

## 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 revenues generated by 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 (“the Organizer”) is eligible to fundraise for the Foundation, provided that:

1. The Organizer ensures transparency and accurate record keeping, sharing the required information with the Foundation within 30 days of the event.
2. The Organizer agrees to provide the Foundation with a full accounting of the monies or that portion of the monies given to the Foundation.
3. The Organizer 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 10 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 Amy Westen, Special Projects Officer, at 604.535.4520 x 757881 or [amywesten@pahfoundation.ca](mailto:amywesten@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 basis;
- Direct solicitation (i.e. 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.

### **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 they can.

The Foundation shall not be responsible or liable in any manner for any action, obligation, or commitment whatsoever arising from a fundraising event. **The Organizer is responsible for securing insurance for the event.** The Foundation is not responsible for the costs of fundraising or for shortfalls in fundraising goals. If personal information (such as contact details) is collected from donors at an event, the Organizer must ensure that the information is kept confidential and secure.

Third party event revenues and expenses will not flow through the Foundation unless approved prior to the event.

### **Licenses**

Liquor: If a liquor license is required, the event organizers must apply for and obtain the license in their name. A liquor license will be required for any event that is raffling alcohol or is raising money from the sale of alcohol.

Gaming: 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 event's name, not Peace Arch Hospital Foundation.* Please visit the [Government of BC's website](#) for information on gaming. An Official Donation Receipt for Income Tax Purposes (“tax receipts”) will not be issued for funds raised through any form of gaming.

### 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 from the Special Projects Officer.

### Tax Receipting

Tax receipts will only be issued by the Foundation in accordance with Canada Revenue Agency guidelines and the Income Tax Act. The Foundation reserves the right to make a final decision as to whether a tax receipt will be issued or not and the amount.

The Foundation can only issue a 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, however, because of the nature of the fundraising method, the Foundation is **unable** to issue a tax receipt:

- Ticket purchase or entrance fee
- Raffle/lottery/draw ticket purchase

- Auction or silent auction items purchased
- Sponsorships (a contribution made by a business for recognition and promotional purposes)
- Donated services

Example of a **“true”** donation: If a donor was to buy a ticket to a dinner event they would not receive a tax receipt for the purchase of the ticket since they will receive a meal in return for their payment. However, if at the dinner they decided to donate \$100, they would receive a tax receipt since they are not receiving anything in return for their donation.

### Information required for tax receipt

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

- A complete list of those who made a donation, including:
  - ✓ Full name
  - ✓ Mailing address with postal code
  - ✓ Phone number
  - ✓ Amount of donation
- Optional information
  - ✓ Email for a paperless tax receipt
  - ✓ Initials in the section of the donation form that asks if they would like to receive information from the Foundation

Donations can be given by:

- ✓ Cash
- ✓ Donation form: writing down the donors credit card information that will later be charged by a Foundation staff
- ✓ Foundation's website: The Foundation accepts Visa, MasterCard, and American Express credit cards on the website. A tax receipt is automatically generated and emailed to the donor.
- ✓ Cheque: The cheque needs to be made payable to “Peace Arch Hospital Foundation”
- ✓ Square: Speak to the Special Projects Officer regarding use of this payment option

### GoFundMe

GoFundMe is a for-profit crowdfunding platform that allows people to raise money for events. When a GoFundMe page is created they will ask for a beneficiary. You are able to register Peace Arch Hospital Foundation as the charity to receive funds from the page. GoFundMe will issue the tax receipts to the donors; when the event is over and

the page is closed, GoFundMe will send funds raised directly to the Foundation. If you choose to use this method please note that there is a processing fee charged by this service which will result in the wording for your fundraiser being: *A portion of the proceeds benefit Peace Arch Foundation. Or net proceeds to benefit Peace Arch Hospital Foundation.* Before using this service please check with the Special Projects Officer to ensure this is the right fit for your event.

### **Donating Event Proceeds**

Once you have completed your event and you are ready to give the proceeds to the Foundation, we ask that it be done through a cheque, cash, or manual processing of a credit card payment by Foundation staff. Please do not forward the proceeds through our website platform.

Funds raised are not transferable to any other organization.

### **Foundation Support**

The Special Projects Officer is available to help with any questions you may have while planning your event. The Foundation is able to offer some assistance with marketing depending on the size of your event.

Marketing Support that is available:

- Flyer creation
- Flyer distribution around the Hospital
- Event information sent to Peace Arch Hospital staff
- Posts on social media promoting the event
- A listing on the Foundation's website (at the discretion of the Marketing team)
- Copy of Peace Arch Hospital Logo

Other support available:

- Donation forms
- Volunteers for the event
- Square Payment (Dependant on Staff involvement)
- Foundation marketing materials (Brochures/Thrive magazines)
- Foundation Banner
- Foundation swag (determined on a case-by-case basis and while supplies last)
- A Foundation representative to speak at your event — based on availability

### **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. To thank you and to acknowledge your hard work, the Foundation will invite you to a cheque presentation of the monies raised that will be shared on social media.

Please contact Amy Westen, Special Projects Officer, at 604.535.4520 x 757881 or [amywesten@pahfoundation.ca](mailto:amywesten@pahfoundation.ca) if you have any questions or require further information.