

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 200,000 supporters and hundreds of volunteers to continue to make this possible. One way our supporters like you can help support CPAWS is by planning or sponsoring an event/activity to help raise funds for CPAWS.

Third Party fundraising is 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.

To ensure the success of the third-party fundraising event, listed below are a set of guidelines for you to follow when taking on a fundraising initiative for CPAWS.

1. Complete an application form and submit to Vicki DiMillo at vdimillo@cpaws.org at least 30 days prior to your event Allow for 7-10 days for CPAWS to review and respond to your application.

Contact information

Vicki Dimillo, vdimillo@cpaws.org
c/o 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

2. Review and sign the CPAWS Third Party Fundraising Terms and Conditions.

3. 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.

Thank you for thinking of CPAWS. 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 many program areas, staff and research. Thank you and we look forward to being in contact with you.

CPAWS Third Party Fundraising Application Form

Name: _____

Date: _____

Description of the event (including fundraising methods):

Example: Single Donations, Silent Auction, Live Auction, Raffle, Peer to Peer, Social Media Fundraiser or Online Fundraiser etc.

Expected Outcomes

Goal: _____

Estimated Costs: _____

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): _____

Email: _____

CPAWS Third Party Fundraising Terms and Conditions

Terms and Conditions

- While CPAWS can 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 spokespeople speaking publicly about the relationship between your activity and our organization.
- All materials should clearly state the amount or percentage 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.canada.ca/charities-giving and CPAWS charitable tax receipt policy as detailed below. All funds raised are due to CPAWS 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, to comply with Canada Revenue Agency rules. Please see below for CPAWS' tax receipting policy. 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.

- Please indicate how the funds will be received directly to CPAWS (via cash, e-transfer and/or cheque).
- Inform CPAWS if there is an expected matching gift component. (Provide Name and address of Matching Donor/Company).
- If you are accepting individual donations, please be advised that CPAWS does not receipt individual donations of less than \$20.00, unless specifically requested.
- 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 money 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:

Thank you for thinking of CPAWS and for completing the Fundraising Event Application Form.