



THIRD-PARTY FUNDRAISING GUIDELINES

Thank you for your interest in hosting a third-party fundraising event in support of the Rotary Hospice Stratford Perth (RHSP), a project of the Stratford Perth Hospice Foundation (Charitable Registration No. 72776 0126 RR0001).

To assist you with planning a successful event, please review the following guidelines and then contact us at **519-508-4900** to discuss your event idea. We can then complete an application over the phone or in person. Applications must be approved by Stratford Perth Hospice Foundation prior to advertising or holding the event.

Event Guidelines

A. Third-Party Fundraising Responsibility

Third-Party fundraising involves independent projects undertaken by an individual, group, business or organization, for the purpose of raising funds on behalf of RHSP. It is the event organizer's responsibility to communicate to sponsors, participants and the general public that RHSP is the beneficiary of the event although it is not conducting it.

Your fundraising event should not conflict with an existing RHSP fundraising event and it should not conflict with the mission of RHSP. RHSP does not participate in any door-to-door fundraising initiatives or social gaming events that do not adhere to legal lottery licence approvals.

B. Branding and Promotional Materials

In any promotional materials, please use "Rotary Hospice Stratford Perth". The Stratford Perth Hospice Foundation must review and approve all promotional materials such as: brochures, flyers, posters, advertisements, press releases, etc., prior to production or distribution. It is the event organizer's responsibility to distribute the promotional materials to the public and media.

Stratford Perth Hospice Foundation is not able to share its mailing lists, donor or hospice resident information although it may promote the event, as appropriate, through its website and social media.

C. Use of Rotary Hospice Stratford Perth Logo and Name

The Rotary Hospice Stratford Perth logo is the sole property of the Stratford Perth Hospice Foundation and can only be used with its expressed permission. The name or logo may not be modified, used or reproduced without prior written approval. The hospice name may not be listed as partner, sponsor or supporter of the event or its organizers; instead it should be listed as the beneficiary of the event. For example, promote the event as the "John Smith Golf Tournament to Benefit Rotary Hospice Stratford Perth" and not as "The Rotary Hospice Stratford Perth Golf Tournament".

D. Financing, Banking and Insurance

Stratford Perth Hospice Foundation is not able to provide funding or reimbursement of event expenses such as licenses, insurance, permits, prizes, auctions, awards, etc. Should event expenses be greater than the funds collected, the organizer is solely responsible for payment. Bank accounts may not be created in the name of Rotary Hospice Stratford Perth or Stratford Perth Hospice Foundation. Stratford Perth Hospice Foundation's insurance does not cover third-party events and it will not assume any legal

or financial liability of third-party fundraising events. RHSP will not apply for a licence on behalf of a third-party organizer.

E. Staffing and Volunteers

The third-party event organizer will provide all staffing and recruitment of volunteers for the event. Requests for attendance by a Stratford Perth Hospice Foundation representative will be considered and arranged if a representative is available. Limited supplies, such as information brochures, signage, banners, etc., can be provided to the event organizer.

F. Charitable Tax Receipting

Stratford Perth Hospice Foundation will issue individual tax receipts for donations of \$20 or more in accordance with Canada Revenue Agency guidelines for fundraising activities (please see: <https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/operating-a-registered-charity/fundraising-activities-charities-other-qualified-donees/issuing-receipts-fundraising-events.html>)

Cheques are to be made out to: *Stratford Perth Hospice Foundation*

Receipts may only be issued for:

- The actual amount of the donation
- Donations that do not receive a tangible item or benefit in return (for example: ticket paid to attend a dinner or a silent auction purchase is considered a benefit)

Receipts cannot be issued for funds used to cover the cost of the event or other administrative expenses incurred by the organizer.

To process receipts, a written record of each donor name, mailing address, phone number, email and individual donation amounts must be provided along with the fundraising event proceeds. A Donation Report to record this information is available from the Foundation.

Event proceeds are to be provided to the Foundation within 30 days of the event date to ensure donor receipts can be processed on a timely basis. Processing tax receipts takes approximately 2 to 4 weeks (depending on the time of year) after donations have been received by our office.

G. Privacy

The privacy of our current and past residents, their families, our employees and volunteers must be respected, and their names are not to be used without the prior permission of the Stratford Perth Hospice Foundation.

H. Liability

The event organizer agrees to release the Rotary Hospice Stratford Perth/Stratford Perth Hospice Foundation, its officers, directors, employees and volunteers from all liability regarding the event.

I have read and will comply with the fundraising event guidelines:

Signature: _____ Date: _____