

## CPAWS Fundraising Guidelines for Supporters

The Canadian Parks and Wilderness Society (CPAWS) is Canada's leading voice in wilderness protection and we rely on our over 40,000 supporters and hundreds of volunteers to continue to make this possible. One way you can help support CPAWS is by planning or sponsoring an event/activity to help raise funds for CPAWS. This type of fundraising is known as **Third Party Fundraising**.

Third party fundraising can come in 1 of 2 forms:

1. Any event/activity hosted by a non-affiliated group or individual where all proceeds or a portion of proceeds go directly to CPAWS. CPAWS has little to no staff involvement and no fiduciary responsibilities.
2. CPAWS can attach itself onto an existing event. This means that an additional element is added to help raise funds for CPAWS. For example, donation jars are left beside the coffee pot, or people take part in an event and are asked to gain pledges for CPAWS.

Listed below are a set of guidelines for you to follow when taking on a third party fundraising initiative. Once you have read the following guidelines, please fill out an application form and return it to Vicki DiMillo at [vdimillo@cpaws.org](mailto:vdimillo@cpaws.org). If you have any further questions please contact Vicki DiMillo by email or at 613-569-7226.

Steps to becoming a third party fundraiser:

- Complete a CPAWS Third Party Fundraising application form and submit to [vdimillo@cpaws.org](mailto:vdimillo@cpaws.org). Allow for 7-10 days for CPAWS to review and respond to your application. CPAWS has the right to decline any application that does not fit within CPAWS' vision and/or values, if it conflicts with an already existing event, or if for any reason CPAWS does not deem it appropriate.
- Be sure to submit your application at least 30 days prior to your event.
- Please to include the following elements in your application:
  - Short description of the event
  - Date, time, location of the event
  - Estimated number of attendees
  - Estimated costs
  - Estimated funds to be raised
  - Expected sponsors
  - Your contact information

## Charitable Tax Receipt Implications

The charitable tax receipting policy is dependent on the type of fundraising initiative that is being undertaken, in order to comply with Canada Revenue Agency rules. Please see below for CPAWS' tax receipting policy. If the fundraising initiative does not apply to the following examples, please contact Vicki Dimillo at [vdimillo@cpaws.org](mailto:vdimillo@cpaws.org).

1. If you are undertaking an event where you are asking people to pledge, CPAWS requests that an online giving page be created. We recommend using [canadahelps.org](http://canadahelps.org). This will ensure that all donors are properly receipted.
2. Please be advised that CPAWS does not receipt individual donations of less than \$20.00.
3. If you choose to accept individual donations and the donor requests a charitable receipt, it is your responsibility to record the full contact information of each individual donor and submit this information to CPAWS in a timely manner. CPAWS will provide receipts based on the information you submit and the monies received. CPAWS is not accountable for any misinformation, incomplete information or incorrect tax receipting due to errors at your end.

## Event Ideas

- A lon- distance walk/run/paddle/hike/bike journey
- Used book sale
- Silent auction
- Yard sales
- Bake sale, arts and crafts sale
- Themed days where participants pay to participate (ex. casual office day)
- Loose change collection jars displayed at local retailers/school/office
- Host an event (a talent show, poetry night, movie night)
- House cleaning squad (clean houses for donations)
- Dance-a-thon, skate-a-thon, bowl-a-thon, hula hoop-a-thon...you get the idea
- Let your imagination go wild!

Thank you for thinking of CPAWS as you plan your upcoming event. Your contribution and initiative are extremely valued and deeply appreciated. Your help enables CPAWS to continue to dedicate our efforts to attaining the vision of keeping at least half of Canada's wilderness wild forever. Funds received help to support our program areas, staff and research. Thank you - we look forward to being in touch with you.

## CPAWS Third Party Fundraising Application Form

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

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

Description of the event: \_\_\_\_\_

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Date of Event: \_\_\_\_\_

Time: \_\_\_\_\_

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

### Expected Outcomes

Event Goal: \_\_\_\_\_

Estimated Attendance: \_\_\_\_\_

Estimated Event Costs: \_\_\_\_\_

Types of Expenses (printing, food, location):

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Estimated Funds to be raised: \_\_\_\_\_

Expected Sponsors:

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**CPAWS' Role**

Please describe the support you are expecting from CPAWS for your fundraising event (i.e. staff involvement, promotion such as press release, invitations, merchandise, etc.).

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**Event Organizer Contact information**

*Primary Contact*

Name: \_\_\_\_\_ Role/Title: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

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

Postal Code: \_\_\_\_\_ Province: \_\_\_\_\_

Phone (day): \_\_\_\_\_ Phone (evening): \_\_\_\_\_

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

*Secondary Contact*

Name: \_\_\_\_\_ Role/Title: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

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

Postal Code: \_\_\_\_\_ Province: \_\_\_\_\_

Phone (day): \_\_\_\_\_ Phone (evening): \_\_\_\_\_

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

## CPAWS Third Party Fundraising Terms and Conditions

- While CPAWS is able to provide guidance and support for your event/activity, it is not mandatory, nor is CPAWS responsible for any details related to your event including costs, volunteer recruitment, publicity, presence at the event and/or any other additional elements not listed.
- CPAWS' event involvement, including staff presence and promotional assistance, will be done at the discretion of CPAWS and will be based on resources available, as well as the location, date and time of the event.
- During the promotion of the event, you may not endorse any product, organization, individual, cause or service on behalf of CPAWS without the organization's direct consent.
- All promotional materials using CPAWS' name and/or logo must be approved by CPAWS prior to publication and/or distribution.
- CPAWS must approve all spokespeople who are speaking directly about the relationship between your activity and our organization.
- All materials should clearly state the % of funds that will be donated to CPAWS (for example if 5\$ from every ticket sold is to be donated to CPAWS, this must be indicated).
- All promotional materials must indicate that your event is "in support" of CPAWS and is not "hosted by" CPAWS or "an official" CPAWS event.
- CPAWS asks that you do not host any events that include gambling or lotteries prior to consulting with CPAWS.
- The third party is responsible for acquiring all necessary event licenses and permits for the event, such as liquor permits. CPAWS cannot be held accountable for any failure to meet the necessary requirements and/or for any fines incurred.
- You are responsible for keeping track of all expenses and costs. CPAWS is not accountable for any expenses and cannot be held accountable for any damages or losses incurred in conjunction with the fundraising initiative. CPAWS will incur no costs related to the event unless otherwise agreed to in writing.
- Under no circumstances will third party revenue or costs flow through CPAWS financials. CPAWS is to solely receive the final net proceeds from the event. CPAWS can request at any time a complete accounting for all funds raised and expenses at any time prior to and/or after the event.
- CPAWS accepts no legal responsibility and cannot be held liable for any risk, injury or other damages related to the fundraising initiative.
- All fundraising must follow Revenue Canada's rules and regulations ([www.cra.gc.ca/charities](http://www.cra.gc.ca/charities)).
- All funds raised are due within 30 days of the event.

**I have read and hereby agree to follow the terms and conditions outlined in the CPAWS Third Party Fundraising Terms and Conditions.**

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

Print First Name: \_\_\_\_\_

Print Last Name: \_\_\_\_\_

Role/Title: \_\_\_\_\_

Thank you for thinking about CPAWS and for completing the Third Party Fundraising Application Form. Please return your completed and signed application form to:

Vicki DiMillo, National Donor Relations Manager

[vdimillo@cpaws.org](mailto:vdimillo@cpaws.org)

Phone: (613) 569-7226

Toll-Free: 1-800-333-WILD (9453)

Fax: (613) 569-7098

**Mailing Address:**

C/O Fundraising

CPAWS National Office

600-100 Gloucester Street

Ottawa, ON K2P 0A4

\*Please allow 7-10 days for us to review your application.