

## Host a Fundraising Event and Show HIM Some Love!

If you're hosting an event in the community, you can show HIM some love by donating partial proceeds in support of the many programs and services that HIM provides to strengthen GBT2Q health and wellbeing.

### **Third-Party Fundraiser Event Guidelines:**

The Canada Revenue Agency (CRA) recognizes a variety of ways to fund raise for charitable organizations. For the benefit of the Health Initiative for Men (HIM) and for organizers of both private and community events, HIM has formulated policy guidelines to assist in planning 3<sup>rd</sup> party events that support the Society.

### ***What Is a Third-Party Fundraising Event?***

Third-party events are fundraisers that benefit the Health Initiative for Men (HIM) and are planned and produced by an individual or an organization in the community.

This can be an event planned specifically to raise funds for HIM, or an event an existing event in which the hosts or group decide that all/part of the proceeds will be donated to HIM.

### ***Types of Third-Party Events:***

There are two main types of third-party events to consider:

- Independent/Individual: A fundraising event where net proceeds benefit HIM and is organized and executed by an individual or a group of independent community members who are not affiliated with HIM or another organization.
- Affiliated: The fundraising event is organized under the umbrella of an established group, a business, an agency, or a community organization to raise funds for HIM.

### ***Third-Party Event Criteria***

Before engaging with a third-party event, HIM evaluates each even proposal to ensure that the event:

- a) proposed through the [proper channels](#);
- b) is consistent with the HIM's [vision, mission and values](#);
- c) maintains a positive presentation and gives HIM positive exposure and increased community awareness;
- d) provides a financial net gain to HIM operations or programs;
- e) provides positive branding /public relations exposure;
- f) takes into account the staff and volunteer resource requirements and capacity.

As such, the Health Initiative for Men - HIM reserves the right to:

- refuse involvement, and the use of its name and logo, in any event that does not meet with its evaluation criteria;
- relinquish support of any third-party event that does not abide by the policies, criteria, and guidelines set out here, without any liability or obligation.

HIM does not permit the following types of fundraising in a third-party context:

- Programs that raise money on commission.
- Events that encourage /involve behaviour that is counter to HIM's mission and/or program activities.
- Events involving the promotion or support of a political party or candidate, or those that appear to endorse a political activity.
- Direct solicitation (including, but not limited to, door-to-door canvassing, telemarketing or broad-based internet broadcasting).

Other sponsors:

- The event organizer must provide a list of sponsors who it has also asked for support, including a description of their donation and/or sponsorship.
- HIM will have the final approval of the solicitation of all sponsors.
- HIM will not solicit sponsors on behalf of third-party event organizer(s), nor will it provide contacts for potential sponsorships.

### ***HIM Support to Third-Party Events:***

Support from HIM may include:

- Processing tax receipts.
- HIM promotions material (e.g. logo, brochures, donation boxes, etc.)
- Sending press releases to local media.
- Event day volunteer support.
- Online fundraiser page (target for online donations).
- Event information on the HIM website (e.g. Calendar of Events).

### ***Tax Receipts:***

For qualified gifts of \$20 or more made outside of the on-line donation system (CanadaHelps), HIM will provide receipts for income tax purposes.

A tax receipt is given to people who make a personal donation to HIM that is paid directly to the Health Initiative for Men Society (e.g.: writing their cheques out to "HIM") and without personal return.

HIM reserves the right to issue or not issue any receipts at its sole discretion, in accordance to Canadian Revenue Agency rules and regulations.

HIM adheres to all relevant privacy laws. Donor information provided to HIM is shared within the context of these laws.

HIM requires the following information to process a tax receipt:

- Donor's Name
- Donor's Address (including postal code)
- Donor's Telephone Number
- Amount of Donation

HIM can provide the event organizer with a generic template for this purpose.

HIM cannot process tax receipts until the event organizer remits the funds.

HIM requires 2-4 weeks for processing receipts after the donation has been received at its office.

HIM does not issue tax receipts for Gifts-In-Kind to 3rd party events, which includes (but is not limited to) gifts of supplies, equipment, books, artwork, professional /personal services from an individual, a gift by a company for its principal product or service, and donations of used clothes or furniture.

### ***Volunteers***

The third-party event organizer(s) will provide all staffing and recruitment of volunteers for an approved event, for which HIM may provide a letter to volunteers recognizing them for their volunteer hours.

If the event organizers require volunteer support on event day, they may contact HIM's Volunteer Program Coordinator at least three weeks prior to the event.

The Volunteer Program Coordinator will attempt to fulfill requests for volunteers subject to availability.

All 3rd party fundraisers must comply with HIM Volunteer Guidelines.

### ***Third-Party Event Application***

The Health Initiative for Men Society requires three weeks' notice to process and consider any third-party event. Third-party event proposals are submitted through our [online application form](#).

### ***Legal Gaming:***

Third-party events involving licenses and fees must conform to government regulations; (federal, provincial and municipal) including requirements by the licensing body on the distribution and use of funds.

It is the sole responsibility of the third-party event organizer(s) to fill out and submit all such applications and a minimum of five business days must be given to the HIM to review such licenses.

Third party event organizer(s) will pay the fees for all gaming licenses and are responsible for filing all post event forms/reports.

### ***Event Administration:***

Only the final net proceeds of donation will be processed by HIM.

Under no circumstances will third-party revenues and expenses flow through the HIM.

HIM will not underwrite any third-party event, and the HIM Society insurance will not cover any 3rd party events.

***Third-Party Event Organizer(s) Will:***

- Keep a record of revenues and expenses for submission to HIM if requested.
- Provide periodic status reports to HIM on an agreed-upon basis.
- Provide reasonable notice of any third-party event cancellation.
- Will inform HIM if the third-party event is to benefit any other charity partners.
- Will be responsible for any financial losses or unsettled accounts.

***Third-Party Event Organizer(s) Will Not:***

- Name HIM or the Health Initiative for Men Society in any contracts without HIM Society's written consent.

Nor will HIM sign any contracts on behalf of third-party event organizer(s).