



General Guidelines for Fundraising Events

Assaulted Women's Helpline's Role in Your Event:

Once your event has been approved and our *Fundraiser Event Agreement* has been signed, the Assaulted Women's Helpline can offer the following assistance to support your event:

- Advice and ideas on the planning of your event
- Advertise your event on www.awhl.org
- Promote your event through social media on our Facebook and Twitter profiles
- Provide an Assaulted Women's Helpline representative to attend your event (*requires advanced notice and cannot be guaranteed*)
- Allow the use of the Assaulted Women's Helpline logo
- Provide support materials, such as Assaulted Women's Helpline brochures and outreach materials to be distributed at your event
- Provide some Assaulted Women's Helpline branded décor/promotional materials such as balloons, stickers and posters
- Provide a letter of support from the Assaulted Women's Helpline to validate the authenticity of the event and its organizers
- Assistance with setting up online donation pages and pledge raising tools for your event (if applicable)
- Loan locked donation boxes (if available)
- Issue official tax receipts for monetary donations over \$20.00 to the Assaulted Women's Helpline from individuals attending your event (according to Canada Revenue Agency regulations) and only if full contact information and address is provided
- Issue thank you letters to your supporters

Unfortunately, the Assaulted Women's Helpline is not able to:

- Provide access to Assaulted Women's Helpline donor contact information
- Guarantee an Assaulted Women's Helpline representative will be available to attend your event - although we will do our best to accommodate all requests
- Pay to advertise your event anywhere other than on our website, Facebook and Twitter
- Take any financial or legal responsibility for any expenses incurred in relation to the planning or holding of your event
- Guarantee attendance or ticket sales
- Solicit sponsorship revenue
- Provide prizes, auction items or awards
- Provide volunteers or staff to execute your event
- Submit applications for gaming licenses on your behalf e.g., bingos, raffles, liquor, insurance etc.

The Assaulted Women's Helpline cannot Issue tax receipts for any of the following circumstances:

- Purchase of admission tickets, green fees or auction items
- In-kind goods donated to an event
- Donated services (examples hiring an entertainer, auctioneer, advertising etc)
- Sponsorship if any tangible benefit is being received in return for contribution (example advertising, promotion, logo display at event)
- Gift certificates donated by the issuer of the certificate
- Funds used to cover the costs of the event or other administrative expense incurred by the organizer

Other Things to Keep In Mind

After holding your great event, be sure to take photos and submit them to us so we can properly recognize your hard work on our website, social media and e-communications!

All funds collected must be forwarded to the Assaulted Women's Helpline within 60 days of your event. Contact us if you'd like to do a special cheque presentation or invite the press.

Need more information or assistance?

Please feel free to call us at 416-364-4144 X236