.

### **Image Use and Consent Policy**

MSF teams around the world bear witness to considerable hardship around the world; along with providing acute medical support, we also speak out about the underlying causes of people's suffering and advocate for policy change. We bring to the public eye people's stories about their critical medical needs and exclusion from healthcare and other social services. We share these stories through written testimonies, photography, videography, and other documenting mediums.

MSF has very specific image use and consent policies with regard to how we share stories and document medical emergencies. For one thing, we provide contextual details to our images: where and when an image was taken place; who the subjects are; what exactly is going on. We add these details to avoid reinforcing negative stereotypes, and to confront the assumptions and biases that viewers bring to each image. We also strongly believe in portraying the patients and communities we work with in a respectful and dignified manner, and do not use imagery that shows a person in significant pain or suffering.

FoMSF members should read through [MSF's Image Use and Consent Policy](#), and use it for guidance in event planning, social media posting, and other forms of communication.

### **MSF Canada's Speakers Bureau**

The Speakers Bureau is an MSF Canada initiative that connects our experienced International Mobile Staff with individuals and organizations interested in learning more about MSF's work through workshops, presentations, conferences, and other public events. With the Speakers Bureau, MSF Canada's Association Team works with event organizers to find event speakers, who can speak to a topic of relevance to a specific audience. Our speakers may specialize in topics as wide-ranging as water and sanitation, logistics, sexual and reproductive health, infectious disease control, and can share personal experiences and knowledge about specific contexts.

We encourage FoMSF chapters to utilize the Speakers Bureau when planning events with MSF speakers. Chapters can submit a request for a speaker on [MSF Canada's website here](#), and will be put in touch with the Association Team or a Speakers Bureau coordinator, who will assist in locating an appropriate speaker. Speakers Bureau coordinators and MSF speakers are all volunteers, willing to spend time sharing their personal experiences with audiences across Canada. It is important to be respectful of their time by maintaining regular communication and keeping them updated with any changes to planned events.

## V. Closing of Dormant Groups

If a FoMSF chapter, or one or more of a chapter's social media accounts, has been inactive for a period of over 12 months, the associated accounts will be deactivated at the discretion of MSF Canada. This is due to the reputational risk associated with dormant and inactive accounts that remain on social media platforms. If a FoMSF chapter wishes to re-activate their account, they must request approval from the MSF Canada Association Team.

## 6.0 Friends of MSF - Executive's Undertaking

MSF Canada is proud to have FoMSF chapters present at universities across the country; each chapter has a role in spreading awareness about the work MSF does and is an important fundraising mechanism for our social mission.

We wish to emphasize the trust and responsibility given to each individual chapter, namely their executives, to ensure they are acting in accordance with the aims and ambitions of MSF Canada. Leading an FoMSF chapter is a significant undertaking, and requires an understanding of MSF Canada's policies, guidelines, and expectations. Here, we lay out the key considerations and expectations associated with leading an FoMSF chapter:

- To respect and uphold the MSF Canada Policy on Friends of MSF Groups; further, to follow all policies and guidelines on MSF trademarks, social media usage and third-party collaborations.
- To accurately represent MSF in all outward facing activities and to ensure compliance with our communication, branding, and social media guidelines and codes of conduct.
- To install and uphold an Executive Committee that is responsible for providing direction to the group. This group oversees all operations and ensures that activities undertaken directly contribute to MSF's social mission.
- To provide at the start of the school year a list with the names, titles, and contact information of all members of the Executive Committee.
- To produce, at least once per semester, and more frequently as appropriate, an updated Action Plan with details on all proposed activities; to refrain from implementing any activity or initiative, whether internal or external, unless it has been approved by MSF Canada's Association Team.
- To manage the financial aspects of my group in a transparent and responsible way.
- To adopt a constitution/by-laws according to the template provided by my university and/or by MSF Canada and to govern my group according to these by-laws.
- To maintain an updated register of members with name, position, and contact information.
- To produce messages on my chapter's promotional page (e.g. social media) with the aim of informing stakeholders, including members of my chapter, on our ongoing initiatives.
- To respond to the requests of the MSF Representative of my group within 72 hours, even if only to acknowledge receipt of the request and to promise a response/reaction with a specified timeframe.

Failure to respect these directives may result in MSF Canada withdrawing its support to a particular group and undertaking steps to dissolve it. As such, please take these directives seriously and reach out to your MSF contact if you ever require clarification.

## 7.0 Contact Information

### MSF Canada

- Website (ENG): <https://www.doctorswithoutborders.ca/>
- Website (FR): <https://www.medecinssansfrontieres.ca/>
- Facebook: <https://www.facebook.com/doctorswithoutborderscanada>
- Twitter: [https://twitter.com/MSF\\_canada](https://twitter.com/MSF_canada)
- LinkedIn: <https://ca.linkedin.com/company/msfcanada>
- YouTube: <https://www.youtube.com/MSFcanada>
- Instagram: <https://www.instagram.com/msfcanada/>

### MSF Canada's Association Team

- Association Outreach & Engagement Coordinator: Frances Walker – [frances.walker@toronto.msf.org](mailto:frances.walker@toronto.msf.org)
- General Inquiries: [asso.outreach@toronto.msf.org](mailto:asso.outreach@toronto.msf.org)

### MSF Canada's Fundraising Team

- Community Giving Officer: Puja Aghi – [puja.aghi@toronto.msf.org](mailto:puja.aghi@toronto.msf.org)
- Community Events Inquiries: [communityevents@toronto.msf.org](mailto:communityevents@toronto.msf.org)

### Friends of MSF

- Website (ENG): <https://www.doctorswithoutborders.ca/getting-involved/join-a-friends-of-msf-chapter/>
- Website (FR): <https://www.medecinssansfrontieres.ca/impliquez-vous/les-amis-de-msf/>
- Instagram: <https://www.instagram.com/friendsofmsfcanada/>

### British Columbia

- FoMSF University of British Columbia: [fomsfubc@gmail.com](mailto:fomsfubc@gmail.com)

### Alberta

- FoMSF University of Alberta: [friends.msf.edmonton@gmail.com](mailto:friends.msf.edmonton@gmail.com)

- FoMSF University of Calgary: [ucalgaryfomsf@gmail.com](mailto:ucalgaryfomsf@gmail.com)

## **Saskatchewan**

- FoMSF University of Saskatchewan: [usaskmsf@ussu.ca](mailto:usaskmsf@ussu.ca)

## **Manitoba**

- FoMSF University of Manitoba: [fomsf.manitoba@gmail.com](mailto:fomsf.manitoba@gmail.com)

## **Ontario**

- FoMSF University of Windsor: [fomsf@uwindsor.ca](mailto:fomsf@uwindsor.ca)
- FoMSF Western University: [friendsofmsf.club@westernusc.ca](mailto:friendsofmsf.club@westernusc.ca)
- FoMSF McMaster University: [fomsf@mcmaster.ca](mailto:fomsf@mcmaster.ca)
- FoMSF University of Toronto: [msf.friends.uoftoronto@gmail.com](mailto:msf.friends.uoftoronto@gmail.com)
- FoMSF University of Toronto, Scarborough: [fmsf.utscc@gmail.com](mailto:fmsf.utscc@gmail.com)
- FoMSF York University: [msf.friends.yorku@gmail.com](mailto:msf.friends.yorku@gmail.com)
- FoMSF Toronto Metropolitan University: [rufmsf@ryerson.ca](mailto:rufmsf@ryerson.ca)
- FoMSF Northern Ontario School of Medicine: [nosmfriensofmsf@gmail.com](mailto:nosmfriensofmsf@gmail.com)
- FoMSF Queens University: [MSF.Friends.Queens@gmail.com](mailto:MSF.Friends.Queens@gmail.com)
- FoMSF University of Ottawa: [fomsf.uottawa@gmail.com](mailto:fomsf.uottawa@gmail.com)

## **Quebec**

- FoMSF McGill University: [fomsf.mcgill@gmail.com](mailto:fomsf.mcgill@gmail.com)
- FoMSF Université de Montréal: [udem.fomsf@gmail.com](mailto:udem.fomsf@gmail.com)
- FoMSF Université de Sherbrooke: [MSF@usherbrooke.ca](mailto:MSF@usherbrooke.ca)

## **Nova Scotia**

- FoMSF Dalhousie University: [fomsf@dal.ca](mailto:fomsf@dal.ca)

## Annex I. Friends of MSF Resources

### Guiding documents

- [Action Plan & Report Template](#)
- [Budget Template](#)
- [Meeting Agenda & Minutes Template](#)
- [Proposed Roles & Tasks Description](#)
- [President's Undertaking Contract](#)

### Friends of MSF Mandatory Trainings

- [Social Media Training](#)
- [Hiring, Succession & Orientation Training](#)
- [Events Planning & Promotion Training](#)

### Event planning

- [How to organize a speaker event](#)
- [How to host a missing maps event](#)
- [Pre-event checklist](#)

### Fundraising toolkit

- [Fundraising toolkit](#)
- [Fundraising ideas](#)
- [Fundraising financial planning](#)
- [Sample sponsorship letter](#)

### Videos

- ["What is MSF?"](#)
- ["One Patient at a Time. One Donor at a Time."](#)
- ["50 Years of Humanity"](#)