

Third Party Fundraising/Awareness Event Agreement

Thank you for supporting the Canadian Mental Health Association, Lambton Kent branch. We want your fundraising/awareness activity to be successful and we will do what we can to make that happen, including:

- Offer advice on event planning;
- Provide resources such as the Canadian Mental Health Association Lambton Kent (CMHA LK) logo, brochures, speakers, etc.;
- Provide a letter of authorization to validate the authenticity of the event or promotion as a fundraiser for CMHA LK;
- Assist you in designating your contribution to a specific area of CMHA LK; and,
- Provide charitable tax receipts to donors who make a minimum \$20.00 tax-deductible donation through CMHA LK. Please record donations on a CMHA LK donation form.

Guidelines:

- Please submit a Third Party Fundraising/Awareness event application no less than two weeks prior to the proposed fundraising activity. Approval will be granted on a per event/promotion basis. Applicants must reapply annually for approval. We review the application to make sure that the fundraising activity complements the mission of CMHA LK and enhances the current, positive image of CMHA LK.
- CMHA LK is responsible for all fundraising and/or awareness raising events for CMHA LK. CMHA LK's name and logo are registered trademarks and permission must be given by CMHA LK to use the name and logo in conjunction with your event or promotion. Once approved and if appropriate, CMHA LK will provide a copy of the logo via e-mail. CMHA LK must approve all advertising, marketing, and/or publicity that is intended for an external or public audience prior to distribution. Copies of your external public promotional materials should be submitted to akirkland@cmhalambtonkent.ca. CMHA LK reserves the right to withdraw the use of its name at any time.
- The event or promotion name must be followed by "In support of", or "Proceeds to" followed by the CMHA LK logo. For example, it is recommended that the title or name of the event should appear as "Golf tournament in support of Canadian Mental Health Association Lambton Kent". The event name "Canadian Mental Health Association Golf Tournament" cannot be used. Use of CMHA Lambton Kent's "Proud Supporter" logo is permitted for Third Party Fundraising events. Publicity may not imply that the event is sponsored or co-sponsored by CMHA LK or that CMHA LK is involved as anything but as the beneficiary.
- CMHA LK does not permit the following types of fundraising in a third party context:
 - Programs that raise money on commission
 - Events that encourage/involve behavior that is counter to the CMHA LK mission and/or programmatic activities
 - Events involving the promotion or support of a political party or candidate, or those which appear to endorse a political activity
 - Direct solicitation (including, but not limited to, door to door canvassing, telemarketing or internet)



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- The public should be informed how CMHA LK will benefit from the event or promotion. If CMHA LK will not receive all of the proceeds, then the exact percentage that benefits CMHA LK must be stated clearly on all related publicity. CMHA LK must be notified if another organization will benefit from this event. For example:
 - ***“All proceeds go to the Canadian Mental Health Association Lambton Kent” OR***
 - ***“All proceeds go to The Preventative Education Program of the Canadian Mental Health Association Lambton Kent”***
 - ***“A portion (for example 50%) of the ticket price will be donated to the Canadian Mental Health Association Lambton Kent” OR***
 - ***“A portion (for example 50%) of the ticket price will be donated to “The Preventative Education Program of the Canadian Mental Health Association Lambton Kent.”***

- CMHA LK is not financially liable for the promotion and/or staging of third party fundraisers. The volunteer event organizer will obtain all permits and insurance. The volunteer event organizer agrees to handle all monetary transactions and present the proceeds to CMHA LK within 30 days of the event. Under no circumstances will third party revenues and expenses flow through CMHA LK.

- CMHA LK is committed to protecting the privacy of personal information about its volunteers, donors and other supporters. During the course of running your event, personal information (such as addresses and phone numbers) from donors may be acquired. This information is to be kept confidential at all times, and only given to a CMHA LK staff person and will not use acquired personal information for any purposes other than those related to the event unless prior consent has been obtained.

- Charitable donation receipts will only be issued in accordance with the Canada Revenue Agency guidelines. The final decision to issue official donation receipts rests with CMHA LK. Not all funds raised qualify for tax receipts. Please clarify details of your event and the receipts you would like to offer with CMHA LK prior to your event.

- CMHA LK and all related entities are not liable for any injuries sustained by event volunteers or participants related to an event benefiting CMHA LK, and cannot assume any type of liability for your event. The organizer of the fundraiser or promotion event that is the subject of this agreement shall indemnify and hold harmless CMHA LK, its officers, directors, and employees, from and against any and all claims, liabilities, costs, fines and expenses (including reasonable legal fees) arising out of any claims or suits, or threats of suits, which may be brought against CMHA LK for any reason related to the third party fundraising event. The organizer’s obligations hereunder shall survive the termination of this agreement.



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Donation Receipting

Financial donation

CMHA LK will issue donation receipts for income tax purposes for any cash, cheque donation of \$20 or more. If an individual has made a donation, the receipt will be issued in the name of that individual at their home address. If a corporation has made the donation, and if a tax receipt is requested, the receipt will be issued in the company name at their corporate address. An individual or corporation cannot receive a donation receipt for money that was not donated by them (i.e. an individual cannot be designated to receive the donation receipt for monies they raised, only monies they donated themselves).

Tax receipts cannot be provided if the donor received a benefit in return for the donation, eg. an opportunity to win a prize, purchase a product, or a benefit included in the price of admission such as dinner or golf. In the latter example, receipts could be provided for any amount that is over and above the fair market value of the benefits received assuming the value of the benefits does not exceed 80% of the price of admission.

Any individual or business donors requiring tax receipts should have their donor details and donation amount included on a CMHA LK donation form.

Monthly donations, whether made directly with CMHA LK, or made through payroll deductions will be receipted annually.

In Kind Donations (i.e. prizes, product)

A tax receipt can be issued for donations of in-kind equal to the fair market value of the property donated. To process in kind donations, CMHA LK needs a written invoice or other supporting documents that could ascertain the Fair Market Value of the in kind donation. Gift certificates and services are not eligible for tax receipts.

Sponsors

Corporations or businesses that agree to sponsor an event will receive an invoice or Thank You letter from CMHA LK enabling them to claim back the full amount of their sponsorship as a marketing expense.

*Questions or concerns, please contact: Angela Kirkland, Fund and Communications Development
Coordinator at 519-337-5411 ext. 3230 or akirkland@cmhalambtonkent.ca*