

# HOSPICE QUINTE THIRD-PARTY FUNDRAISING EVENTS

Hospice Quinte encourages third-party fundraising events that will promote the work of Hospice Quinte and increase our awareness in the community.

Third-party fundraising events are those created, managed, and run by various businesses, individuals, groups, and service clubs for the benefit of Hospice Quinte. Hosting a third-party fundraising event is a wonderful way to show your support for the continuation of compassionate hospice palliative care in our community.

## *Things To Think About Before Making An Application*

### **What do you hope to accomplish with this event?**

For example, do you wish to raise money, increase awareness of Hospice Quinte, celebrate our volunteers and/or boost employee morale?

### **Has a similar event been held at your organization before?**

If so, you should determine how successful it was as a fundraiser, awareness builder, and/or morale booster. If it was not successful, was it due to poor planning or a general lack of interest? You can learn from past experiences.

### **How much time will you need to organize this event?**

Consider the time commitment your event will require. If it will take a month to plan, organize and execute, you cannot expect to hold the event in one week. Ideally, Hospice Quinte requires a minimum of eight weeks notice if no license is required, and a minimum of twelve weeks notice if a license is required, however, these timelines are negotiable.

### **What are resources do you have?**

Before committing to a third-party fundraising event, you need to think about the resources you have available. Is there someone on your committee that has helped organize this type of event before? Does a committee member know a local business owner that could donate prizes? Consider the tangible and intangible assets you have available.

### **What is your budget?**

Plan a budget and stick to it. Depending on the type of third-party fundraising event you are organizing, there may be significant costs involved.

### **Do you have a back-up plan?**

It is always a good idea to come up with some alternative ideas in case an idea for an event proves impossible. You should also prepare a contingency plan, particularly if your third-party fundraising event is being held outdoors.

The most important way to ensure that your third-party fundraising event is successful is to plan carefully. Start with brainstorming event ideas, then develop a work plan and set deadlines for tasks to be

accomplished. Also, ensure that your budget is realistic and keep detailed records of your expenses. Make sure everyone knows what they are responsible and accountable for.

### *The Need*

Hospice Quinte is dependent on the generosity of the community and fundraising for the majority of our operations revenue. Donations and proceeds from fundraising foster Hospice Quinte's capacity to offer our services and programs at no cost to the user.

Every dollar makes a difference in allowing our organization to provide the highest quality of care for hospice residents and other program participants.

### *Event Guidelines*

We share this information in advance to avoid any misunderstandings with regards to Hospice Quinte's ability to participate and support your third-party fundraising event.

To hold a third-party fundraising event, approval must first be received by Hospice Quinte. The initial step to receive approval is to complete the attached "Third-Party Fundraising Event Agreement Form"; a form signed by both Hospice Quinte and the third-party event planner, stating liability and the percentage of net proceeds to be donated to Hospice Quinte.

A third-party fundraising event is defined as one where:

- The event is initiated by an outside party;
- All, or a portion, of the fundraising proceeds are designated to Hospice Quinte;
- Hospice Quinte's name is used in event advertising stating Hospice Quinte as a designated recipient of the event proceeds;
- Hospice Quinte staff involvement is minimal.

### *Policies for Third-Party Fundraising Events*

#### **Third-Party Fundraising Event Form**

The individual or party who is organizing the event is asked to complete a "Third-Party Fundraising Event Details Form" providing all the necessary details, such as the nature and name of the event, time, place and contact information, as well as provide Hospice Quinte with your expectations in terms of the materials and services required from our organization (e.g. promotional materials, Hospice Quinte representative speaker, etc.).

The resources to be provided by Hospice Quinte will be discussed between both parties prior to the event. Hospice Quinte can provide resources to assist with the event including ideas and promotional materials. However, the responsibility remains with event organizers for selling tickets and volunteer recruitment.

#### **Tax Receipts**

Hospice Quinte will provide receipts for income tax purposes for qualified gifts of \$20 or more, according to CRA Regulations, if the donor's full name, mailing address, phone number and method of payment is provided to Hospice Quinte (see [www.cra-arc.gc.ca/chrts-gvng/dnrs/rcpts/menu-eng.html](http://www.cra-arc.gc.ca/chrts-gvng/dnrs/rcpts/menu-eng.html)). Hospice Quinte reserves the right to issue or not issue any tax receipts at its sole discretion, in accordance to Canada Revenue Agency rules and regulations.

Charitable tax receipts will be issued by Hospice Quinte provided the donor received no material benefit, in the form of services, products, or promotion. Charitable tax receipts will not be issued for:

- Purchases of tickets or entrance fees
- Silent auction purchases
- Sponsorships where sponsors receive a benefit (such as free advertising or promotion)
- Donation of services

Hospice Quinte is not able to issue a tax receipt for services. Tax receipts issued for gifts in-kind will be in accordance with Canada Revenue Agency's receipting guidelines.

Hospice Quinte can only generate official tax receipts according to the Tax Receipting Procedures in compliance with the Canada Revenue Agency (CRA) Guidelines.

### **Event Expenses**

Hospice Quinte cannot fund or reimburse any expenses incurred throughout the planning and execution of any third-party fundraising events.

### **Financial Statements**

Hospice Quinte reserves the right to require representation from the auditor/public accountant of the company/organization stating that the revenues and expenses are accurate as presented.

### **Branding**

Hospice Quinte's name should be on all appropriate promotional materials. However, use of our name requires express approval before usage. Hospice Quinte's name is only used to announce that we are the recipients of the proceeds from the event.

### **Event Proceeds**

By publicly naming Hospice Quinte as the beneficiary of your third-party fundraising event, you are required to donate the full amount agreed upon, of the net proceeds, to Hospice Quinte within 30 days of the event. The individual or party organizing the event agrees to handle all monetary transactions for the third-party fundraising event.

### **Door-to-Door Solicitation & Social Gaming**

Hospice Quinte does not participate in any door-to-door solicitation fundraising initiatives or social gaming events, or support organizations which do so on its behalf.

### **Letter of Support**

Upon request, Hospice Quinte can provide a letter of support for third-party fundraising event organizers to use to validate the authenticity of the event and individual / party involved.

### **Donor Privacy**

Hospice Quinte cannot share mailing lists of donors, clients, or families in accordance with its privacy policy.

### **Hospice Representation**

Hospice Quinte cannot guarantee staff or volunteer representation at your third-party fundraising event.

## **Insurance**

Most venues require the third-party event organizer to provide evidence that it carries a minimum of \$2,000,000 in public liability insurance and must indemnify Hospice Quinte for all damages, costs, claims and/or expenses arising from the third-party fundraising event.

## **Donor Recognition**

Hospice Quinte's policy is to acknowledge and recognize the contributions and efforts made in support of the organization. A Donor Recognition Program has been established separate and apart from any recognition that may be received from a third-party fundraising event. Feel free to discuss with Hospice Quinte how your event may be recognized.

## ***Further Inquiries or Questions***

### **Please Contact**

Sandi Ramsay,

Donor Relations Manager

[sandir@hospicequinte.ca](mailto:sandir@hospicequinte.ca)

613-966-6610 ext. 228

# THIRD-PARTY FUNDRAISING EVENT DETAILS FORM

Contact Name/Organization	
Contact Number	
Contact Address	
Contact Email	
<b>General Event Information</b>	
Event Name	
Event Type (Golf Tournament, Dance Etc.)	
Date & Time of Event	
Venue Name	
Venue Address	
<b>Additional Information</b>	
Event Dress Code (Casual, formal, business attire, etc.)	
How many attendees do you expect?	
Are you holding this event in honour/memory of a person?	Yes No
	For Whom?
Will this be an annual event?	
How much money do you <i>estimate</i> will be raised at this event/ what is the funding goal?	
What percentage of the monies raised will be donated to Hospice Quinte?	
How many volunteers will be participating?	
Will the event be open to the public?	
Will you require tax receipts? (circle one) YES NO If yes: Please discuss with Hospice Quinte to determine if issuing tax receipts is possible under CRA regulations.	
Will you require a Hospice representative to assist or speak at your event?	
Do you require a ticket to be purchased to attend the event?	
Will there be a post event cheque presentation?	
<b>Would you like to receive materials for display at your event?</b>	
If yes, what materials?	

# THIRD-PARTY FUNDRAISING EVENT AGREEMENT FORM

I/We, \_\_\_\_\_, propose to offer Hospice Quinte to

(Name of individual or organization)

organize and conduct an event to be called \_\_\_\_\_ in the

(Name of event)

\_\_\_\_\_ area, on \_\_\_\_\_.

(Date of event)

I/We agree to donate a portion of the net proceeds ( \_\_\_\_\_ %) to Hospice Quinte and to submit a financial report of the event detailing all revenue and receipts, all expenditures and net profit.

I/We hold harmless Hospice Quinte for any and all liabilities associated with this event, unless prior written consent to cover expenditures is received from Hospice Quinte's Executive Director.

Any other signage utilizing Hospice Quinte's logo or public relations material must be authorized in writing by Hospice Quinte.

Proposed this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_ by:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

Accepted by: Hospice Quinte

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

# TIPS FOR A SUCCESSFUL FUNDRAISING EVENT

## *Approval*

After conceptualizing your event, it is important to complete the “Third-Party Fundraising Event Details Form” and submit a signed copy to Hospice Quinte. Permission is required to execute your special event using the Hospice Quinte name or logo.

## *Form a Group*

The success of a third-party fundraising event is directly related to the enthusiasm of those organizing it! Create a group that is composed of enthusiastic, skilled, and motivated people. Depending on your location, we may be able to offer you some support for your event.

## *Brainstorm and Get Creative*

Use your imagination to create fun and successful fundraisers!

## *Budget*

Keeping costs down will generate a bigger profit for your event. Be sure to account for costs such as venue, food, postage, permits, etc. There are many resources available online to assist you with creating fundraising event budgets. Try and get things donated where possible!

## *Schedule the Event*

Be mindful of any other fundraising events going on in the area that may be competition for your event.

## *Promotion and Publicity*

Be sure to communicate to Hospice Quinte your plans for using our logo and receive approval. It is symbolic and is meant for specific use. Promote your event and be sure your promotional materials have been approved by Hospice Quinte before doing so.

## *Collect the Funds*

Be sure to be very clear about how funds will be generated for Hospice Quinte and in what percentages.

For example, if you are selling tickets to an event, be sure to display what percentage of the price of the ticket will be donated to Hospice Quinte.

## *Thank You*

Please be sure to thank the people who have helped with your event. They would also be proud to hear how much money was raised in support of Hospice Quinte.