

# Third Party Fundraising Toolkit



Food Drive



Silent Auction



Fundraising Gala





## About Third Party Fundraising

### Who:

Third party fundraising events are planned and organized by groups and individuals in the community who are passionate about supporting Deltassist.

### What:

Your options are endless for fundraising events. We have had sponsors put on a "Beer to Bacon" run, a shred-a-thon, an Empty Bowls Event, food drives, bake sales...whatever you can think of!

### When:

Third party fundraising offers you the flexibility of planning an event anytime throughout the year.

### Where:

You choose the most appropriate venue for your fundraising event. We would be happy to supply you with a letter of endorsement, if required.

### Why:

Because you share the same values as we do for caring for your community. You want to give back and help those in need. You want to make a meaningful difference in someone's life. Any funds you raise can either be designated to a specific program or support our most urgent needs.

## How Deltassist Can Help You

- Provide support via phone or email.
- Provide Deltassist's "in support of" logo.
- Post your event on our online calendar and on our Facebook page.
- Advertise your event on our community email.
- Provide an endorsement letter for soliciting prizes, sponsors, or licenses.
- Provide tax receipts for eligible donations.
- Upon request, a Board or staff member may be able to attend your event, depending on availability.

## What We Cannot Do

- Guarantee advertising for your event.
- Guarantee staff or board attendance at your event.
- Provide you with access to our donor list.
- Reimburse you for any fundraising/event related expenses.
- Provide insurance coverage for your event.





## Third Party Fundraising Policy

Third Party events are required to:

- Be consistent with the mission and values of Deltassist.
- Provide positive exposure and increased public awareness for Deltassist.
- Benefit Deltassist's operations and programs.

Deltassist reserves the right to:

- Refuse involvement, and the use of its name and logo, to any event that does not have our expressed approval.
- Relinquish support of any third-party event that does not abide by the policies, criteria, and guidelines set out in this agreement without any liability or obligation.

## Planning for your Event

- **Create a plan.** Think about what the event will look like, where it will be held, when it will take place, and how you will raise money.
- Complete and submit the Deltassist **Third Party Event Form** and email it to: [inquiry@deltassist.com](mailto:inquiry@deltassist.com).
- **Recruit friends**, family, or colleagues to help plan the event. You could also start a planning committee.
- **Create a timeline** to ensure your event is well organized and begin to assign tasks.
- Prepare your **event budget**.
- Start **booking your event**. You will need to consider venue, food, décor, and audio needs.
- Determine if you need any permits, licenses, or special insurance. Be sure to allow time for them to be approved.
- **Promote your event**. You can use posters, radio, social media, and event listings. Make sure to run all media through Deltassist.
- Give yourself enough time to make sure everything can be done.
- Please speak to us about **tax receipts** in relation to your fundraiser prior to the event.
- **Say thank you!** Acknowledge everyone who participated in and supported your event.





## Choosing Your Event

Here are some suggestions for your third-party fundraiser:

- Food drive
- Bake sale
- Shred-a-thon
- BBQ
- Auction
- Raffle
- Pub Night
- Battle of the Bands
- Golf Tournament
- Gala
- Run/Walk
- Garage Sale
- Pancake Breakfast
- Talent Show
- Car Wash
- Craft Sales
- Bingo

## Promoting Your Event

- Recruit Participants.
- Recruit Volunteers.
- Create event specific material including posters and ads for printing and distribution.
- Promote your event via social media.
- Get the local media involved by submitting a press release.

## Event Day

- Have fun!
- Take photos (we would love for you to send us copies).
- Keep track of donor names and contact details for tax receipts.

## Post Event

- Update your social media with photos and your event total.
- Send thank you notes to your participants and donors, letting them know how they have helped.
- Send event photos to Deltassist so we can update our social media.
- Submit your event proceeds to Deltassist:

**Deltassist Family & Community Services**

9097 120th Street

Delta, BC V4C 6R7



# Guidelines for Third Party Fundraising

## 1. The Deltassist Brand

It is important for Deltassist to maintain brand integrity and consistency in dealing with the public. Deltassist asks Third Party Event organizers to follow these branding guidelines:

- Organizers must have approval for the event before any announcements or press is released.
- ALL publicity and promotional materials for the proposed event must be approved by Deltassist prior to being released.
- The official Deltassist logo should be used appropriately in conjunction with the event and may not be altered in any way.
- When using our name or logo it must include: "Proceeds from this event will be donated to Deltassist Family and Community Services."

## 2. Planning

- Third Party Organizers are responsible for the complete planning and execution of the event including set up, promotion, staffing, and liability.
- Organizers are responsible for paying for all the expenses related to the event.
- Organizers will handle all monetary transactions for the event and present the proceeds to Deltassist within 30 days of completion of the event.

## 3. Donations and Sponsorships

- Donations are eligible for a charitable tax receipt. As per Canada Revenue Agency guidelines, in the event that a service or product is received in return for the donation, the full amount of the donation may not be eligible for a charitable tax receipt. The value of the goods or service will be subtracted from the total amount of the donation for the tax receipt.
- Please provide a list of sponsors who have donated to or sponsored your event and include the value or description of the donation.
- If donations are collected by the Third Party, official charitable tax receipts can be issued to individuals that make donations without receiving any product or tangible item in return. The full name and address (including postal code) of the donors and the amount of donation must be provided to Deltassist, to help us prepare receipts. A blank donor form is attached at the end of this package for your use.



#### 4. Licenses and Insurance

- Organizers are responsible for obtaining and paying for appropriate licenses and insurance. i.e. raffle, 50/50, liquor permits, etc. It is the sole responsibility of the Third-Party Event Organizer to fill out and submit all such applications.
- By law, any Gaming requires a license. For information about Gaming laws in B.C., you can visit: [www.gaming.gov.bc.ca](http://www.gaming.gov.bc.ca).
- Deltassist insurance will not cover third party events. Please arrange for special event insurance coverage.
- Deltassist is not responsible for any damage or accidents to persons or property at the event.

#### 5. Staffing and Volunteers

- The Third-Party Organizer will provide all staffing and volunteers for the event.

#### 6. Photographs

- Deltassist reserves the right to display photos from individuals participating in third-party events on the Deltassist website, Facebook page, or on promotional materials. Please ensure that photo releases are completed.

## Recognition

To thank you for your fundraising efforts, Deltassist will:

- Acknowledge your event and donation on our website and through our social media channels.
- Provide recognition for you or your organization in our Annual General Report.
- Provide you and your donors with tax receipts for all donations over \$20.

## Third Party Fundraising Inquiries

Attention: **Lisa Pitman**  
Manager of Community, Senior Services & PQI  
9097 120<sup>th</sup> Street, Delta, BC V4C6R7  
[inquiry@deltassist.com](mailto:inquiry@deltassist.com)





## **Third Party Event Form**

### **Contact Information**

Name of Business of Individual: \_\_\_\_\_

Contact Person: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Cellular: \_\_\_\_\_

Email: \_\_\_\_\_

### **Event Information**

Event Date: \_\_\_\_\_ Event Time(s): \_\_\_\_\_

Event Name: \_\_\_\_\_

Event Location: \_\_\_\_\_

Brief Description of the Event: \_\_\_\_\_

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

Other charities involved: \_\_\_\_\_

Support you need from Deltassist (materials, Deltassist representative, etc): \_\_\_\_\_

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

Any other pertinent information or comments: \_\_\_\_\_

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

I have read and accept the Guidelines for Third Party Events detailed in this document.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### **Please return completed form to:**

**Attention: Lisa Pitman**

Manager of Community, Seniors Services & PQI

9097 120<sup>th</sup> Street, Delta, BC V4C6R7

**[inquiry@deltassist.com](mailto:inquiry@deltassist.com)**

