



Third Party Fundraising Package

Thank you for considering the Women's Centre as a beneficiary of your fundraising activities! The funds you dedicate will support women in our community to meet their basic needs, build community, and work for positive change in our city.

Please, carefully read the guidelines below prior to submitting your application.

The Women's Centre is a feminist organization. We cannot endorse, support, lend our name or act as a beneficiary to any event, fundraiser or awareness campaign that we believe engages in, promotes or encourages any type of violence, promotes racism, homophobia, classism, ableism or any other type of oppressive attitudes and beliefs that are counter to our mission.

If you have any other questions or concerns, contact Karen Lamola, Communications Coordinator at karen@womenscentrecalgary.org

Please note, this application must be completed and approved before the event is held.

Included in this package:

- Fundraising Guidelines & Policies
- Third Party Fundraising Application
- Donation Tracking Sheet (to be completed in order for event donors to receive charitable tax receipts from the Women's Centre)
- Event Survey (to be completed and returned within 30 days following the completion of your event)

Guidelines & Policies

Before the Event

Organizers must complete and submit the Third Party Fundraising Application to the Women's Centre preferably no less than 3 weeks before the date of the proposed fundraising activity. Approval must be received before advertising is permitted.

Applications are valid for (1) event only. Annual event and activity organizers will need to re-apply each year (per event).

Event Promotion and Use of Women's Centre Name, Logo, and Materials

Any promotional material including advertising that uses the Women's Centre name and/or logo must be approved by the Women's Centre prior to production.

If you plan to contact the media, you must receive prior approval from the Women's Centre.

You agree to cover **all** costs of the event and promotion.

You will ensure that all materials borrowed from the Women's Centre are returned within 15 days of the event and in the same condition they were received.

The Women's Centre does not participate in any door to door fundraising initiatives or support organizations or individuals that wish to do so on our behalf.

Upon request, the Women's Centre can provide a letter of support to be used to validate the authenticity of the event and its organizers.

Liability

The Women's Centre must not be party to any liability coverage without prior knowledge and approval.

You are responsible for obtaining appropriate gaming, liquor and/or other licenses/approvals required for the event.

You agree to handle all monetary transactions for the event and/or promotion.

The Women's Centre, its employees, volunteers and members are not liable for any accidents or injuries, damage or theft to individuals or property and cannot assume any type of liability for your event/activity, participants, volunteers or employees.

You will receive approval from the Women's Centre prior to approaching businesses or donors requesting contributions for the event in order to avoid duplicate requests.

Charitable Tax Receipts

You will track donations using the Donation Tracking Sheet (Appendix A) and provide these forms to the Women's Centre following the event to facilitate the charitable donation receipt process. You agree to provide a list of names, mailing addresses (including postal code, phone numbers, and e-mail address (optional)) as well as the corresponding amount of each gift to be receipted.

You agree to state "tax receipts will be issued for donations of \$20 or more or, on request."

The Women's Centre agrees to provide Charitable Donation Receipts in accordance with Revenue Canada Guidelines. Please direct any questions to Women's Centre Staff.

You will present the proceeds to the Women's Centre within 30 days of the completion of the event.

The Women's Centre agrees to provide you and/or your organization with appropriate recognition for your fundraising efforts.



Fundraising Application

Applicant Information

Name of Organization, Business, or Individual:

Address:

Postal Code:

Phone:

Fax:

E-mail:

Event Information

Name of Event:

Date:

Location:

Expected Number of Attendees:

How will your funds be raised?

<input type="checkbox"/>	Ticket sales/Entry Fee	<input type="checkbox"/>	Auction
<input type="checkbox"/>	General Donations	<input type="checkbox"/>	Raffle
<input type="checkbox"/>	In-Kind	<input type="checkbox"/>	Merchandise/Sale of Goods

How much do you expect to donate?

<input type="checkbox"/>	100% of net proceeds
<input type="checkbox"/>	Portion of net proceeds
<input type="checkbox"/>	Donate percentage of sale of particular item or good
<input type="checkbox"/>	Donate percentage of sales

If donating, portion or percentage, please specify (\$) or (%) amount:

Will another charity or non-profit organization also benefit from this event? Yes No



Marketing, Promotions, Volunteers

How do you plan on promoting your event?

What support or assistance do you require from the Women’s Centre?

	Speaker		Brochures
	Donation forms		Annual Report
	Banner		Social Media Promotion

Will you require volunteers? Yes No

If yes, how many?

Event Budget

Projected Expenses		Projected Income	
Location/Facility		Ticket Sales	
Food/Beverage		Raffle	
Printing (tickets, posters)		Auction	
Advertising		Food Sales	
Other expenses		Beverage Sales	
		Other income	
TOTAL EXPENSES		TOTAL INCOME LESS TOTAL EXPENSES	
CHARITABLE PROCEEDS			

I accept and will follow the Women’s Centre Fundraising Guidelines as outlined above. I agree to organize the event according to the above information and will receive approval from the Women’s Centre if plans change.

Name:

Signature:

Date:

STAFF USE ONLY

The above event plan has been approved by the Women’s Centre.

Name:

Signature:

Date:

Appendix B (Third Party Fundraising Survey)

1. How successful did you feel your event was?

(lowest) 1 2 3 4 5 (highest)

2. Did you meet your financial goals? Yes No

3. Are you planning on hosting this event again? Yes No

4. If so, how often? One-time Annually To be determined

5. How satisfied were you with the amount of support you received from the Women's Centre for your event?

(lowest) 1 2 3 4 5 (highest)

6. Do you have any suggestions to help the Women's Centre make the process of hosting an officially endorsed event better?

7. Please provide us with a brief financial summary of your event:

Total amount raised from the event: \$

Total expenses: \$

Total donation to Women's Centre: \$