



A B O U T F A C E®

FUNDRAISING THIRD PARTY EVENTS



Thank you for your interest in holding a Third Party fundraising event for AboutFace!

Your support helps us work towards our vision of eliminating the stigma and discrimination encountered by individuals with a facial difference.

This manual is designed to help you organize a successful and enjoyable event, and comes with helpful tools such as fundraising ideas and guidelines.

What is a Third Party Event?

A Third Party Event is one that is organized by an individual, affiliated group or organization, for the purpose of raising funds for — or on behalf of — a chosen charity with that charity's approval.

How to Host a Fundraising Event

A Third Party Event is an opportunity for you to use your creative ideas to help raise vital funds and awareness for AboutFace.

Your contribution will help support and elevate our work to cultivate equity and opportunity for individuals with a facial difference through:

- Supportive programming
- Psychosocial resources
- Educational programs
- Public awareness and advocacy.

*Every little bit helps, and we appreciate your efforts,
We are here to help you get started!*

Getting Started

If you're interested in running a Third Party Event in benefit of AboutFace, please follow the steps below:

1. Carefully read through *How We Can Support Your Event*.
2. Complete and submit to us the *Third Party Event Waiver and Liability Release Agreement*, along with the *Application Form* **at least 30 days prior to the event**.
3. Wait until you receive an approval from us.
4. Use the *Event Planning Checklist* to help plan and run your event.
5. Submit your *Financial Summary Form*, and the funds you raised for us no later than 30 days after your event.

How We Can Support Your Event

AboutFace CAN:

- Offer you an online fundraising page for your event via CanadaHelps.
- Offer you advice on how to organize your event. We are happy to help guide your fundraising initiative by discussing your ideas with you. Feel free to direct any questions about the Third Party Event application process to us.
- Help you promote your event by posting on our social media platforms (Twitter, Facebook, and Instagram).
- Provide you with AboutFace marketing materials such as brochures and posters. (Please give us notice of one month prior to the event to account for shipping time.)
- Issue tax receipts, subject to Canada Revenue Agency guidelines.
- Authorize the use of our name and logo at your fundraising event for AboutFace. All materials with our name and logo must be approved before publication.

AboutFace CANNOT:

- Fund or reimburse any event expenses.
- Provide AboutFace donor or sponsor lists.
- Guarantee attendance of staff or volunteers at your event.
- Solicit individuals or companies to acquire donations or sponsorship for auctions or raffles.
- Apply for gaming licenses (e.g. bingos, raffles, liquor,) or insurance for your event.
- Provide tax receipts for cash or in-kind goods that were not directly received by the AboutFace office.

Event Ideas!


- Auction
- A-thons' (e.g. dance-a-thon, walk-a-thon, swim-a-thon, etc.)
- Bake sale
- BBQ / cook-off
- Birthday celebrations
- Bowling night
- Dinner or gala
- Fitness challenge
- Game night
- Golf tournament
- Sporting event
- Seasonal fundraising (e.g. Easter egg hunt, Christmas decorating contest, etc.)

Event Planning Checklist


Before the Event



Choose an event to host.




Set your fundraising goal and determine a budget for your event.




Select a date for your event as well as a location that is appropriate for your estimated scale and venue requirements.




Recruit volunteers, if needed.




Create a timeline / workback plan to keep your event organized and on track.




Advertise your event! Spread the word through social media, newspapers and media stations to increase attendance and support of your event. Prior to advertising, ensure that your materials are approved by AboutFace for distribution.



Organize to have all necessary materials available to you at your event at least one week in advance of the event day.



Ensure that your volunteers have been clearly instructed on what their roles will be at your event.



Assign someone to handle donations and to ensure donation pledge forms are completed correctly.

After the Event




Thank everyone who was involved in the event's success (participants, volunteers, sponsors, and donors).



Collect all raised funds and pledge forms.



Discuss recognition opportunities with the AboutFace Team.



Coordinate submission of pledge forms and funds with your designated AboutFace staff contact.

Application Form

1. THIRD PARTY EVENT ORGANIZER INFORMATION

Contact Name: _____

Group/Organization: _____

Address: _____

Email Address: _____

Phone number: _____

2. EVENT INFORMATION

Event Name: _____

Event Date/Time: _____

Estimated Number of Participants: _____

Event Location: _____

Street

City

Province

Postal Code

3. **EVENT DESCRIPTION**

Briefly describe the event:

Describe how the funds will be raised:

4. **FINANCIAL PROJECTIONS**

Estimated income from the event: \$_____

Estimated expenses from the event: \$_____

Estimated donation to AboutFace: \$_____

5. **PROMOTION**

Do you require use of the AboutFace name and/or logo for promotional use?

☐ No ☐ Yes

Do you require a Letter of Support that validates the authenticity of the event?

☐ No ☐ Yes

Would you like an AboutFace representative to attend the event?

☐ No ☐ Yes

If yes, what involvement will they have? *Please note this is subject to availability.

☐ Speech ☐ Cheque Presentation ☐ Press Conference

☐ Other: _____

6. COMMUNICATIONS AND PROMOTIONS

Please detail your promotional plan and where and when you will be using the AboutFace logo, name or other property belonging to the organization.

7. WHY DID YOU CHOOSE ABOUTFACE?

What made you choose AboutFace for your fundraiser?

PLEASE SIGN & DATE

Name(s) of Organizer(s)

Signature(s) of Organizer(s)

Date

Third Party Event Waiver and Liability Release Agreement

Thank you for your support of AboutFace Craniofacial Family Society ("AboutFace") through your involvement and planning of a Third Party Event.

By signing this form, you agree and understand that:

1. Any event associated with AboutFace must promote and maintain a positive image of AboutFace.
2. The business/organization/individual will not open any bank accounts using the Organization's name or other identifying information. Any cheque donations from the event listing AboutFace as "Payee" must be forwarded to AboutFace for deposit.
3. Only donations made directly to the AboutFace are tax receiptable (to the extent permitted by law). All relevant required information to issue a tax receipt must be verified and provided to AboutFace. It is recommended that the event organizer makes themselves familiar with the receipting policies of the Canada Revenue Agency (CRA). <http://www.cra-arc.gc.ca/chrts-gvng/chrts/prtng/rcpts/fndrsng-eng.html>
4. All publicity (including media releases, print/promotional materials, etc.) for the proposed event must be approved by the AboutFace prior to being printed, released, etc.
5. Any mention of the AboutFace in connection with the initiatives and funds raised must be approved by AboutFace.
6. Any use of AboutFace's name, logo, etc. in any mailing, advertising, or for the media must receive prior written approval.
7. AboutFace cannot guarantee staff support at Third Party Events or initiatives.
8. AboutFace must be notified if other organizations will also benefit from the initiative.
9. AboutFace shall have the right at any time and for any reason to request that the Third Party Event cease the connection to AboutFace with the initiative and the Third Party Event must comply with such request.
10. Liability for the event is the sole responsibility of the Third Party Event organizer. AboutFace is not responsible for obtaining Third Party Event insurance or special event insurance on behalf of the Third Party Event.
11. AboutFace will not be responsible for debts incurred by Third Party fundraising event organizers who use the AboutFace name.
12. This event in no way represents a joint venture or partnership.

I individually, or as a representative of the below named business, organization or group acknowledge that AboutFace reserves the right to withdraw its name from the event at any time. I acknowledge that I have read and understand the information contained in the AboutFace Third Party Event Handbook and will adhere to all AboutFace's fundraising guidelines.

Name(s) of Organizer(s)

Signature(s) of Organizer(s)

Date

Signature of AboutFace Representative

Date