



Dear Event Coordinator,

On behalf of the Board of Directors of the CANAAF, we thank you for your support of our fundraising efforts. CANAAF's mandate is to:

- provide structure and tools for community-based support groups
- promote and support current research toward treatment and cure
- increase awareness of the disease in the media and education systems
- network with complementary organizations in pursuit of common goals
- dialogue with health communities and government

The event you are organizing in support of CANAAF will help us fulfill our mandate and reach our commitment to people affected by alopecia areata.

Once your event is approved as a third party fundraiser for CANAAF, we can help make your event a success by promoting your event on our website, Facebook page, Instagram, and Twitter feed. We can also provide you with a 'Letter of Support' to help you receive contributions and prizes toward your fundraising initiatives. We can also provide you with CANAAF brochures, stickers and tattoos to hand out to your participants. We wish you the best as you plan your event.

Please note the following guidelines:

- The Request for Proposal must be completed and submitted to CANAAF for its review and approval
- All printing/advertising materials containing the CANAAF name or logo must be submitted for approval, prior to circulation
- All proceeds from events will be forwarded to the CANAAF indicating any monies raised within 60 days after the event, along with the completed account chart attached to these guidelines. Upon receipt, this form will close CANAAF's event file and will be available for Canada Revenue auditing purposes.

In using CANAAF's name and logo to promote your event, you are expected to follow the above noted guidelines and the CANAAF Fundraising Events Policy. In the event said documents are not

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followed, CANAAF assumes no connection or approval of a relationship between the event and its activities and will expect the event organizer to cease fundraising on CANAAF's behalf.

Every effort will be made wherever possible to encourage the success of your community event. However, it is the sole responsibility of the event organizer to secure sponsorships, distribute and sell tickets, advertise the event, staff the event with volunteers, and ensure the safe, responsible organization and clean-up of the event. CANAAF has a volunteer base which may be available to assist with your event. The Request for Event Proposal Form is designed to act as an organizational guide and provide the opportunity for planning which should help make your event a success.

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## **CANAAF FUNDRAISING EVENTS POLICY**

### **REGULATORY PRINCIPLES**

The role of the 3<sup>rd</sup> party fundraiser is to organize and execute an event or activity for the purpose of raising funds for CANAAF.

### **FRAMEWORK**

The role of CANAAF is to provide support and direction to the 3<sup>rd</sup> party fundraiser.

CANAAF welcomes and appreciates events organized by outside groups on its behalf. Such events must be consistent with the mission and vision of CANAAF and maintain a positive image for the organization.

#### **1) Use of Logo**

The CANAAF logo is a registered trademark and cannot be used without CANAAF's permission. All printing and advertising materials containing the CANAAF name or logo must be submitted to CANAAF for approval by CANAAF's Board of Director

#### **2) Tax Receipts**

CANAAF will issue receipts to community event participants who make a charitable donation to CANAAF in an amount of \$15.00 or more. Receipts will be issued to donors for which there is confirmation of the amount of donation received by CANAAF with accompanying contact information for the donor. To receive a receipt, the donation must be given without a benefit in return (ie it is not attached to a ticket price or golf fee).

CANAAF can only issue tax receipts for monies received as donation. For example, CANAAF must receive \$15.00 in order to issue a tax receipt to a donor in the amount of \$15.00. Issuing tax receipts to participants for such events will be at the discretion of CANAAF.

The 3<sup>rd</sup> party fundraiser may wish to use a form for donors to complete indicating the amount of donation and the contact information of the donor in order to facilitate the issuing of tax receipts. CA



### **3) Expenses**

CANAAF will not incur any costs of the event. Event organizers are expected to manage both the revenue and expenses and submit net proceeds to CANAAF. CANAAF ensures that our cost of fundraising is well within the guidelines set by the Canada Revenue Agency. It is our expectation that 3<sup>rd</sup> party fundraiser work toward these same standards by raising funds with expected revenue of 3:1. (trying to ensure that a minimum of three times the expenses are returned in revenue from the event). All money, records and requests for receipts for income tax purposes must be turned over to the Foundation within **60** days following the event.

### **4) Approval of Promo Material**

Third party fundraiser must submit promotional material to CANAAF for review to ensure that the messaging is consistent with CANAAF's goals and objectives.

### **5) Sponsors and Gift in Kinds donated to your Event**

Sponsorships and gift in kind donations can be used to help you raise money for your event planning. CANAAF does not provide a charitable receipt to these donors. We will provide a letter of support, which outlines the deductible process at tax time to donors such as these.

### **6) Other**

Community events will be independently organized. Members of the Board of Directors of CANAAF may be available to participate in community events when invited, however organizers must not rely and expect others to participate or help organize.

**Please note:** if your event donates a 'portion of proceeds' to CANAAF, the letter of support must clearly indicate so for record keeping purposes and it must be clearly indicated on all marketing and promotional materials.



## OUR ROLE

*How CANAAF can work for you:*

- Offer advice and expertise on event planning
- May have volunteer representation at your event or cheque presentation if available
- Advertise the event on CANAAF's website, Facebook page, Instagram, and Twitter feed
- Provide your event with CANAAF brochures, stickers and tattoos
- Acknowledge direct contributions to CANAAF by generating tax receipts for donations over \$15 with contact information provided
- Provide assistance with wording for marketing materials
- Provide a media list for press releases and advertising

*What our Foundation is unable to do for you:*

- Offer funding or reimbursement for expenses
- Share mailing list of donors
- Promote your event anywhere besides our website, Facebook, Instagram, and Twitter feed
- Guarantee volunteer attendance at your event
- Provide tax receipts to Sponsors, Suppliers or Gift In Kind donors
- Provide a tax receipt to a donor without, at minimum, the exact monetary donation
- Amount received by CANAAF and contact information for the donor.

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Any fundraising activity that is organized by a group, organization or individual is a community event/activity. CANAAF welcomes events organized by outside groups on its behalf. CANAAF does not manage the event, or its revenue or expenses and is not liable or accountable for actions undertaken by the event organizing group.

### ACCOUNT CHART

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

A		
Credit Cards	# of credit cards	Amount
		\$

B		
Cheques	# of Cheques	Amount
		\$



C	Bills				Coins			
Currency	# of each			Amount (\$)	# of each			Amount (\$)
		x	\$5			x	\$0.01	
		x	\$10			x	\$0.05	
		x	\$20			x	\$0.10	
		x	\$50			x	\$0.25	
		x	\$100			x	\$1.00	
						x	\$2.00	
	Bill Subtotal			\$	Coin Subtotal			\$
<b>Grand Total</b>								

Please add the totals from the following sections	
A - Credit Card Total	\$
B - Cheque Total	\$
C - Cash/Coin Total	\$
Grand Total	\$

REQUEST FOR PROPOSAL – FUNDRAISING EVENT

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The Canadian Alopecia Areata Foundation (CANAAF) truly appreciates your interest and efforts in assisting those affected by Alopecia Areata. Our strength lies within our predictability for an unpredictable disease, and collectively we will all make a difference.

The CANAAF Board of Directors requires details of your proposed fundraising event in order to properly allocate the appropriate resources and educational material.

Please fill in as much detail as possible as this will give the Board the ability to accurately assess your application and provide you with the best possible assistance.

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Name of Applicant:

Organization (if applicable):

Address:

Contact numbers (e-mail, cell phone):

Fundraising Event Sponsor (if applicable):

Name of your event:

Date and Time:

Location:

Number of participants anticipated:

Number of volunteers required:

Are permits required:                      Have you applied for a permit?

Do you have any security concerns?

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Do you have liability insurance?

Describe the resource material you require from CANAAF (brochures, banner):

Describe the physical material you require from CANAAF (tables, coffee maker):

Do you require personnel assistance?

Please indicate your event concept, thoughts, ideas and any other information (i.e. how this event will impact those affected with alopecia):

On behalf of CANAAF, we thank you for your interest, time and enthusiasm!

Please note, a charitable tax receipt will be issued for donations of \$15 or more. Please ensure you have correct names, addresses and contact information for those wanting a receipt.

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WAIVER

I am organizing a fundraising event, from which a portion of the proceeds will be donated to the Canadian Alopecia Areata Foundation (“CANAAF”). I accept any and all the risks relating to the activities and events associated with this fundraiser and CANAAF shall not assume any responsibility or liability arising from the acts or the failure act by other participants and shall not be liable as a consequence thereof. I indemnify CANAAF for any claims brought against CANAAF with respect to this fundraiser including legal costs, damages or any sums of money owing to any claimant arising from any claim arising from the fundraiser event.

As evidence by my signature below, I hereby release The Canadian Alopecia Areata Foundation, the donors and all of The Canadian Alopecia Areata Foundation agents, officers, directors, volunteers, servants and employees, from any liability in connection with the execution and fulfillment of the fundraising event I am hosting.

I further agree that The Canadian Alopecia Areata Foundation shall remain free from any liability and the liability of The Canadian Alopecia Areata Foundation shall in no manner be affected by its participation and assistance in making arrangements for and participation in the execution of the fundraising event.

I acknowledge that CANAAF’s logo is a registered trademark and I agree and confirm that I will only use the CANAAF logo to promote the fundraising event and will use the logo, which includes the picture, words and colours, as provided by CANAAF. I agree that I will not alter or change the CANAAF logo.

I UNDERSTAND AND AGREE WITH WHAT I HAVE READ

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Witness  
Print Name