

Alzheimer Society Niagara Foundation

Third Party Event Guidelines

Thank you for choosing The Alzheimer Society Niagara Foundation (ASNF) as a recipient of your fundraising event. Community support is the key to our success and we recognize the effort it takes to organize and hold an event on our behalf. In order to help your event run more smoothly, we have created third party event guidelines for fundraising events held on behalf of ASNF.

What ASNF requests of third party event organizers:

- Contact ASNF to register new events or update us on continuing events. It is important that our agency is aware of all events that are held in support of our programs.
- It is the event organizer's responsibility to communicate to sponsors, participants and the general public that ASNF is not conducting the event, but is the **beneficiary** of the event.

The Foundation can provide the following assistance once the event has been approved:

- Offering the use the Foundation name and logo (with permission) and providing the appropriate Alzheimer Society branding images, that must be accompanied by the phrase "proceeds to" on all literature related to the event
- Listing the event on our website
- Providing Society/Foundation education and promotional materials (brochures, fact sheets etc.)
- Promoting the event through regular media vehicles that are free of charge
- Providing a letter of support to be used to validate the authenticity of the event and the organizers
- Attendance of an ASNF representative, when appropriate and available
- Suggestions for event planning/management

The Foundation cannot offer assistance by:

- Funding or reimbursement of event expenses
- Sharing mailing lists of donors or sponsors
- Entering into, being named in, or signing any contracts on behalf of the third party event organizer

In order to ensure that third party events have a positive impact on the Alzheimer Society of Niagara Region's (Foundation) public image, the following requirements must be met by those groups or individuals wishing to conduct an event that benefits the Foundation.

- All third party events require completion and approval of a Third Party Agreement Form
- The organizer(s) must obtain all necessary permits, insurance and licensing relating to the event
- All publicity (including media releases, print/promotional materials, etc.) for the proposed event must be approved by ASNF prior to use and include only the logo format provided, accompanied by the phrase "proceeds to"
- In soliciting potential sponsors/donors, the organizer(s) needs to disclose to the donor the nature of the third party event arrangement and position ASNF as the beneficiary of the event, not the host or owner of the event

- The organizer(s) acknowledge that the ASNF adheres to the receipting policies set out by the Canada Revenue Agency. The organizer(s) cannot claim to issue charitable tax receipts for any donation or item without speaking with ASNF prior to organizing the event
- Recognition for the organizing group/individual's donation to the Foundation will be in accordance with the Foundation's Donor Recognition Policy
- The ASNF will be provided with immediate notice if the event is cancelled
- The Foundation will not be engaged or connected to any activity which is illegal or may appear to be illegal, or damaging to the Society's image and reserves the right to have its name removed from the event should these agreements not be met

Tax Receipt Guidelines

It is important to understand the rules governing tax receipts, as you may need to communicate this information with potential donors to your event. ASNF can only issue tax receipts for the amount of the actual donations received by our agency. Tax receipts cannot be issued for funds used to cover the costs of the event or other administrative expenses incurred by the organizer.

Tax receipts will be issued for Third Party Events:

- Provided the event organizer proves that the amount of money collected after expenses is sufficient to cover the amount of money for which receipts have been requested
- All other Canada Revenue Agency (CRA) conditions are met

Tax receipts cannot be issued:

- For the purchase of admission tickets, green fees or auction items
- For in-kind items donated to an event without proper documentation
- For donated services such as hiring an entertainer or auctioneer for an event
- For sponsorship, as advertising or promotion (a tangible benefit) is being received in return for the payment
- Gift certificates donated by the issuer of the certificate

Please note: Sponsors and other corporate contributors may be provided with a business gift letter as proof of contribution. Often a charitable tax receipt is neither required nor appropriate for this group of contributors.

For further information regarding tax receipts, visit the CRA website at www.cra-arc.gc.ca.



Third Party Event Application and Agreement Form Alzheimer Society Niagara Foundation



Contact Information

Organizer's Legal Name: _____
 Mailing Address: _____
 City/Province/Postal Code: _____
 E-Mail: _____
 Home or cell phone: _____
 Business: _____
 Fax number: _____
 Charitable/Business #: _____

Activity/event information

Open to the public By invitation only

Activity/event name: _____
 Date of Activity/event: _____
 Event website (if applicable): _____
 Estimated # of participants _____
 How much do you hope to raise? _____

Is this event One Time Annual Ongoing

What are the ways that you will be generating income at this event?

Ticket Sales Raffle Live/Silent Auction Cash Donations Sponsorship Other:

Have the appropriate permits/licenses/insurance been obtained for this event? Yes No

Will any other charity receive proceeds from the event? Yes No

If yes, who and how are the proceeds to be divided?

Would you like your activity/event listed on our website? Yes No

How do you plan on publicizing this event? (Please forward copies of publicity materials for branding approval)

Additional Information

Signature of Applicant(s): _____ Date: _____

Foundation Representative: _____ Date: _____