



THIRD PARTY FUNDRAISING EVENT GUIDELINES

Thank you for your interest in raising funds to support the Assaulted Women's Helpline (AWHL). These events are truly the cornerstone of our fundraising success. On behalf of the staff and volunteers, we thank you.

Every event, big or small, makes a huge difference in the women who call our lines each year. Community events are a great way for an individual, group or organization to raise money to support the Assaulted Women's Helpline and the critical services that we provide.

For approved community events/promotions, the Third Party Event Organizer(s) ("Event Organizer(s)") and the AWHL are required to adhere to the following guidelines:

AWHL Approval Process

The Assaulted Women's Helpline and Event Organizer(s) will ensure that fundraising events do not proceed without prior approval of AWHL's Event Proposal Form, any contractual agreement required by AWHL and execution of this Guideline by the Event Organizer and the AWHL. Contracts between the AWHL and the Event Organizer will reflect the requirements and principles in this Guideline.

Liability & Accountability

The Event Organizer(s) will:

- Provide a record of revenues and expenses, and copies of all receipts to the AWHL
- Provide periodic status updates to the AWHL on an agreed-upon basis
- AWHL will not be responsible for any financial losses or unsettled accounts of the Event Organizer or fundraising event
- AWHL will be advised if the event is to benefit other charitable organizations, who these are, and what percentage of the final net revenue they will receive
- AWHL will be provided with reasonable prior notice of any third party event cancellation
- No oral or written commitments will be entered into by the Event Organizer on behalf of or in the name of AWHL
- All contracts of the Event Organizer relating to the AWHL must be submitted to the AWHL for review and approval prior to signing



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Financing

In accordance with the AWHL's legal obligations to comply with Canada Revenue Agency guidelines, the AWHL will not underwrite any third party event.

Insurance

- The AWHL will not provide insurance coverage for any third party event
- The AWHL will not assume any legal or financial responsibility relating to the fundraising event or Event Organizer
- The AWHL is not responsible for any damage, theft or accidents to individuals or property

Licenses & Fees

- Third party events involving licenses and fees will abide with all government regulations and applicable laws. Adequate time must be given to the AWHL to review all application
- The Event Organizer(s) will pay for all applicable licensing and or/permit fees and costs

Product Endorsement

The AWHL does not normally endorse products. However, if the AWHL approves a fundraising event involving the sale of a product, the relationship between the AWHL and the product must be clearly defined to the public. Signage, hand tags, labels and or display materials must state the following:

"(Event Name) is pleased to support the Assaulted Women's Helpline. A portion of the proceeds from the sale of this product will benefit the Assaulted Women's Helpline and the services they provide 24 hours a day, 7 days a week, 365 days a year."

Event Promotion and Solicitation

- The AWHL will have final, signed approval on ALL promotional materials including brochures, flyers, advertisements, publicity and or/media communications relating to its participation in the fundraising event



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- The Event Organizer(s) is responsible for making all media contacts and must ensure that it is clear that the AWHL is not the organization requesting media coverage and or participation
- The AWHL will, at its discretion and depending on supplies and reasonable requirements, provide existing in-house promotional materials
- The AWHL will not provide any donor contact lists
- All sponsorship solicitation lists must be reviewed and approved by AWHL

Use of AWHL Name and Logo

- The AWHL will, in its discretion and upon prior written approval, allow the use of its name and logo by the Event Organizer(s) to promote the event
- Any use of the logo must be approved, in writing, prior to its use
- The AWHL reserves the right to withdraw the use of its name at any time and will not assume any costs or liabilities that may be involved in doing so

Post-Event Financial Summary

Within 30 days after the event, the attached report must be submitted to the AWHL together with the Net Revenue raised.

Tax Receipts

- The AWHL will issue tax receipts in accordance with CRA regulations
- Receipts cannot be issued by the AWHL for proceeds of an event; receipts are issued only for direct donations where the donor receives no benefit for the contribution
- Documentation to support tax receipting for donations must be provided to the AWHL within 30 days of the event

Event Organizer(s) must provide a complete and legible list of donors to the AWHL which includes:

- First and last name with address, including city and postal code



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- Amount given and amount tax receipt to be issued for
- Any other information reasonably required by the AWHL

- The AWHL will issue tax receipts to individual donors and business acknowledgement letters to organizations that make donations to the event
- Tax receipts will only be issued by the AWHL for cash donations of \$20.00 or greater
- Sales of raffle tickets, admission tickets, green fees, auction items and other goods that provide a benefit to donors are not eligible for a tax receipt from the AWHL, except when an admission fee exceeds the Fair Market Value (FMV) of the benefits received.
- A tax receipt may be available for a portion of the admission price if a ticket or entrance fee exceeds the Fair Market Value (FMV) of the benefits received. This must be discussed and approved by AWHL well in advance of the event date
- A tax receipt cannot be issued for services by the AWHL including personal, professional or legal services
- The AWHL will issue a business acknowledgement letter to event sponsors
- A gift of property other than cash is referred to as a "gift-in-kind." The AWHL will issue a gift-in-kind charitable donation receipt to individuals and a business acknowledgement letter to businesses provided the Event Organizer(s) supplies adequate documentation to verify the Fair Market Value (FMV) of the item(s) donated. At the discretion of the AWHL, items of little value will not qualify as gift-in-kind
- Fair Market value will be established by providing the AWHL with:
 - o A purchase invoice or other proof of purchase of the item
 - o An independent third party appraisal and value of the item. All costs of appraisal are borne by the Event Organizer(s)
 - o A current price list for the item at a recognized commercial enterprise operating independently of the donor
- The total amount of receiptable donations the AWHL is able to receipt for an event cannot exceed the total Net Revenue that the AWHL receives from the event



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Sponsorship

- The AWHL will have final, signed approval of event sponsors
- The AWHL will not solicit sponsors on behalf of the Event Organizer(s), nor will it provide contacts for sponsorship
- Any third party contacting potential sponsors must disclose the nature of the third party arrangement and must position the AWHL as a recipient of the event proceeds, not the host or sponsor of the event

Staffing

- The Event Organizer(s) will provide all staffing for the event unless otherwise agreed in a contract with the AWHL
- The AWHL will not guarantee staff representatives to attend or participate in the event

Indemnity

The Event Organizer agrees to indemnify, save and hold AWHL harmless from any and all third-party claims of any kind whatsoever resulting from or arising out of the performance of this agreement or the event, including but not limited to reasonable attorney's fees and reasonable costs.

Privacy

The Assaulted Women's Helpline is committed to adhering to the requirements of the Federal Privacy legislation (PIPEDA) and requires that these requirements be adhered to by the Event Organizer(s) and associated employees, contractors, agents and volunteers.

All information obtained and used by the AWHL will be treated with the utmost confidentiality and security in accordance with the AWHL policies.

Authorized Signature of Event Organizer _____ Date _____

Authorized Signature of AWHL _____ Date _____



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Below we have outlined some guidelines to help make your fundraising experience as easy and enjoyable as possible.

Guidelines and Helpful Tips

- Please fill out a Third Party Fundraising Event application form and submit to AWHL at P.O.Box 369 Station B, Toronto ON M5T2W2
- Form a committee to help plan your event
- Plan well ahead to give yourself time to reach your goals
- Be sure you have chosen the right event for your audience and the time availability of your group
- Set your budget according to what is feasible for you and your planning group
- Schedule the event
- Promote your event- in certain cases the AWHL may be able to help with this
- Collect the funds – we ask that all funds be forwarded to the AWHL within 90 days of your event. Please note, we only issue tax receipts once per year (early January of the calendar year)
- Thank you, thank you! Please acknowledge everyone who participated in or supported your event and let them know how much you appreciate their help. They would also love to know how much money was raised- don't forget to let them know!

Special events are the responsibility of the third party but we are available for questions and guidance.