



Third Party Fundraiser Application and Guidelines

Thank you for your interest in raising funds for Villa Cathay Care Home. Villa Cathay Care Home is a non-profit organization that strives to create a home-like environment where elderly residents can find comfort, respect and dignity, and where quality individualized professional care is provided.

Please complete and return your application at least 3 months prior to your event. Please note that applications are approved for a maximum of 12 months. The application form can be sent by email to fundraising@villacathay.ca, by fax at 604-254-5230, or by mail to:

Joey Cheung, Director, Donor and Community Engagement
Villa Cathay Care Home
970 Union Street
Vancouver, BC V6A 3V1

Contact and Event Information

Event Organizer: _____

Contact Person: _____

Address: _____ Prov: _____ PC: _____

Telephone: _____ Fax: _____

Email: _____ Web Address: _____

Type of Event: _____

Event Name: _____

Date : _____ Time : _____ Location : _____

Please describe your event briefly:

Financial Information (if applicable)

Will you be issuing tax receipts as part of your fundraising event: Yes No

Please note that tax receipts are issued according to Canada Revenue Agency Guidelines. If you are offering tax receipts, this must be pre-approved by Villa Cathay Care Home.

Estimated gross revenue from the event: \$ _____

Estimated expense from the event: \$ _____

Estimated donation to Villa Cathay Care Home: \$ _____

Have you planned or executed a similar event previously?

Yes No

If Yes, for Whom: _____ When: _____ Total Funds Raised: \$ _____

Will other charitable organizations benefit from this event? Yes No

If Yes, please list: _____ Percentage of proceeds: _____

Public Relations Information (if applicable)

How will you be publicizing/advertising this event?

Please note that all promotional materials must clearly state that you are hosting/organizing a fundraising initiative benefiting Villa Cathay Care Home. All promotion materials for your event MUST be approved by Villa Cathay Care Home prior to distribution.

GUIDELINES – Please read carefully

1. A Third Party Fundraiser is an initiative or event which is organized and executed by a third party independent from the Villa Cathay Care Home, such as Pledge-a-thons, Dinners and Auctions, Tournaments, Event Ticket Sales, Product Sales and Cause Marketing.
2. A Third Party Fundraiser Applicant must await approval from Villa Cathay Care Home prior to proceeding with the initiative.
3. The Villa Cathay Care Home Name and Logo are the sole property of the Villa Cathay Care Home and can only be used with Villa Cathay Care Home's expressed written permission.
4. All printed materials must clearly state proceeds will benefit Villa Cathay Care Home.
5. Proceeds to Villa Cathay Care Home must be remitted within 30 days of the event.
6. The applicant is responsible for any financial cost and no costs will be incurred by Villa Cathay Care Home unless otherwise agreed to in writing prior to commencement of the initiative.
7. The applicant is responsible for ensuring liability insurance is in place.
8. Tax receipting complies with Canada Revenue Agency and Villa Cathay Care Home policy.
9. The applicant is responsible for: recruiting and managing volunteers, event advertising (ticket sales, press releases, flyers, etc.), creating a budget, all expenses incurred, event sponsorship and/or solicitation.
10. Villa Cathay Care Home does not support initiatives that pose a health hazard, solicit door-to-door or solicit through telemarketing. Fundraising initiatives must be consistent with the positive image of Villa Cathay Care Home.
11. Villa Cathay Care Home reserves the right to withdraw approval of an initiative, at any time, should it not comply with the values and fundraising guidelines of Villa Cathay Care Home, or differs, in any way, from the original fundraising application.
12. Villa Cathay Care Home does not trade, sell or exchange in any way, databases or lists of biographical information and abides by the Freedom of Information and Protection of Privacy Act.

**I have read and understand the Application and Guidelines.
I agree to abide by the terms as set out above by Villa Cathay Care Home:**

Signature of Organizer

Print Name

Date

Villa Cathay Care Home Society

Third Party Fundraising Policy, Procedures and Application



GENERAL INFORMATION

- A. For purposes of this Policy, accompanying Procedures and Third Party Fundraising Agreement, "you" refers to the outside organization, group or individual sponsoring or holding the event to benefit Villa Cathay Care Home Society. "Villa Cathay Care Home Society", "VCCHS", "Society", "we" or "our" refers to Villa Cathay Care Home Society.
- B. As the organizer of a third-party event, you are considered the "event planner".
- C. The costs associated with producing, organizing, promoting and executing the event for the benefit of Villa Cathay Care Home Society are solely the responsibility of the event planner.
- D. All potential event planners must complete the third-party application and return it to VCCHS prior to publicizing the event.
- E. VCCHS is only the beneficiary of a third-party event. You may not imply that the VCCHS is holding the event or partnering to produce the event. VCCHS must be identified as solely the beneficiary of proceeds from the event.

USE OF PROPRIETARY PROPERTY

- A. Events should complement the mission and image of VCCHS. Companies that conflict with the mission or values of our Society may not be sponsors.
- B. Your organization cannot state or imply that it is an agent, subsidiary, or partner or that it holds any other business relationship with VCCHS.
- C. We do not sell or provide others with our staff and donor mailing lists.
- D. Many individuals and businesses already support VCCHS and may not wish to make additional donations. To better coordinate fundraising activities, we ask that you provide us with a list of targeted sponsors for your event, before they are approached. No sponsors for the event can be asked to participate without VCCHS' prior approval.
- E. You may not use the Society's name or logo or otherwise indicate to the public that an event is being held for the benefit of VCCHS without the prior express written consent of an authorized representative of the Society. You may not make public announcements or promote the event until you receive written approval from the Society of your Third-Party Fundraiser Application.
- F. You may not imply that the event is sponsored or co-sponsored by VCCHS or that VCCHS is involved as anything other than the beneficiary in your promotion of the event. VCCHS may only be identified as the beneficiary of the event. For example, you should not call an event "The Villa Cathay Care Home Society Event." Your event should be promoted as the "Event to benefit the Villa Cathay Care Home Society."
- G. You may not use the name and/or logos of VCCHS without obtaining VCCHS' written approval. The official logo of VCCHS should be appropriately used for your event and may not be altered in any way and must adhere to established graphic standards which we will provide.
- H. All promotional materials including, but not limited to, advertising, letters, brochures, flyers and press releases must be submitted to VCCHS for review and approval prior to production or distribution. Proposed materials should be submitted via email to: fundraising@villacathay.ca by fax to: 604-254-5230 or by post to: Villa Cathay Care Home Society, 970 Union Street, Vancouver BC V6A 3V1

EVENT POLICY

- A. Prior to the proposed fundraising event, the event planner must complete and submit an application to VCCHS for review and approval. Approval for the event is specific to dates listed on your event application. A new application must be submitted for every event, including annually (periodically) repeated events.
- B. If there are any changes to the event after it has been approved, written notice must be sent to VCCHS detailing the proposed changes. If circumstances warrant, VCCHS may at any time direct you to cancel the

event. If you are directed, you must agree to cancel the event and further agree to release VCCHS and its officers, directors and employees from any and all liability in connection with any such action.

- C. VCCHS is happy to provide brochures, pamphlets and other informational materials, promoting and explaining the society's goals and accomplishments. Please let us know your needs in this area as soon as possible so we can try to have sufficient quantities for your event.
- D. We reserve the right to observe your event.
- E. VCCHS does not guarantee that we will use our social media or website to promote the event.

FINANCIAL REPORTING AND LEGAL INFORMATION

- A. In order to provide your donors with important information concerning their contributions, we ask that all promotional materials clearly state the portion of proceeds (from gross or net proceeds) and/or the portion of the ticket price that will benefit VCCHS.
- B. In the event your total expenses are greater than the total money raised, you are solely responsible for paying those expenses. VCCHS will not provide funding or reimbursement of expenses.
- C. Unless agreed to in advance of the event, you may not keep any portion of the proceeds as profit or compensation for organizing the event.
- D. Because VCCHS is not sponsoring your event, we cannot have event revenues and expenses flow through the society's books. Only the net amount (final net proceeds from event) should be processed by VCCHS. Similarly, you may not set up a temporary bank account in the society's name. Proceeds should be forwarded to VCCHS no later than 30 days following the event.
- E. Any marketing agreements with TV, radio, print or any other media outlet relating to the event must be approved by the VCCHS prior to it going public.
- F. Contributions are tax-deductible only if they are made directly to VCCHS, not the third-party organization (unless they are a registered charitable organization).
- G. A complete accounting of all funds collected and expenses related to the event shall be forwarded to VCCHS within 60 days following the event. Because of our responsibility as the recipient of community assets, we reserve the right to inspect all event financial records if a question is raised about the event's proceeds.
- H. VCCHS may receive funds from other similar promotions. Our acceptance of your application does not grant exclusive rights for you.
- I. You are responsible for obtaining all permits and licenses –especially those for raffles or games of chance. Because the BC Gaming & Enforcement Branch of the BC Government control all charitable gaming activities, if your event includes a raffle, 50/50 draw and/or casino type games and activities, you must acquire the proper permit/license from the BC Gaming & Enforcement Branch and abide by all rules and regulations pertaining to such gaming activity.
- J. VCCHS will not take out liquor licenses for third-party events.
- K. You agree that you will comply with all provincial and/or municipal charitable solicitations statutes and/or ordinances which may apply to your event.
- L. You agree that you will not use the VCCHS' tax exemption in any manner or as part the promotion of your event, nor will you represent to the public that you enjoy any tax-exempt rights or privileges as a result of your role in the event (unless you have separate tax-exempt status), nor will you state that any portion of the purchase price for any goods or services at the event is tax deductible for charitable purposes.
- M. You must obtain your own liability insurance to cover the event. VCCHS will not insure your event and requires that you obtain all insurance including premises liability and worker's compensation. VCCHS 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. The society and all related entities are not liable for any injuries sustained by event volunteers or participants related to your event and cannot assume any type of liability for your event.