

3<sup>rd</sup> Party

# Fundraising Event Toolkit



Foothills Country  
Hospice Society  
[countryhospice.org](http://countryhospice.org)

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## About Us

The Foothills Country Hospice Society (FCHS) is a volunteer driven, donor-supported non-profit organization founded on providing exemplary end-of-life care and compassion to patients and their loved ones. Through the support and creativity of people like you, we have cared for more than 1000 patients and their families.

Alberta Health Services (AHS) contributes 56% towards covering our annual costs, and we are challenged with raising the remaining \$1.3 Million shortfall.

*Your fundraising efforts will help us ensure terminally-ill patients receive the end-of-life care they wish for.*

## Mission

Foothills Country Hospice Society (FCHS) offers a serene, country setting where patients and their loved ones receive exemplary end of life and bereavement care.

## Vision

FCHS embraces innovation and delivers specialized, holistic, compassionate end-of-life care in a sustainable and positive environment.

## Our Values



## Fundraising Ideas

From concerts to art shows, BBQs to fashion shows, people have found creative ways to support end-of-life care in the Foothills. You would join our community partners who believe in providing expert compassionate care to terminally patients and their loved ones.

Here are just a few fundraising ideas:

Art Show	Dinner Party	Poker Tournament
Bake Sale	Doggy Pageant	Proceeds from Sales
BBQ	Face Painting	Slo-pitch Tournament
Cabaret/Dance	Fashion Show	Ticketed Event
Car Wash	Fishing Derby	Workplace Challenge
Carnival/Festival	Golf Tournament	Work Event
Concert/Play	Pledged Events	Yoga/Fitness Class

## Fundraising Guidelines

1. FCHS encourages fundraising events that are compatible with our mission, vision and values. Prior approval to hold a fundraising event is required. Approval is based on the type, theme and financial viability of the event. FCHS reserves the right to withhold the use of its name and logo from an event, initiative, promotion, performance or presentation it feels is inappropriate.
2. To conduct a fundraising event, we ask that you complete the *Fundraising Event* or the *Cause Related Marketing* application form (page 10 & 11) at least 15 days prior to your event and send to [funddevelopment@countryhospice.org](mailto:funddevelopment@countryhospice.org).
3. Any organization/group wishing to use the FCHS name or logo on any materials, including advertising, must receive prior approval from FCHS.
4. All promotional materials must state that your event is “in support” of Foothills Country Hospice Society and is not an official Foothills Country Hospice Society event.
5. Taking commissions, for any purpose, on funds raised at a Fundraising event is prohibited by law.
6. The fundraising party organizer is responsible for meeting all municipal, provincial or federal standards and fulfilling all legal authorization(s), permit(s), licence(s), precaution(s) and/or general liability insurance required to organize the event. FCHS must not be party to any liability coverage without prior knowledge and/or approval. FCHS accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.
7. FCHS agrees to provide sponsoring recognition as deemed appropriate by FCHS. We encourage event organizers to discuss recognition preferences with FCHS early in the event planning process.

8. The fundraising party event organizer will be responsible for all costs related to the event and will handle all monies until the official donation is submitted to FCHS. Event expenses are to be deducted before sending proceeds to FCHS. FCHS shall incur no costs unless otherwise agreed to in writing prior to the event or promotion.
9. The sponsoring organization/group agrees to handle all monetary transactions for the special event or promotion and to present the proceeds to FCHS within 30 days of the event or as agreed upon in writing with FCHS.
10. When tax receipts are requested, the fundraising party event organizer is responsible for collecting the names, addresses and contact information of all donors, and is required to send the appropriate materials to FCHS within 30 days of the conclusion of the event.
11. FCHS issues official income tax receipts in accordance with Canada Revenue Agency guidelines. Refer to Tax Receipting (page 6) for details.
12. Involvement of FCHS staff and volunteers will be at our discretion and will be based on availability, location and the nature of the event.
13. The fundraising party event organizer agrees to ensure that all materials borrowed are returned promptly and in the same condition they were received. The organizer agrees to accept responsibility for damage or loss of materials borrowed from FCHS.
14. FCHS will not be responsible for mailing materials to attendees/participants or volunteers, other than the mailing of applicable tax receipts.
15. The fundraising party event organizer must send a complete accounting of all income and expenses associated with the event to FCHS. By publicly naming FCHS as the beneficiary of your initiative, you are required to donate the net proceeds to us within 30 days of the event completion.

**Please make cheque payable to:** Foothills Country Hospice Society

**Mail the cheque to:**

Attn: Fund Development Officer  
Foothills Country Hospice Society  
Box 274  
Okotoks, AB  
T1S 1A5

## Obtaining a Raffle License

According to the Alberta Gaming and Liquor Commission (AGLC), a raffle is a lottery scheme in which prizes are awarded based on a random draw of tickets purchased by players. Only licenced charitable or religious organizations can conduct raffles.

If the following elements are present, a raffle licence is required:

- Tickets are sold (consideration)
- Random chance to win (chance)
- Prizes are awarded (prize)

Some common examples of raffles requiring a licence include:

- 50/50 draw
- Prize draw
- Football squares

If any of the three required elements (consideration, chance and prize) is not present, the contest or draw may not require a licence. For example, the following do not require a raffle licence because skill is involved, rather than a random chance to win:

- Silent auction
- Jelly bean counting contest
- Hole-in-one putting contest

FCHS is eligible to obtain a raffle licence for a total ticket value of \$10,000 maximum. FCHS will supply your event with a raffle licence provided you have given us the following information at least one week prior to your event:

- Draw format (e.g. 50/50, prize draw, etc.)
- Draw date
- Draw location (e.g. Centennial Centre, Okotoks)
- Ticket colour
- Unit price (e.g. 1 ticket for \$3, 3 tickets for \$5, etc.)
- Ticket quantity
- Total value (amount must not exceed \$10,000)
- Prize description(s)
- Retail value of individual prize

To request a raffle licence, please contact the Fund Development Officer by phone at 403.995.4673 or email [funddevelopment@countryhospice.org](mailto:funddevelopment@countryhospice.org).

## Tax Receipting

FCHS adheres to the Canada Revenue Agency (CRA) Income Tax Act when issuing charitable tax receipts.

FCHS will provide a tax receipt for:

- Direct personal or corporate donations of \$20 or over
- In-kind donations where the fair market value is easily determined. Donor is responsible for providing this information to organizer.

FCHS will not provide a tax receipt for:

- Sponsorships
- Cause-marketing
- Gift certificates donated by the issuer and redeemed by a third-party
- Lottery or raffle tickets
- Donations of items for auction (unless pre-approved by FCHS)
- When the name(s) of the true donor(s) cannot be determined (e.g. donation jar – one person cannot benefit from gifts made by multiple donors)
- Donations of service (time, skill or efforts) – unless a “cheque exchange” takes place. Please ask us about this process.
- Gifts where the fair market value of the benefit to the donor cannot be determined

### DID YOU KNOW?

MANY CORPORATE THIRD-PARTY EVENT EXPENSES CAN BE WRITTEN OFF AS  
MARKETING EXPENSES.

**Still unsure about your fundraising event’s tax receipting eligibility?** Please contact the Fund Development Officer at 403.995.4673 or email [funddevelopment@countryhospice.org](mailto:funddevelopment@countryhospice.org) to inquire.



## Frequently Asked Questions

### What support with FCHS provide?

FCHS will promote third party fundraisers as deemed appropriate by FCHS. We can provide our logo for any of your own promotional materials, and our in-house expertise on event planning and execution is available to support you. For the event itself, we can provide speakers to promote our cause, and we can reach out to our broad audience of supporters to solicit volunteers for your event.

### What are 'Cause Related Marketing' events?

If you are an individual or business that wants to donate a portion of the proceeds from the sale of a product or service, we refer to this as a 'Cause Related Marketing' venture and not a third party community event. We will support Cause Marketing events in the same way that we do third party events; however, the information we need from the participant is different.

### Is FCHS able to support any fundraising event expenses?

Any expenses incurred by the fundraising event is the responsibility of the event organizers to manage. FCHS is not able to help pay for any expenses.

### Will FCHS supply a donor list?

FCHS cannot supply a donor list or any donor information as we are bound by strict privacy and confidentiality laws.

### Can FCHS provide volunteers for a fundraising event?

FCHS will do our best to help with volunteer recruitment for events, but it is not the responsibility of FCHS to recruit all volunteers.

### Can FCHS provide receipts for sponsorship and gift-in-kind donations?

FCHS will issue a business acknowledgement/support letter to event organizers, which can be distributed to sponsors and gift-in-kind donors and may be used to claim their sponsorship or gift-in-kind donation as a business expense. Sponsorships are not eligible for charitable donation receipts because the sponsors received something of value in return for their sponsorship – generally in the form of advertising, marketing or promotional materials.

### How do I receive charitable receipts for my donors?

FCHS is a registered charity and we will provide donation receipts for gifts in accordance with the Canada Revenue Agency guidelines. We encourage event organizers to chat with us before your event to ensure an understanding of what is eligible for a tax receipt.



### Who is responsible for all liability and legal risks associated with my event?

Depending upon the nature of the fundraising event, the organizer may be required by FCHS to submit proof of general liability insurance in the amount of \$1,000,000 or such other amount which covers any damage or accidents to persons or property arising out of the fundraising event. In acquiring insurance for an event, the organizer needs to apply and obtain such documents in the name of the individual, organization or business coordinating the event. FCHS will not sign any contracts with vendors or suppliers, nor be responsible for any damages that occur before, during or after the event. It is advisable that you seek guidance and direction from your own insurance broker on this matter.

### How do I send the proceeds of my event to FCHS?

Funds raised by a fundraising event should be made payable and turned into FCHS no later than 30 days after the event. It is preferred that all funds raised are deposited into one account and a cumulative cheque is written to Foothills Country Hospice Society. If FCHS provided the event with a raffle license, the license and paperwork will need to be returned to FCHS immediately following the event. Funds raised by the raffle can be included in the cumulative cheque, but FCHS will need to know the specific amount raised by the raffle to ensure proper reporting to the Alberta Gaming and Liquor Commission. Cash funds must be turned in to FCHS no later than 10 days after the event. Cash must be in a sealed envelope, counted, with a count sheet detailing the funds included.

**Please make cheques payable to:** Foothills Country Hospice Society

#### Mail the cheque to:

Attn: Fund Development Officer  
Foothills Country Hospice Society  
Box 274  
Okotoks, AB  
T1S 1A5

### Can I use the FCHS logo and how do I get it?

Yes, please complete the appropriate checkbox on the Fundraising Event Application Form (page 10), and the logo files will be emailed to you.

### Can FCHS provide print and promotional/display materials?

FCHS can provide print materials about our programs and services. We may also be able to provide banners, subject to availability. Please email [funddevelopment@countryhospice.org](mailto:funddevelopment@countryhospice.org) with all requests for FCHS materials a minimum of ten days prior to your event.

**Do I need any licences to host an event? (Raffle, liquor, etc.)**

Please see the detailed information in *Fundraising Guidelines* (page 3) and *Obtaining a Raffle License* (page 5). Any additional licences required such as liquor licences, etc. are the responsibility of the event organizers. You must be able to provide proof of adequate licences to FCHS.

**If I plan to have a silent auction at my event, how do I secure items for the auction?**

FCHS can provide a letter authenticating the event to support solicitation efforts. If you require a letter from FCHS authenticating your event, please email your request to [funddevelopment@countryhospice.org](mailto:funddevelopment@countryhospice.org).

There are many ways to build your live and/or silent auction:

- 1) Donated Items – Create an ask letter to send to various companies requesting items for your auction that is in support of the Foothills Country Hospice Society.
- 2) Auction Houses – There are companies that build inventories of items for silent/live auctions, such as sports memorabilia, music collectables, etc. You are typically only required to pay for items that sell and can return any items that don't. Reminder: set minimum bids for these items to ensure that you are selling them for more than you are paying for them.
- 3) Purchased – You always have the option of purchasing items for the auction; however, the cost of these items are the responsibility of the organizers.

## Fundraising Event Application Form

If you would like to support Foothills Country Hospice Society with a Third Party Fundraising Event, please fill out the form below and return to [funddevelopment@countryhospice.org](mailto:funddevelopment@countryhospice.org).

Name of Person, Group or Company Planning Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_ Time: \_\_\_\_\_

Location (Address/Facility/City) \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Contact Address: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Fundraising Goal: \$ \_\_\_\_\_ Expected # of Attendees: \_\_\_\_\_

Guaranteed Minimum Amount: \$ \_\_\_\_\_ (committed to FCHS at the end of the event)

Description of Event:

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Would you like a FCHS representative to attend the event (circle one)? YES NO

If YES, what involvement will they have? Please note this is subject to availability:

Speech  Cheque Presentation  Press Conference  Other: \_\_\_\_\_

Additional Details: \_\_\_\_\_

Would you like to use the FCHS logo on your event promotional materials (circle one)? YES NO

If YES, it will be emailed to you at the email address indicated above.

Would you like a sample Event Checklist to assist in your planning (circle one): YES NO

### ACKNOWLEDGEMENTS

I acknowledge that FCHS reserves the right to withdraw its name from the event at any time. I acknowledge that I have read and understand the information contained in the FCHS Third Party Event Fundraising Toolkit and will adhere to all FCHS Fundraising Guidelines (page 4).

\_\_\_\_\_  
Applicant Name Applicant Signature Date

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For Foothills Country Hospice Society Use Only:

Approved By (Print): \_\_\_\_\_ (Initial): \_\_\_\_\_ Date: \_\_\_\_\_

## Cause Related Marketing Application Form

If you would like to support Foothills Country Hospice Society with a Cause Related Marketing event, please fill out the form below and return to [funddevelopment@countryhospice.org](mailto:funddevelopment@countryhospice.org).

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Event Name: \_\_\_\_\_ Event Date: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Date Submitted: \_\_\_\_\_

How do you plan to raise funds for FCHS (e.g. what portion of sales, what promotion, etc.)?

\_\_\_\_\_  
\_\_\_\_\_

Percentage or Fixed Amount: \$ \_\_\_\_\_

Guaranteed Minimum Amount: \$ \_\_\_\_\_ (committed to FCHS at the end of event/promotion)

Funds raised from your event will be directed to an area of FCHS where the need is most, unless otherwise specified: \_\_\_\_\_

➤ Has this event taken place before (circle one)? YES NO  
If Yes, how much did the event raise the last time it was held? \$ \_\_\_\_\_

➤ Is this a "One-Time" or "Annual" event? \_\_\_\_\_

➤ Would you like to use the FCHS logo on your event promotional material (circle one)? YES NO  
If yes, it will be emailed to the address indicated above.

### EVENT TERMS AN CONDITIONS

#### By signing this, I agree to:

- 1) Allow Foothills Country Hospice Society (FCHS) to promote the event and use the event logo and/or images.
- 2) Submit all communications/promotional material to FCHS for approval prior to use.
- 3) Submit all proceeds to FCHS within 30 days of the event date.

This is a Cause Related Marketing agreement between Foothills Country Hospice Society (FCHS) and Business

Name of Primary Contact: \_\_\_\_\_

Signature\*: \_\_\_\_\_ Date: \_\_\_\_\_

*\*An electronic signature is sufficient if forms are sent via email*

Name of FCHS Representative (print): \_\_\_\_\_ Date: \_\_\_\_\_

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#### For Foothills Country Hospice Society Use Only:

Approved By (Print): \_\_\_\_\_ (Initial) \_\_\_\_\_ Date: \_\_\_\_\_