



IMAGINE WHO THEY WILL  
BECOME BECAUSE OF YOU...

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# A Guide to Third Party and Partnered Events in support of



**Big Brothers Big Sisters**  
of Centre Wellington

# Plan a special event in support of Big Brothers Big Sisters of Centre Wellington...

From garage sales to golf tournaments, paint nights to barbeques, fundraising events both large and small have been held on behalf of Big Brothers Big Sisters of Centre Wellington. We thank you for your interest in planning an event or program to benefit the children and youth in CW! This kit has been designed to provide information to assist you in the planning of your event. If you have any questions after reviewing this material, please do not hesitate to contact our office.



## Planning an event:

We understand and appreciate the time and effort it takes to plan an event. We would like to help make yours a successful one. Once your event has been approved, Big Brothers Big Sisters of Centre Wellington can help you in the following ways:

- provide you with event planning advice and expertise;
- issue tax receipts if applicable and only if approved prior to your event;
- a BBBSCW staff member or volunteer will be available for a cheque presentation either at your event or a later date;
- event listed on BBBSCW website;
- approval to use the BBBSCW logo;
- a letter of endorsement validating the event for sponsorship and donation purposes;
- lots of templates, resources and ideas to help you plan!

Imagine who they will become because of you! Your efforts will allow more children who need support and guidance to be a part of our mentoring programs. Mentoring is linked to improved academic, social and economic benefits. It helps further education, accelerate engagement, promote healthy lifestyles and ultimately break the cycle of poverty, violence and drug use. Mentoring reduces risky behaviours such as bullying and drug and alcohol use and significantly increases mental health, civic engagement, and academic achievement.



## Big Brothers Big Sisters of Centre Wellington does not provide the following:

- funding or reimbursement for your expenses;
- mailing or email listings;
- prizes, auction items and awards;
- guaranteed staff or volunteers at your event

## Big Brothers Big Sisters of Centre Wellington MISSION:

We are committed to enhancing the confidence, self-esteem, and social well-being of children through supportive friendships with caring adults.

## Permission

The Big Brothers Big Sisters of Centre Wellington has a fiduciary responsibility to ensure that the Big Brothers Big Sisters of Centre Wellington name is being used properly, that funds are being handled and accounted for in a responsible manner, and that fundraising is being conducted in a manner that is consistent with our mission and public image.

- All fundraising events require written permission from Big Brothers Big Sisters of Centre Wellington in advance. Do not make public announcements or promote the event until you have received written approval of your event proposal.
- Fundraising events must comply with all relevant provincial and federal laws.

## Event Timing

It is the policy of Big Brothers Big Sisters of Centre Wellington to maintain a list of all events and other fundraising efforts benefiting the organization. This includes all agency activities of Big Brothers Big Sisters of Centre Wellington and events sponsored at-large by others in the community.

It is the responsibility of the event coordinator to approve the fundraising date with Big Brothers Big Sisters of Centre Wellington to ensure no conflict exists between events. There must be sufficient time between events to maximize support, enthusiasm and attendance for your event.



## Event Language

Any promotional materials must expressly state that your event is raising funds to benefit with Big Brothers Big Sisters of Centre Wellington. Any promotional materials must properly characterize the use for which the donation will be made.

### For example,

- \$600 provides healthy snacks for Group for a year.
- \$900 provides activity bins for ISM activities in all local school.
- \$1000 runs six Go Girl! Or Game On! Programs
- \$1250 funds a full week of Camp URU
- \$1800 funds 1 child for 1 year in a One to One match

## Financial Guidelines

Event expenses must be less than fifty percent (50%) of the total amount raised, excluding in-kind donations. If event expenses are greater than the total collected, the group conducting the event is responsible for payment of these additional expenses. Within 30 days after the last day of the event, please arrange for the presentation of a cheque made payable Big Brothers Big Sisters of Centre Wellington.

**Budget:** Establish an attainable objective, a useful rule of thumb: be conservative when estimating revenue. Before moving forward with the organization of an event it is important to outline what your costs will be. This will help you monitor your expenses.

**Remember: the lower your costs, the greater your contribution will be.**

## Event Promotion & Logo Use

Big Brothers Big Sisters of Centre Wellington must review all promotional materials (including without limitation press releases, public service announcements, scripts, posters, brochures) before they are used. We encourage you to promote your event through local media and posters or flyers. The logos of Big Brothers Big Sisters cannot be reproduced without permission.

# Third Party Events Planning Guide

## Sponsorship

Big Brothers Big Sisters of Centre Wellington cannot solicit sponsors for your fundraising event and will not provide any donor or patient family contact information. Printed materials and other information should state, "Proceeds will benefit Big Brothers Big Sisters of Centre Wellington."

## In-Kind Sponsorship

- In-kind sponsorship is defined as a donation of a product or service such as food, beverage, printing, or silent auction items.
- Big Brothers Big Sisters of Centre Wellington will not solicit in-kind sponsors for your fundraising event.
- In-kind sponsors should be acknowledged at the event or in follow-up.
- The value of in-kind donations from sponsors should not be included in your total event revenue.
- In order to issue tax receipts to donors in a timely and accurate manner, we require a type written list of information.

*\*Please review the SUMMARY OF TAX RECEIPTS RULES\**

## Helpful Tips

- Begin with who you know. Begin by asking your employer and then ask family and friends if they would be comfortable approaching their employers.
- If you have a close working relationship with a company, ask if they would be willing to approach their business contacts and suppliers on your behalf.
- When you are asking for a donation for your event, whether for cash or a gift in kind, please remember that there are many other community groups organizing events that they may have given to. Don't take a "no" personally, keep going and you will get a positive response.



## Summary of Tax Receipt Rules

Big Brothers Big Sisters of Centre Wellington issues tax receipts in accordance with the Canada Revenue Agency (CRA) rules and regulations. It is imperative that we abide by these rules to protect our charitable status. We would be happy to provide tax receipts but you must register your event and be approved for tax receipts prior to your event. To be eligible for a tax receipt, you must demonstrate a voluntary gift of cash or property without any benefit or gain. Big Brothers Big Sisters of Centre Wellington will issue tax receipts where applicable for amounts of \$20 or greater.

To ensure proper documentation, we require the following rules to be met:

- You have submitted a Third Party Agreement and been received approval by us.
- You have provided a complete and legible list of donors including the following information:
  1. First and last name
  2. Address, including city and postal code
  3. Amount given
  4. Amount tax receipt to be issued for
  5. List and Fair Market Value (FMV) of any benefits received for donation
- The event coordinator should create a spreadsheet that contains this information for sponsors, donors and in-kind sponsors. This spreadsheet must be turned in to Big Brothers Big Sisters of Centre Wellington within 30 days after the event.

**\*\*For a full listing of TAX RECEIPT RULES please ask the Foundation Office\*\***

# Third Party Events Planning Guide

## Liability

- You agree to indemnify and hold harmless Big Brothers Big Sisters of Centre Wellington and all its officers, directors, and employees from any and all claims and liabilities in any way related to the event.
- Fundraising events and program must comply with all relevant provincial and Federal laws.
- Event organizers must discuss liability insurance coverage and waivers with Big Brothers Big Sisters of Centre Wellington prior to signing the Event Planning Form.

## Things to Remember

- Complete and sign the **Third Party Agreement**, then return it to Big Brothers Big Sisters of Centre Wellington at least 1 month prior to the date of your event.
- Establish goals that are realistic and measurable.
- Plan a budget. Identify sources of income and all expenses. If you keep costs down, you may generate a larger donation – something everyone will feel good about
- All promotional and publicity materials must be approved by Big Brothers Big Sisters of Centre Wellington to ensure that you are using the organization's name, logo and charitable language correctly.
- Collect the funds and submit the proceeds. We ask that all funds be forwarded to Big Brothers Big Sisters of Centre Wellington within 30 days of the conclusion of the event. The list of event donors and their information must also be included.

**Until permission is received, the name of Big Brothers Big Sisters of Centre Wellington cannot be used for any purpose and contributions cannot be solicited.**

## Cancellation

There may be times when a fundraising event must be canceled. Big Brothers Big Sisters of Centre Wellington, through any of its directors, officers and senior administrators retains the right to cancel the fundraising event. You hereby agree to cancel the event, if so directed, and further agree to release Big Brothers Big Sisters of Centre Wellington and its officers, directors, and employees from any and all liability in connection with such action

**For more information, please contact:**

**Kristen Drexler, Executive Director  
Big Brothers Big Sisters of Centre Wellington**

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