



## **KELLY SHIRES BREAST CANCER FOUNDATION**

523 Elizabeth Street  
Suite #200  
Midland, Ontario L4R 2A2  
877.436.6467 ph | 705.528.0782 fax

### **FUNDRAISING/HOSTING AN EVENT**

Thank you for considering the Kelly Shires Breast Cancer Foundation as a beneficiary of your fundraising activities. The Kelly Shires Breast Cancer Foundation appreciates your efforts to help provide support to breast cancer patients across Canada.

This packet contains the following information:

1. A copy of the KSBCF Policies and Procedures for third party fundraising activities. Please review these policies and procedures carefully.

As a final note, although the Kelly Shires Breast Cancer Foundation actively encourages third party fundraising events, the Board of Directors, must approve all events in advance. This is an important safeguard in preserving the integrity of the KSBCF name and our commitment to donors.

We appreciate your interest in fundraising for the Kelly Shires Breast Cancer Foundation, and we look forward to working with you! Please call us with any questions you may have.



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### The Kelly Shires Breast Cancer Foundation

### POLICIES AND PROCEDURES FOR THIRD PARTY FUNDRAISERS

1. No individual may use the charity names or associated logos or otherwise indicate to the public that an event is being held for the benefit of charity without the prior written consent.
2. The official logo of charity should be appropriately used in conjunction with such an event and may not be altered in any way. Any use of the KSBCSR logo must adhere to established graphic standards.
3. The charity must review and approve all promotional materials including, but not limited to, advertising, letters, brochures, flyers and press releases prior to production or distribution.
4. KSBCSR may only be identified as the beneficiary of the event. For example, you should not call an event "The Kelly Shires Breast Cancer Foundation Walk-a-Thon." Your event should be promoted as the "Walk-a-thon to benefit The Kelly Shires Breast Cancer Foundation"
5. Under no circumstances can third party events revenues & expenses flow through KSBCSR books. Only the net amount (final net proceeds from event) should be processed by the charity.
6. Only donations made directly to the charity are tax deductible (to the extent permitted by law). Donations made directly to a third party event can thus, be used to cover the event's expenses, but they are not tax deductible. Charitable tax receipts can be issued for amounts of \$20.00 or more.
7. **Under no circumstances will the charity allow organization/sponsor to set up a temporary bank account in the charity's name.** Any cheque donations listing the charity as "Payee" will be forwarded to the Charity for deposit in the charity bank account.

8. In order to better coordinate fundraising activities, we ask that you provide us with a list of targeted sponsors for your event, before they are approached. Please remember that many individuals and businesses already support the charity and may not wish to make additional donations.
9. Due to limited personnel resources, the charity cannot provide staff/volunteer support to third party events.
10. The charity does not release volunteer or donor names.
11. The charity office can provide brochures, pamphlets and other informational materials, promoting and explaining KSBCSR, its goals and accomplishments. Advance notice is needed regarding the quantities need for the event. Banners may also be provided if applicable/available.
12. The KSBCSR is run by volunteers who generously donate their time to other fundraising commitment. We cannot provide assistance in the solicitation of sponsorships for your event, provide celebrities or professional athletes for your event, or provide publicity through newspapers, radio, TV coverage, etc. We will be happy to help advertise the event on the charity website and newsletter publications, time and space permitting.
13. All event organizers are responsible for obtaining liability insurance to cover the event. The Foundation cannot insure your event. The Foundation will not assume any legal or financial liability associated with your event, nor will we indemnify you or any party involved in your event for any damage, expense, or other costs arising or in any manner related to your event.
14. You are responsible for obtaining all permits and licenses – especially those for raffles/games of chance. Because provincial and local governments control all charitable gaming activities, if your event includes a bingo, raffle, 50/50 draw and/or casino type games and events, you must acquire the proper permit/license from your respective county treasurer's office and abide by all rules and regulations pertaining to such gaming activity. The charity is not permitted to share any of its licenses, permits, or tax exemption benefits with you. The charity will not take out liquor licenses for third party events.
15. Events must comply with all federal, Provincial and local laws governing charitable fundraising and gift reporting. All tax-receipting issues must be agreed upon and documented before the charity's approval is given. Where the charity is issuing tax receipts, all revenue cheques must be made payable directly to "Kelly Shires Breast Cancer Snow Run for Fun Trust" The Foundation does not issue tax receipts for in-kind donations or event sponsorship agreements. If your donors send their contributions directly to the Foundation you must inform the Foundation of the value of any goods or services the donor received in return for the contribution. The Foundation can issue tax receipts only to individuals or organizations that make a donation without receiving any product or tangible item in return. Purchases of raffle tickets, event admission tickets, green fees, live and silent auction items are NOT eligible for tax receipts.

16. A cheque for the third party event's net proceeds (i.e. gross proceeds less all related expenses), must be delivered to KSBCSR. Any monies requiring tax receipts must be listed and complete with donor name, address, city, Province, postal code, telephone number and e-mail address (where applicable). Please note all cheques should be payable to "Kelly Shires Breast Cancer Snow Run for Fun Trust"
17. You may not keep any portion of the proceeds as profit or compensation for organizing the event. If event expenses are greater than the money raised, you are responsible for paying those expenses. The Charity will not provide funding or reimbursement of expenses.
18. One of the most oft heard complaints from contributors to charitable fundraising events is, "They never even said 'thank-you.'" Ditto for your event volunteers. Make sure that your team takes the time to send thank-you notes to everyone who is involved in your event, including contributors, volunteers, staff and vendors. Keep your donors happy... you're probably going to be asking them for another donation sometime down the road.