



# **Your Third Party Event Guide**

Wellspring Niagara Cancer Support Foundation

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## **Introduction**

You can make a difference and change lives!

Organizing and holding a special event in support of Wellspring Niagara Cancer Support Foundation is a great way to do something you love while you achieve your philanthropic goals, build community spirit and raise awareness for cancer support. At Wellspring Niagara, we believe that no one should have to cope with cancer alone. With your help, we can join together to change lives. By holding a fundraising event for Wellspring Niagara, you are making a difference in the lives of people and their families who are coping with cancer.

### *Why support Wellspring Niagara?*

When you choose to support Wellspring Niagara either by making a donation or by organizing a third party event, you are joining others who are supporting the cancer cause and making an impact. Wellspring Niagara understands how devastating a cancer diagnosis can be for individuals, family members, friends and caregivers. We know that when dealing with cancer more than medical care is needed. Help is needed from people who understand the emotional, psychological, social and practical consequences of cancer and its treatment – those dealing with cancer need the support, programs and services that are uniquely available at Wellspring Niagara.

### *Wellspring Niagara's History*

Establishing a cancer support centre in the Niagara Region fulfills a need and completes the work that began with Niagara resident - Aldo Mantini. When Aldo learned that he had cancer, he and his family were faced with emotional turmoil, fear, loneliness, and despair. Along with the fears about treatment, survival and his family's future, he experienced something more - an overwhelming sense of isolation. A feeling he realized was all-too-common among cancer patients.

The goal was to establish a centre that would provide a safe, welcoming and non-institutional atmosphere and also provide an innovative and creative approach to the overall care of the whole person, whose aim is to improve quality of life. The model for such a centre was Wellspring in Toronto.

Wellspring Niagara is now part of an innovative and growing network of community-based cancer support centres that collectively offer over 50 different programs, including support, coping skills, and education, all at no charge and without need of medical referral, to individuals, family members and professional caregivers who are dealing with cancer. Wellspring's programs are open to individuals and caregivers regardless of the type or stage of cancer. We do not charge any fees and receive no government funding.

Programs and operations are made possible entirely through the generosity of Wellspring Niagara donors and volunteers. Wellspring receives no government funding and is not supported by any other cancer-related organization. Every dollar raised for Wellspring Niagara, stays in Niagara.

### *What will your fundraising accomplish?*

Wellspring Niagara's mission is to provide emotional, psychological, information and social support, free of charge, to people living with cancer and their families. Your support and fundraising will go directly towards Wellspring Niagara's goals of meeting the needs and serving as many cancer patients and their loved ones as possible and ensuring that all programs and services are high in quality and remain free of charge.

Your support will directly benefit cancer patients and the community, to improve quality of life, decrease stress and contribute to wellness. Thank you for your kind support.

## **Step-by-Step Guide**

We hope this event guide will help you in planning your event. Here are some key steps to guide you through the process:

### **1. Contact Us**

Wellspring Niagara staff are here to help you with ideas and provide you with information and support in planning your event. Please contact:

Phil Gourlay  
Special Events & Fundraising Coordinator  
3-3250 Schmon Parkway  
Thorold, ON L2V 4Y6  
phil@wellspringniagara.ca  
www.wellspringniagara.ca

### **2. Event Ideas**

Anything is possible with a little imagination but we have some suggestions that have worked for others. The most important thing is that you and your group have fun! Consider:

- A-thon (bike-a-thon, dance-a-thon, walk-a-thon)
- Car Wash
- Casual Days at the office
- Concert or Variety Show
- Craft Show
- Fashion Show
- Fitness challenge
- Gala
- Garage Sale
- Marathon
- Murder Mystery evening
- Potluck luncheon or dinner
- Sports themed party
- Tournament
- Trivia Night

Great ideas for all of these can be researched online. Be sure to look at examples to raise funds.

### **3. Fundraising Opportunities**

There are two types of Third Party Fundraisers that can be done for Wellspring Niagara:

- A group or individual can host an event and make Wellspring Niagara the beneficiary.

Example: An individual or organization hosts a golf tournament, concert or garage sale and gives Wellspring Niagara a cheque for the net profits.

- A group or individual can "piggy back" on an existing event, adding a third-party fundraising element, and donate the income produced from that element.

Example: A company has an annual party and asks their employees to make a donation to Wellspring Niagara. (i.e. A company Toupee for a Day event)

- **Try fundraising online!** To help you raise money with limited efforts, use our online fundraising tool to create your own personal fundraising page. Not only is it fast and easy to do, but online donations are, on average, double the amount of offline donations! Visit
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#### 4. Get Organized – Form a Committee

Organizing a successful event takes hard work and planning. An organizing committee can help oversee the management of your event. Recruit a team of enthusiastic volunteers with different skills and experience who can help you with all the various components of your event and give their perspective and support to your efforts.

#### 5. Set the Date and Venue

Schedule your event for a day that gives you enough time to plan and promote it. Make sure it's not competing with another event happening in your community or circle and don't forget about holidays that occur throughout the year.

Booking your event in an accessible location is crucial. Make sure your site has all the amenities you need, at a price you can afford. If you are planning an outdoor event always have a Plan B in case weather doesn't co-operate. Also look online to see if you need a license or agreement to use a public space.

#### 6. Set your Fundraising Goal and Budget

Set a fundraising goal for your event and plan how you expect to reach your goal. Create a budget to manage all expenses like rental equipment, fees, decorations, etc. and estimate the potential income from your fundraising activities (an sample budget is included in this event kit). Determining your budget will help you to decide whether your fundraising target is realistic. Remember to always monitor your expenses and plan a small amount as a contingency.

#### 7. Do you Need a License?

Check with the City, Police and/or Alcohol and Gaming Commission in your community to determine if you need any licenses and how long it takes to get them. There may be long lead times in processing some permits. As well, if you are serving or selling alcohol, a special occasion permit is likely required. Application forms can be obtained from your local LCBO (Ontario) or other provincial alcohol retailer.

#### 8. Donations and Tax Receipts

All donation cheques should be made out to **Wellspring Niagara Cancer Support Foundation** and can be mailed to: 3-3250 Schmon Parkway, Thorold, ON L2V 4Y6

If you are creating your own online fundraising event page with our online fundraising tool, your donors will each receive electronic receipts automatically by email, if they provided one, otherwise, one will be mailed to them.

Wellspring Niagara is a registered charity and will issue charitable tax receipts provided that event organizers fill out the *Third Party Event Application Form* and submit it to Wellspring Niagara 60 days prior to the event date. The form can be found at the end of this event guide. Some Canadian Revenue Agency conditions apply for issuing charitable tax receipts. No receipts are given for amounts paid for goods, services or for which a direct benefit is derived by the purchaser.

For offline events, Wellspring Niagara issues tax receipts for donations of \$10 or more, and in accordance with Canada Revenue Agency guidelines. **Only monetary donations are eligible for tax receipts.** In order for participants to receive tax receipts, event organizers must send a clear and legible listing of donors, including full contact information and donation amounts, within 30 days of the event. Note that in the case of ticket purchases, you must indicate the value of any benefits received by the participant (e.g., food and drink, entertainment, gift bags, etc.), as this amount must be deducted from the full ticket price to determine the receiptable portion of the donation. Wellspring Niagara retains the right to review and approve all receipting decisions.

Note: Wellspring Niagara will **not** issue tax receipts for purchases of raffle tickets or auction items; event sponsorships by companies; or gifts-in-kind (non-cash donations of a tangible item or service). Instead of a tax receipt, an acknowledgement letter can be issued indicating the fair market value of gifts-in-kind or sponsorships, as many companies deduct these gifts as business expenses with associated tax benefits.

For more information, please visit the Canada Revenue Agency site <http://www.cra-arc.gc.ca/chrts-gvng/menu-eng.html>.

## 9. Recruit Volunteers

Do you need help leading up to the event and/or on the day of your event? If so, determine what duties need to be done, recruit and assign to your volunteers.

To recruit volunteers for your event, consider postings through social media, community message boards, local newspaper, and/or through word of mouth. Friends and family are often a great source of trustworthy recruits for a variety of tasks.

## 10. Use of the Wellspring Niagara Name and Logo

To assist you with promotion and establishing your legitimacy, Wellspring Niagara can provide a Proud Supporter logo / logo for your promotional materials (brochures, flyers, invites, eblasts, web postings, etc.) To ensure that Wellspring Niagara's identity is represented correctly, **all material with the Wellspring Niagara name or logo must be approved by the Marketing and Events Specialist prior to use.**

## 11. Promote Your Event

Promote your event with posters or other traditional methods, but don't overlook online opportunities. You can request that Wellspring Niagara advertise your event on our website's event page.

Please don't forget that you can also use our online fundraising tool, to help you in generating emails and promoting your event. Visit, \_\_\_\_\_

Social media, particularly Facebook and Twitter, are other effective means to get the word out about your fundraising event in support of Wellspring Niagara.

## 12. After the Event

Now it's time to tally and submit the funds you raised to Wellspring Niagara. Please do so within 30 days of your event.

**Remember to thank those who helped make your event a success.** When their efforts are recognized, they'll feel better about having contributed and will be more excited to help at your next fundraising event.

Don't forget to showcase your event by posting highlights and outcome of your event through social media. Pictures are always enjoyed and often passed onto others.

## Resources

Third Party Events – FAQs  
Third Party Events – 101 Fundraising Ideas  
Third Party Events – Proposal Form  
Third Party Events – Sample In-Kind Donation Letter  
Third Party Events – Sample Media Release  
Third Party Events – Sample Thank You Letter  
Third Party Events – Budget Checklist  
Wellspring Niagara Pledge Sheet

Online Fundraising tool, *(Toronto has samples of all these letters. We can modify and do the same.)*

## Event Proposal Form

The event proposal form can be found at the end of this guide.

## **Wellspring Niagara Contact Information**

Phil Gourlay  
Special Events & Fundraising Coordinator  
[phil@wellspringniagara.ca](mailto:phil@wellspringniagara.ca)

Ann Mantini-Celima  
Executive Director  
[ann@wellspringniagara.ca](mailto:ann@wellspringniagara.ca)

Wellspring Niagara  
3-3250 Schmon Parkway  
Thorold, ON L2V 4Y6  
905-684-7619 or 1-888-707-1277



**Third Party Event Proposal Form**

Thank you for considering Wellspring Niagara as you plan your upcoming fundraising event. If you would like to host an Independent Fundraising Event to benefit Wellspring Niagara, please complete and submit this Third Party Event Proposal Form, for approval 60 days prior to your event. Once your fundraiser has been officially approved, a signed copy of the attached agreement form will be forwarded to you along with additional information to help you get started with your fundraising and event planning.

**Contact Information**

Name of Contact / Organization / Group (as applicable): \_\_\_\_\_

Please select the category that best describes you:

- Corporation  School  Community  Service Club  Individual  Other

Corporation School Community Service Club Individual Other:

Name of Primary Contact person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov.: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Home #: \_\_\_\_\_ Cell #: \_\_\_\_\_ Work #: \_\_\_\_\_

Email: \_\_\_\_\_ Fax Number: \_\_\_\_\_

**Event Information**

Event Name: \_\_\_\_\_  New  Returning

Anticipated Event Date and Time: \_\_\_\_\_ Event Location: \_\_\_\_\_

To which Wellspring Niagara centre would you like the funds to be raised support?

- Greatest need  Wellspring Niagara (Thorold)  Wellspring Niagara (Stevensville)

- Endowment Fund  Building Fund

Please describe your event and how the funds will be raised (i.e. ticket sales, raffle, auction, pledges, online fundraising, proceeds from sales, etc.).

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## Affiliation with Wellspring Niagara

Are you a (check all that apply):  Member  Volunteer  Program Leader  Other

How did you hear about Wellspring Niagara?

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## Financial Information

Please provide us with your best estimates of the following general budget information. Note: a budget outline is included in our guide which can be used to help you anticipate all event expenses.

Total Expected Revenue: \$ \_\_\_\_\_ Expenses: \$ \_\_\_\_\_ Anticipated Net Revenue: \$ \_\_\_\_\_

Amount/Percentage of Net Revenue to be donated to Wellspring Niagara: \_\_\_\_\_

Date contribution to Wellspring Niagara is expected: \_\_\_\_\_

Will supporters expect tax receipts for their contribution to your fundraising activity?  Yes  No

## Support Provided by Wellspring Niagara

At the discretion of Wellspring Niagara, we would be pleased to provide you with a small supply of promotional materials for your event.

Please indicate which of the following you would like to receive:

Informational brochures  Donation forms  Event poster template

Would you like your fundraiser listed on our online events calendar?  Yes  No

In order for us to fulfill your requests for support, **60 days' notice is preferred.**

## Marketing / Publicity Information

Will media be attending the event?  Yes  No

Will promotional materials, such as flyers, posters or advertisements be printed?  Yes  No

Do you plan to use of our Wellspring Niagara logo?  Yes  No

**Please note: All promotional materials to be developed using the Wellspring Niagara name or logo must be approved by the organization.**

## Terms and Conditions

Third Party Fundraising Events are a very important component of the fundraising activities at Wellspring Niagara. In addition to funds raised, these events help create awareness and bring new support to our organization.

In order to ensure Third Party Fundraising Events have a positive impact on Wellspring Niagara's public image, we fully expect that all individuals and organization will adhere to the following guidelines when fundraising on Wellspring Niagara's behalf:

1. The Wellspring Niagara name and / or logo cannot be used to promote a fundraising event without prior approval by Wellspring Niagara. **Unauthorized use is prohibited.** All materials bearing the Wellspring Niagara logo / name must be submitted in advance of the approved event prior to printing and/or publishing.
2. Wellspring Niagara cannot support and / or endorse any alcohol or gaming events not sanctioned by the Alcohol and Gaming Commission of Ontario (AGCO). Event organizer(s) is / are solely responsible for procuring any required licenses or permits, as outlined by AGCO or local governments or bodies.
3. Official tax receipts will only be issued in accordance with CRA guidelines. The final decision to issue official tax receipts is discretionary and rests solely with Wellspring Niagara.
4. Event expenses may not be paid from tax-receiptable donations. All donations requiring a tax receipt must be received in full by Wellspring Niagara.
5. Accurate accounting of your event must be kept. Wellspring Niagara will not be responsible or liable for any expenses incurred for a fundraising event.
6. All funds and financial accounting must be submitted to Wellspring Niagara no later than 30 days after the event.
7. Fundraising events should not conflict with the mission of Wellspring Niagara (if unclear, please contact Wellspring Niagara to discuss).
8. You must provide all staffing and volunteers for your event and also employ your own mailing / contact list(s) for your fundraising event. Wellspring Niagara cannot share its donor's lists or information.
9. You must obtain and pay for any necessary permits, licenses and insurance for the fundraising event.
10. Notify Wellspring Niagara if the fundraising event is cancelled prior to the planned event day.
11. Wellspring Niagara reserves at any time the right to withdraw the use of its name and / or logo.

## Privacy Statement

We respect your privacy. Wellspring Niagara collects your personal information in order to process your request to organize a fundraising event for Wellspring Niagara and will not use such information for any purpose other than that stated.

**I have read and agree to follow Wellspring Niagara's Third Party Event Proposal Guidelines.**

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_ Date: \_\_\_\_\_  
(Organizer)

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_ Date: \_\_\_\_\_  
(Wellspring Niagara)

Thank you for submitting your completed Third Party Event Proposal Form. It will be reviewed upon receipt and you will be contacted by Wellspring Niagara within five business days. Please forward this completed and signed form to:

Phil Gourlay  
Special Events & Fundraising Coordinator  
Wellspring Niagara  
3-3250 Schmon Parkway, Thorold, ON L2V 4Y6  
905-684-7619 or 1-888-707-1277  
phil@wellspringniagara.ca