

Third Party Event Policy

Autism Society
Newfoundland & Labrador
nurturing potential



ASNL Third Party Event Policy

Thank you for your interest in fundraising in support of Autism Society, Newfoundland & Labrador (ASNL). Fundraising is a fun, easy and rewarding way to become involved and make a positive difference in the lives of others. With your support we can continue our efforts to provide programs and services to individuals living with Autism Spectrum Disorder (ASD).

A Third Party Event is defined by ASNL as a fundraiser organized by another individual or group on behalf of ASNL, with the purpose of raising funds for the organization.

In accordance with Revenue Canada guidelines, and for the benefit of ASNL and the Third Party Event Organizer, ASNL has established the following:

POLICIES

We are appreciative of the countless fundraising initiatives organized in support of the ASNL over the years. Our Third Party Fundraising Policy is necessary to outline the responsibilities of fundraising organizers and to ensure consistent and accurate representation of the ASNL.

Third Party events are required to:

- Be consistent with the mission and values of ASNL
- Maintain a positive presentation and give ASNL positive exposure and increased public awareness
- Benefit ASNL operations and programs

ASNL reserves the right to:

- Refuse involvement, and the use of its name and logo, in any event that does not meet with its expressed approval
- Relinquish support of any third party event that does not abide by the policies, criteria, and guidelines set out in this agreement without any liability or obligation

CRITERIA

The Chief Executive Officer of ASNL, or designate, will approve a third party fundraising event and sign the agreement with the Third Party Event organizer(s) based on compliance with the following:

1. Notice

ASNL requests three weeks advance notice of third party fundraising events. Please complete the attached Third Party Fundraising application. Once your fundraiser had been approved, we will

send you a letter of approval that must be signed and returned no later than one week before the event.

2. Consistency of the third party event with ASNL's mission and values.

3. Profitability of the third party event.

4. Positive marketing/public relations exposure.

5. Meeting staff and volunteer resource requirements.

GUIDELINES

For approved third party events/promotions, the Third Party Event Organizer(s) and ASNL are required to adhere to the following guidelines:

1. ASNL Brand

It is important for ASNL to maintain brand integrity and consistency in dealing with the public. ASNL asks Third Party Event organizers to follow these branding guidelines:

ASNL Name

- We are ***Autism Society, Newfoundland & Labrador***. In any promotion materials, please refer to us as such.
 - o A simple way to reflect this relationship is to use the wording:
 - XYZ event "in support of the Autism Society, Newfoundland & Labrador,"
 - or
 - "Proceeds raised at our event will be donated to the Autism Society, Newfoundland & Labrador."

Logo and Logo Use

- ASNL's logo is the sole property of ASNL and therefore, it's used only with the expressed permission of ASNL. Usage is limited to the approved event. ASNL reserves the right of final approval of any event materials containing the logo.

Promotional Materials

- ASNL will have final, signed approval on ALL promotional materials (brochures, flyers, advertisements, public and media communications).

2. Donations and Sponsorships

Please provide a list of sponsors who have donated to or sponsored your event and include a description of their donation and/or sponsorship plus retail value. This allows ASNL to better recognize partners in our community. ASNL will not solicit on behalf of the Third Party Event Organizer(s).

3. Lottery Licenses (including raffles, 50/50 Sales and Licenses)

Third party events involving licenses and fees will conform to government regulations (federal, provincial and municipal). ASNL asks that prospective Third Party Event Organizer(s) visit <http://www.servicenl.gov.nl.ca/lotteries/> , fill out the appropriate form and submit it to ASNL along with a ASNL Third Party Event Application. Adequate time must be given to ASNL to review such applications and fill in the information required prior to submitting Lottery Applications . Third Party Event Organizer(s) will pay the fees for said licenses and are responsible for filing post event forms/reports.

Step 1 : visit <http://www.servicenl.gov.nl.ca/lotteries/>

Step 2: fill out lottery application with event details

Step 3: fill out ASNL Third Party Event Application

Step 4: submit Service NL lottery application and ASNL Third Party Event Application to ASNL

Step 5: If ASNL approves your Third Party Event, ASNL will submit the required lottery application to Service NL

4. Staffing and Volunteers

The Third Party Organizer(s) will provide all staffing and recruitment of volunteers for said event. ASNL is pleased to provide a letter to your volunteers recognizing them for their volunteer hours for your event. If you have a volunteer who requires a letter, please get in touch with our office.

5. Financing and Insurance

ASNL will not underwrite any third party event. ASNL insurance will not cover third party events.

6. Accountability

Third Party Event Organizer(s) will:

- Provide a record of revenues and expenses to ASNL
- Provide periodic status reports to ASNL on an agreed-upon basis
- Provide reasonable notice of any third party event cancellation
- Will inform ASNL if the third party event is to benefit other charity partners
- Will be responsible for any financial losses or unsettled accounts

Third Party Event Organizer(s) will not:

- Name ASNL in or sign contracts on behalf of Third Party Organizer(s) without ASNL's written consent.

7. Photographs / Feedback from Third Party Fundraisers

ASNL reserves the right to display any photos or quotes from individuals participating in events or third party events to be displayed on ASNL website, Facebook page, bulletin board, posters, brochures and/or promotional materials.

8. Tax Receipts and Gift Acknowledgements

ASNL may provide receipts for income tax purposes, for donations incurred through the third party event, and for which documentation has been provided, and further, only if said donations are deemed receipt able by Revenue Canada. ASNL reserves the right to issue or not issue any receipts at its sole discretion.

ASNL issues two kinds of receipts – Charitable Tax Receipts and “Gift In Kind” receipts.

TAX RECEIPTS AND GIFT ACKNOWLEDGEMENTS

ASNL is a registered Canadian charity (charitable registration number: **11 879 6929 RR0001**) and is able to issue tax receipts to Canadians. ASNL may provide receipts for income tax purposes, for donations incurred through a third party event, and for which documentation has been provided, and further, only if said donations are deemed receipt able by the Canadian Revenue Agency. ASNL reserves the right to issue or not issue any receipts at its sole discretion.

1. Tax Receipts

A tax receipt is given to people who make a personal donation to a registered charity. The donation must be made directly to ASNL (i.e. cheques payable to ASNL) and without personal return. One will not get a tax receipt for purchasing a ticket to an event, buying an auction item or raffle ticket, etc. Your fundraiser will get the credit and the donor will get a tax receipt that can be claimed on their income tax.

We require the following information to properly process a tax receipt:

Donor's Name

Donor's Address (including postal code)

Donor's Telephone Number (including area code)

Amount of Donation

ASNL is happy to provide tax receipts for donations of \$10 and over. Processing tax receipts takes 4 -6 weeks after the donation has been received by our office.

2. Gifts In Kind

Gifts in Kind are gifts of property, other than cash and marketable securities. These include (but are not limited to) gifts of supplies, equipment, books, artwork. Gifts in Kind not eligible for tax receipts include gifts of professional/personal service of an individual, gifts by a company of its principal product or service, donation of old clothes or furniture, etc.

For more information on Gifts and Income tax, you can visit the Canadian Revenue Agency's website at <http://www.cra-arc.gc.ca/>

HOW WE CAN HELP

We encourage anyone looking to organize a fundraising event to contact us to see how we can best support your efforts.

If resources are available we can also help by providing volunteer support, guest speakers, and event planning expertise. We can also help by providing promotion through our website, social media outlets, and newsletters.

We will also attend your event if possible. ASNL's limited capacity prevents us from having official representatives at every event. A representative will be present when available. If you or the organizers of your event are comfortable speaking about ASNL, we encourage you to share the information found on our website (www.autism.nf.net). Please ensure that guests understand you are not speaking in an official capacity for ASNL.

The Third Party Organizer(s) will provide all staffing and recruitment of volunteers for said event. ASNL is pleased to provide a letter to your volunteers recognizing them for their volunteer hours for your event. Or as may be the case with students, sign any volunteer hours form. If you have a volunteer who requires a letter or signature, please contact us at info@autism.nf.net.

Should you have any further comments, questions and / or concerns, please do not hesitate to contact our main office at 709-722-2803 or info@autism.nf.net.

Third Party Fundraising Activity Application

Date of Submission: _____
Name of Group/Company Hosting the Event: _____
Contact Person: _____
Mailing Address: _____
City: _____ Postal Code: _____
Phone #: _____ Fax #: _____
E-mail: _____

Event Name: _____
Date of Event: _____
Briefly describe the event:

Proposed Budget

All costs must be paid from the proceeds of the event or by the event organizer directly. No expenses will be paid by ASNL. Please list all of the anticipated expenses and indicate if there are confirmed donations of same.

Location: _____
Food/beverages: _____
Printing: _____
Advertising: _____
Prizes: _____
Other (specify): _____
Total Expenses: _____
Total Revenue: _____

Total Donation to ASNL (Revenue – Expenses): _____

I have read ASNL's Third Party Event Policy and agree to follow them with regards to holding the proposed event. By publicly advertising ASNL as the recipient of the proceeds of this event, I agree to provide the full amount of the proceeds within 30 days of the event.

If you need a lottery license- please attached a form from
<http://www.servicenl.gov.nl.ca/lotteries/>

Signature of Applicant: _____
Date: _____

ASNL Representative: _____
Date: _____