



## THIRD-PARTY FUNDRAISING PACKAGE

Thank you for your interest in fundraising for the Canadian Alopecia Areata Foundation (CANAAF). Your contribution is extremely valuable to both the organization and the Canadian alopecia community. Every effort will be made wherever possible to encourage the success of your Third-Party Fundraiser. We will be available to provide you (the host) with direct support and guidance as needed.

Your fundraising efforts help us to reach more Canadians with alopecia areata and support our mission to:

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

### How We Help

- We can provide fundraising ideas and guidance in creating your fundraising plan.
- We can help you set up an online donation page for your event.
- We can help promote your event on our online channels (website, newsletter, social media).
- We can provide educational brochures and other CANAAF items such as bracelets, & t-shirts.
- We can help you with wording of any promotional material.
- We can approve use of the CANAAF logo.
- We can give you donor record sheets to help you keep track of donations.
- We can issue charitable tax receipts for eligible donations.

## THIRD-PARTY FUNDRAISING GUIDELINES

Please read the guidelines and procedures below carefully before submitting your application to [info@canaaf.org](mailto:info@canaaf.org) or mailing it to 227 Burton Grove, King City, ON L7B 1C7. If you have any questions, please contact us. All applications must be approved prior to the event being held.

### Regulatory Principles

1. All Third-Party Fundraising Event proposals must be submitted a minimum of three (3) weeks prior to the event start date. The event proposal must be approved by CANAAF and the Third-Party Fundraising Agreement must be signed by both parties before the fundraiser commences.
2. All Third-Party Fundraising Events must be consistent with CANAAF's mission and values.
3. All Third-Party Fundraising Events must abide by CANAAF policies and comply with government laws and regulations. This includes any laws and restrictions in effect due to COVID-19 at the time of the event.
4. The Third-Party must clearly state in all promotional material that the event is being carried out by a Third-Party and that the net proceeds of the event will be donated to the Canadian Alopecia Areata Foundation.

### Right to Refusal

The Canadian Alopecia Areata Foundation reserves the right to refuse association with the Third-Party Fundraising Event if not approved by the CANAAF Board of Directors. CANAAF has the right to withdraw support of Third-Party Fundraising Events that do not comply with the policies outlined. In using CANAAF's name and logo to promote your event, you are expected to follow the CANAAF Third-Party Fundraising Policy. In the case said documents are not 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.

### Use of Logo

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

of Director. CANAAF reserves the right to refuse the Third-Party Fundraising Event use of the CANAAF name and logo or withdraw support of any event that does not comply with CANAAF's Third-Party Fundraising policies.

### **Promotional Materials**

The Third-Party must submit promotional material containing the CANAAF name or logo to CANAAF for review to ensure that the messaging is consistent with the organization's mission and values. The creation and selling of CANAAF-branded products or merchandise by the Third-Party is prohibited. 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.

### **Tax Receipts**

CANAAF will issue receipts to Third-Party Fundraising donors 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 (e.g. it is not attached to a ticket price or event fee). The Third-Party Fundraising Host should use the Donation Record Form provided by CANAAF to indicate the amount of donation and the contact information of the donor in order to facilitate the issuing of tax receipts.

### **Expenses**

CANAAF will not incur any costs of the Third-Party Fundraising Event. The event organizers are expected to manage both the revenue and expenses and submit net proceeds to CANAAF. The Third-Party Fundraising Host agrees to deliver all money, records and requests for receipts for income tax purposes to CANAAF within sixty (60) days following the event.

### **Sponsorships**

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. All sponsors must be approved by CANAAF prior to the fundraising event. CANAAF reserves the right to refuse a sponsor for the Third-Party Fundraising Event.

### **Event Hosting**

It is the sole responsibility of the event organizer to secure sponsorships, distribute and

sell tickets, 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 event host is responsible for the safety of attendees and volunteers of the Third-Party Fundraising Event and will be required to sign the waiver (below) in understanding of this.

**Liability**

CANAAF is not liable or accountable for actions undertaken by the event organizing group. The Third-Party Fundraising Host is responsible for the safety of attendees, volunteers, and employees of the event. In using CANAAF's name and logo to promote your event, you are expected to follow the CANAAF Third-Party Fundraising Policy. In the case said documents are not 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.

# THIRD-PARTY FUNDRAISING APPLICATION

## I. Organizer Information

Name of Organizer: \_\_\_\_\_

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

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

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

**Why have you chosen to fundraise for CANAAF?**

## II. Event Information

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

Event Date: \_\_\_\_\_ Event Time: \_\_\_\_\_

Event Location (name & address): \_\_\_\_\_

Number of Attendees Expected: \_\_\_\_\_

Will this be a recurring event?	Yes	No
Have you hosted this event before?	Yes	No

**Event Description:**

**III. Event Promotion**

**How will you promote the event?**  
e.g. social media, email, mail invites, website etc.

Do we have permission to promote your event on our online channels?      Yes      No

Will you require resource materials from CANAAF? (Brochures, bracelets, stickers etc.)?  
Yes      No

Do you require any CANAAF materials in French?	Yes	No
Will you create your own promotional material for this event? (Use of the CANAAF logo for this purpose must be approved)	Yes	No

**IV. Financial Information**

Fundraising Goal (amount): \_\_\_\_\_

**How will you raise money?**  
e.g. ticket sales, raffles, etc.

**Will you be looking for event sponsors?**  
If yes, please tell us who. Event sponsors must be approved by CANAAF.

## CANAAF THIRD-PARTY FUNDRAISING AGREEMENT

Please review and sign this form and return it with the Third-Party Fundraising Application to [info@canaaf.org](mailto:info@canaaf.org) or by mail to 227 Burton Grove, King City, ON L7B 1C7. Completion of this form does not guarantee approval.

By signing this document, I acknowledge receipt of the Canadian Alopecia Areata Foundation (“CANAAF”) Policies and Procedures for Third Party Fundraisers and agree to comply with all provisions in organizing and holding our fundraising event. I also agree with the collection of any and all information CANAAF deems necessary to evaluate the event. I further attest that all information provided on this form is correct and accurately describes the proposed event.

I am organizing a fundraising event, from which the proceeds will be donated to the CANAAF I accept any and all 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 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 CANAAF shall remain free from any liability and the liability of CANAAF 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 HAVE READ, UNDERSTAND, AND AGREE TO THE TERMS OF THIS THIRD-PARTY FUNDRAISING AGREEMENT.

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

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

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