

## **BIST THIRD PARTY FUNDRAISING GUIDELINES**

Thank you for your interest in supporting The Brain Injury Society of Toronto (BIST) through a Third Party fundraising event or activity!

The Brain Injury Society of Toronto is a community based, non-profit organization that supports those living with the effects of acquired brain injury. Our members are children, young adults, parents, spouses, grandparents, professionals, and service providers. Membership is open to anyone.

Our mission is to enhance the quality of life for people in the City of Toronto living with the effects of acquired brain injury through education, awareness, support, and advocacy.

Your support helps ensure we are able to continue to offer our supports and services to those who need it.

### **WHAT IS A THIRD PARTY FUNDRAISER?**

A Third Party Fundraising event is when any individual, group, organization, business or school wants to raise funds on behalf of The Brain Injury Society of Toronto.

Third Party Fundraising Ideas Include:

- Halloween, Holiday, Valentine's Day Parties
- Benefit concert
- Dress Down Day: Pay \$5 to wear jeans to work/school
- Volleyball/Softball/Soccer/Basketball/Bowling Tournament: Charge an entry fee for each team
- Dinner Party: Guests make a donation instead of bringing a host/hostess gift
- Office Pot Luck: Everyone brings their favourite dish and contributes \$5 for a buffet lunch.
- Car Wash
- Crafts/Yard/Bake Sale
- Skate-A-Thon: Host a special night at a skating rink
- Donations in lieu of gifts at any event (birthday, wedding, etc.)
- Fun Fair
- BBQ

There is no creative limit to fundraising events – contact the BIST office to brainstorm more ideas!

## GETTING STARTED

Complete the Third Party Fundraising Agreement provided at the end of this document and submit it to BIST's Executive Director via email at [mvigar@bist.ca](mailto:mvigar@bist.ca)

***It is extremely important that all marketing materials and event information clearly identifies BIST as the beneficiary of the event, not as a presenter, host, or sponsor of any activity. Please ensure this is communicated accurately. Please contact Melissa Vigar @ [mvigar@bist.ca](mailto:mvigar@bist.ca) with any questions in this regard.***

Please note that third-party fundraising events with BIST noted as the beneficiary must be in accordance with our mission and values. BIST is an anti-oppressive organization and will not endorse or support any event or fundraiser that accepts or encourages any type of violence or acts of ableism, classism, homophobia, racism, sexism, and any other attitudes and beliefs that contradicts BIST's anti-oppressive framework.

## THE ROLE OF BIST

- Your event or activity first requires approval from BIST before you can use the agency's name or logo.
- BIST staff will happily offer advice and expertise on event planning as required. This can include assistance with items such as invitation creation, marketing and silent auction forms.
- BIST may be able to provide staff or volunteers to attend your event or cheque presentation.
- BIST will provide our logo for use on your fundraising materials. Please note that the use of our logo or the BIST name on any materials (for example website, flyers, brochures, posters, etc.) requires approval from BIST prior to printing or usage on any social media platform.
- BIST will list your event on the Third-Party Fundraising page on our website.
- BIST can assist with social media promotion of your event. This can be discussed with the Executive Director once the Third Party Fundraising Agreement is completed.
- BIST can provide you with informational packages/signage about BIST services to be displayed at your event (if requested).

## BIST IS UNABLE TO:

- Share our mailing lists

- Provide funds for event expenses
- Guarantee staff or volunteers at your event
- Provide acknowledgement on BIST webpage or social media platforms of your third party event sponsors

**PLEASE NOTE THAT:**

- BIST is not responsible for obtaining the appropriate licenses and event permits to host your event. BIST cannot act as an applicant or co-applicant for liquor and gaming licenses for third-party events.
- BIST assumes no financial or legal liability associated with the third-party fundraising event.
- BIST reserves the right to withdraw its support at any time from an event if the event is believed to be in conflict with BIST's mission, values, policies, etc.

**CHARITABLE TAX RECEIPTS**

Charity Business Registration Number - 850964347RR0001

The Brain Injury Society of Toronto is accountable and adheres to Canada Revenue Agency rules and regulations to protect its donors and charitable status.

The Brain Injury Society of Toronto will issue tax receipts provided certain conditions set by the Canada Revenue Agency are met.

- BIST can issue charitable tax receipts to individual and business donors in the amount of twenty dollars or more.
- Receipts cannot be issued to the organizer for proceeds from an event.
- Receipts are only issued for direct donations where the donor receives no benefit for their contribution. As such, receipts cannot be issued for: sale of raffle tickets, admission tickets, green fees, auction items, and other goods that provide a benefit to donors.
- BIST cannot issue tax receipts for gift-in-kind donations, tickets, auction items, or event sponsorship.
- You must provide documentation to support tax receipting for donations within 30 days of the event. Tax receipts will be issued immediately upon receipt of all required information. In order to issue receipts for the current year, all donor and revenue information must be received by December 31<sup>st</sup> of the current year.
- Receipts can only be issued by a charitable organization and in accordance with Canada Revenue Agency guidelines. Please inquire with BIST before offering tax receipts for your fundraising activity.

## **Third Party Fundraising Agreement**

**Organization/Company Name (if applicable):**

**Primary Contact Full Name:**

**Address:**

**Primary Contact Phone Number:**

**Email Address:**

**Secondary Contact Full Name:**

**Secondary Contact Phone Number:**

**Event Name:**

**Event Location:**

**Event Date & Time:**

**Event Description:**

**Expected Number of Attendees:**

**Are there any potential personal benefits to you or your company/organization that could be considered/perceived as a conflict of interest? If yes, please describe:**

**I have read and understood the Third Party Fundraising Guidelines, with specific reference to the following:**

- BIST will provide a letter of support to validate the authenticity of my event, if required.
- BIST requires that they approve the use of their name and/or logo on advertising materials, print and electronic, of my event.
- BIST must always be identified as the beneficiary of proceeds and not as the presenter, host, or sponsor of the event.
- BIST is unable to acknowledge the sponsors of my event.
- BIST can issue tax receipts for donations of twenty dollars or more in support of the event in accordance with Canada Revenue Agency guidelines.
- BIST cannot issue receipts for in-kind or service donations for third party fundraisers, ticket sales, auction items, or sponsorships.

**Liability**

BIST assumes no legal or financial liability associated with the third party fundraising event. BIST Staff or Board members reserve the right to attend an event to ensure the agreed upon practices are followed.

Event Organizer Signature

Date

\_\_\_\_\_

\_\_\_\_\_

Executive Director Signature

Date

\_\_\_\_\_

\_\_\_\_\_