

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 100,000 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.

Third Party fundraising is:

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 staff involvement and no fiduciary responsibilities.

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

- Complete an application form and submit to 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 with CPAWS' vision and/or values, and/or if it conflicts with an already existing event, and/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.

Contact information

Vicki Dimillo, vdimillo@cpaws.org

Mailing:

C/O Fundraising

Canadian Parks and Wilderness Society 100 Gloucester Street

Suite 600

Ottawa, Ontario

K2P 0A4

Telephone: 613-569-7226

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

Fax: 613-569-7098

Email: vdimillo@cpaws.org

Thank you for thinking of CPAWS Your contribution and initiative is 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 many

program areas, staff and research. Thank you and we look forward to being in contact with you. CPAWS would be pleased to provide ideas and advice related to events from our experience.

CPAWS Third Party Fundraising Application Form

Name: _____

Date: _____

Description of the event: _____

Expected Outcomes

Goal: _____

Estimated Costs: _____

Types of Expenses (printing, food, location): (how does this differ from the Goal? _____

Estimated Funds to be raised: _____

Expected Sponsors:

CPAWS' Role

Please describe the support you are requesting from CPAWS for your fundraising event (i.e. staff involvement, promotion, cause information, presentation, etc):

Event Organizer Contact information

Primary Contact

Name: _____ Role/Title: _____

Company/Organization: _____

Address: _____ City: _____

Postal Code: _____ Province: _____

Phone (day): _____ Phone (evening): _____

Fax: _____ Email: _____

Terms and Conditions

- While CPAWS is able to provide guidance and advice 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, location, date and time.
- 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 spokespersons speaking publicly 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" or "an official" CPAWS 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 the Revenue Canada rules and regulations (www.cra.gc.ca/charities).
- All funds raised are due within 30 days of the event.

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.

- 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. This will ensure that all donors are properly receipted.
- If you are accepting individual donations, please be advised that CPAWS does not receipt individual donations of less than \$20.00.
- 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 moneys received. CPAWS is not accountable for any misinformation, incomplete information or incorrect tax receipting due to errors at your end.

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 Fundraising Event Application Form.