

## Peace Arch Hospital Foundation Policies for Third Party Fundraising Events

Thank you for considering Peace Arch Hospital Foundation (“the Foundation”) as the recipient of the proceeds from your fundraising event. The following information provides guidance for individuals and organizations that are considering holding a fundraising event for the Foundation. Through your fundraising efforts and support of the Foundation, you are helping us to advance our mission of raising funds and awareness to enhance health and wellness in the communities served by Peace Arch Hospital.

### Overview

The Foundation is very appreciative of gifts raised by individuals, organizations or businesses who engage in fundraising events. Such events are considered “Third Party” events, meaning that you are responsible for the planning, promotion and expenses associated with the event and the Foundation is the recipient of donations generated from the event. Any event associated with the Foundation must promote and maintain a positive image of the Foundation and associating our name with your event must receive prior approval. *Materials may not state or imply that the event is a Peace Arch Hospital Foundation event.*

Any individual, organization or business (“third party fundraiser”) is eligible to fundraise for the Foundation, provided that:

1. The third party fundraiser ensures transparency and accurate record keeping for issuing of official donation tax receipts, and shares the required information with the Foundation for the purposes of issuing official donation tax receipts within 30 days of the event.
2. The third party fundraiser agrees to provide the Foundation with a full accounting of the monies or that portion of the monies donated to the Foundation.
3. The third party fundraiser will disclose to the Foundation the amount of the benefit (for instance, dinner and/or entertainment) received by the participants as a result of their involvement in the fundraising event.

### **Fundraising Initiative Approval & Compliance**

The Foundation must be notified at least 30 days in advance of all fundraising events held on its behalf. This is to ensure that we are aware of your event and for assurance that it is in keeping with the Foundation's brand and mission. Any individual, organization or business wishing to conduct a fundraising event using the Foundation's name must first contact Lindsay Bennett, the Foundation's Special Events Officer, at 604.542.3172 or [lindsay@pahfoundation.ca](mailto:lindsay@pahfoundation.ca).



The Foundation **will not** sanction the following types of fundraising events, including, but not limited to:

- Events that encourage/involve behaviour that is counter to the Foundation's mission, values and programming activities;
- Activities that involve a professional fundraiser, telemarketer and/or agreement to raise funds on a commission or bonus;
- Direct solicitation (door-to-door canvassing – other than close friends and family, telemarketing or internet methods not aligned with the Foundation's current online fundraising practices);
- Events involving the promotion of a political party or candidate, or appearing to endorse a political activity.

The Foundation reserves the right to decline participation and support for any fundraising event that does not fall within our mandate. The Foundation may also, at any time, withdraw the right to use its name for fundraising or other purposes and all such activities shall immediately cease and be discontinued.

### **Your Responsibilities**

You will be responsible for your event from conception to completion. It is your responsibility to acquire donors, publicize the event, plan your budget, and secure prizes, etc. Foundation staff is available to answer your questions and provide support where we can, but please remember that our staff resources are limited.

The Foundation shall not be responsible or liable in any manner for any action, obligation or commitment whatsoever arising from a



fundraising event. **The event organizers are responsible for securing insurance for the event and the event organizers agree to underwrite all costs of the event and to secure such underwriting.** The Foundation is not responsible for the costs of fundraising or for shortfalls in campaign goals.

If a liquor license is required, the event organizers must apply for and obtain the license in their name.

If personal information (such as contact details) is collected from donors at an event, the event organizer must ensure that the information is kept confidential and secure.

A gaming license is required for raffles and 50/50 draws in BC. As the event organizer, you are required to obtain the appropriate gaming license and pay the fee. *Please note that all gaming licenses must be applied for under the community fundraising event's name, not Peace Arch Hospital Foundation.* Please visit the [Government of BC's website](#) for information on gaming.

Donation tax receipts will not be issued for funds raised through any form of gaming.

Only the final net proceeds of the fundraising event will be processed by the Foundation as a donation. Under no circumstances will third party event revenues and expenses flow through the Foundation.



## Acceptable wording to use in advertising for your event

What's going to the Foundation?	Wording to use in advertising
If all the money collected is going to Peace Arch Hospital Foundation...	<i>Proceeds benefit Peace Arch Hospital Foundation</i>
If all the money minus your expenses is going to the Foundation...	<i>A portion of the proceeds benefit Peace Arch Foundation. Or net proceeds to benefit Peace Arch Hospital Foundation</i>
If a specific dollar amount in the purchase of a product is going to the Foundation...	<i>You must state the dollar amount. For example: For every painting we sell on Sunday, \$100 goes to Peace Arch Hospital Foundation</i>
If a percentage of the proceeds are going to benefit the Foundation...	<i>You must state what percentage. For example, 50% of the proceeds to benefit Peace Arch Hospital Foundation</i>

## Publicity & Material Approval

Any Individual or organization wishing to use the Foundation's name, logo and/or charitable registration number on any materials, including advertising, **must** receive the Foundation's prior approval.

Please direct any media inquiries concerning the Foundation to Vicki Brydon, Director of Public Relations, at 604.535.4520 x 757533 or [vicki@pahfoundation.ca](mailto:vicki@pahfoundation.ca).



## Tax Receipting

Official donation tax receipts will only be issued by the Foundation in accordance with Canada Revenue Agency guidelines and the Income Tax Act.

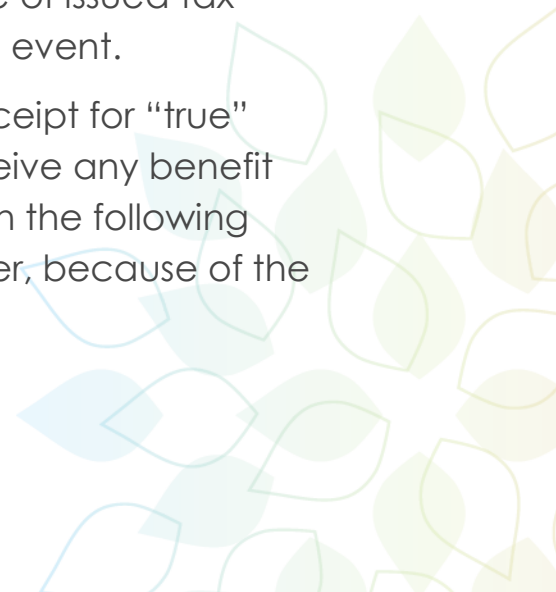
The Foundation will issue official donation tax receipts for donations of \$20 or more, once the following information is provided:

- A full accounting of the revenues and expenses of the event.
- A complete list of those who made a donation, including:
  - ✓ Full name
  - ✓ Mailing address with postal code
  - ✓ Phone number
  - ✓ Amount of donation
- All donations requiring a donation tax receipt must be received in full.

Credit card donations are to be entered by the donor via the Foundation's website. The Foundation accepts Visa, MasterCard and American Express credit cards. An official tax receipt is automatically generated and emailed to the donor.

The Foundation reserves the right to make a final decision as to whether a donation tax receipt will be issued or not as well as the value of the donation tax receipt. The total value of issued tax receipts cannot exceed the net proceeds of the event.

The Foundation can only issue a donation tax receipt for "true" donations meaning that the donor does not receive any benefit from making the donation. Monies raised through the following means may be accepted as a donation however, because of the



nature of the fundraising method, the Foundation is **unable** to issue a donation tax receipt:

- Ticket purchase or entrance fee
- Raffle/lottery/draw ticket purchase
- Auction or silent auction items
- Donated services
- Gift-in-kind donations
- Sponsorships (a contribution made by a business for recognition and promotional purposes)

Donations raised can only be applied towards the purpose for which they were raised. Donations are not transferrable to any other organization and/or purpose.

## Thank You!

Thank you for your interest in raising funds for Peace Arch Hospital Foundation. We know that events require a lot of time and hard work and we appreciate your desire to help make a difference in our community.

Please contact Lindsay Bennett, Special Events Officer, at 604.542.3172 or [lindsay@pahfoundation.ca](mailto:lindsay@pahfoundation.ca) if you have any questions or require further information.

