

CPAWS Fundraising Guidelines for Supporters

The Canadian Parks and Wilderness Society (CPAWS) is Canada's leading voice in wilderness protection and we rely on our over 40,000 supporters and hundreds of volunteers to continue to make this possible. One way you can help support CPAWS is by planning or sponsoring an event/activity to help raise funds for CPAWS. This type of fundraising is known as **Third Party fundraising**.

Third Party fundraising can come in 1 of 2 forms:

1. Any event/activity hosted by a non-affiliated group or individual where all proceeds or a portion of proceeds go directly to CPAWS. CPAWS has little to no staff involvement and no fiduciary responsibilities.
2. CPAWS can attach itself onto an existing event. This means that an additional element is added to help raise funds for CPAWS. For example, donation jars are left beside the coffee pot, or people take part in an event and are asked to gain pledges for CPAWS.

Listed below are a set of guidelines for you to follow when taking on a third party fundraising initiative. Once you have read the following guidelines, please fill out an application form and return it to Vicki DiMillo at vdimillo@cpaws.org. If you have any further questions please contact Vicki DiMillo by email or at 613-569-7226.

Steps to becoming a 3rd party fundraiser:

- Complete a CPAWS Third Party Fundraising Application form and submit to vdimillo@cpaws.org. Allow for 7-10 days for CPAWS to review and respond to your application. CPAWS has the right to decline any application that does not fit with CPAWS' vision and/or values, and/or if it conflicts with an already existing event, and/or if for any reason CPAWS does not deem it appropriate.
- Be sure to submit your application at least 30 days prior to your event.

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- Please include the following elements in your application:
 - Short description of the event
 - Date, time, location of the event
 - Estimated number of attendees
 - Estimated costs
 - Estimated funds to be raised
 - Expected sponsors
 - Contact information

3rd Party Fundraising Guidelines

- While CPAWS is able to provide guidance and support for your event/activity, it is not mandatory, nor is CPAWS responsible for any details related to your event including: costs, volunteer recruitment, publicity, presence at the event and/or any other additional elements not listed.
- CPAWS' event involvement, including staff presence and promotional assistance, will be done at the discretion of CPAWS and will be based on resources available, location, date and time.
- During the promotion of the event, you may not endorse any product, organization, individual, cause or service on behalf of CPAWS without the organization's direct consent.
- All promotional materials using CPAWS' name and/or logo must be approved by CPAWS prior to publication and/or distribution.
- CPAWS must approve all spokespeople who are speaking publicly about the relationship between your activity and our organization.
- All materials should clearly state the % of funds that will be donated to CPAWS (for example if 5\$ from every ticket sold is to be donated to CPAWS, this must be indicated).
- All promotional materials must indicate that your event is "in support" of CPAWS and is not "hosted by" or "an official" CPAWS event.
- CPAWS asks that you do not host any events that include gambling or lotteries prior to consulting with CPAWS.
- The 3rd party is responsible for acquiring all necessary event licenses and permits for the event such as liquor permits. CPAWS cannot be held accountable for any failure to meet the necessary requirements and/or for any fines incurred.
- You are responsible for keeping track of all expenses and costs. CPAWS is not accountable for any expenses and cannot be held accountable for any damages or losses incurred in conjunction with the fundraising initiative. CPAWS will incur no costs related to the event unless otherwise agreed to in writing.

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fax 613.569.7098
info@cpaws.org
www.cpaws.org
Reg. Charity #10686 5272 RR0001

- Under no circumstances will 3rd party revenue or costs flow through CPAWS financials. CPAWS is to solely receive the final net proceeds from the event. CPAWS can request at any time a complete accounting for all funds raised and expenses at any time prior to and/or after the event.
- CPAWS accepts no legal responsibility and cannot be held liable for any risk, injury or other damages related to the fundraising initiative.
- All fundraising must follow the Revenue Canada rules and regulations (www.cra.gc.ca/charities).
- All funds raised are due within 30 days of the event.

Charitable Tax Receipt Implications

The charitable tax receipting policy is dependent on the type of fundraising initiative that is being undertaken, in order to comply with Canada Revenue Agency rules. Please see below for CPAWS' tax receipting policy. If the fundraising initiative does not apply to the following examples, please contact Vicki Dimillo at vdimillo@cpaws.org.

1. If you are undertaking an event where you are asking people to pledge, CPAWS requests that an online giving page be created. We recommend using canadahelps.org. This will ensure that all donors are properly receipted.
2. If you are accepting individual donations, please be advised that CPAWS does not receipt individual donations of less than \$20.00.
3. If you choose to accept individual donations and the donor requests a charitable receipt, it is your responsibility to record the full contact information of each individual donor and submit this information to CPAWS in a timely manner. CPAWS will provide receipts based on the information you submit and the moneys received. CPAWS is not accountable for any misinformation, incomplete information or incorrect tax receipting due to errors at your end.

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Contact information

Vicki Dimillo, vdimillo@cpaws.org

Mailing:
C/O Fundraising
Canadian Parks and Wilderness Society National Office
506-250 City Centre Ave
Ottawa, ON
K1R 6K7

Telephone: 613-569-7226
Toll Free: 1-800-333-WILD (9453)
Fax: 613-569-7098
Email: vdimillo@cpaws.org

Event Ideas

- A long distance walk/run/paddle/hike/bike journey
- Used book sale
- Silent auction
- Yard sales
- Bake sale, arts and crafts sale
- Themed days where participants pay to participate (ex. casual office day)
- Loose change collection jars displayed at local retailers/school/office
- Host an event (a talent show, a poetry night, a movie night)
- House cleaning squad (clean houses for donations)
- Dance-a-thon, skate-a-thon, bowl-a-thon, hula hoop-a-thon... you get the idea
- Let your imagination go wild!

Thank you for thinking of CPAWS as you plan your upcoming event. Your contribution and initiative is extremely valued and deeply appreciated. Your help enables CPAWS to continue to dedicate our efforts to attaining the vision of keeping at least half of Canada's wilderness wild forever. Funds received help to support our many program areas, staff and research. Thank you and we look forward to being in contact with you.

CPAWS Third Party Fundraising Application Form

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Name: _____

Date: _____

Description of the event: _____

Date of Event: _____

Time: _____

Location: _____

Expected Outcomes

Event Goal: _____

Estimated Attendance: _____

Estimated Event Costs: _____

Types of Expenses (printing, food, location):

Estimated Funds to be raised: _____

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Expected Sponsors:

CPAWS' Role

Please describe the support you are expecting from CPAWS for your fundraising event (i.e. staff involvement, promotion: press release, invitations, merchandise etc).

Event Organizer Contact information

Primary Contact

Name: _____ Role/Title: _____

Company/Organization: _____

Address: _____ City: _____

Postal Code: _____ Province: _____

Phone (day): _____ Phone (evening): _____

Fax: _____ Email: _____

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Secondary Contact

Name: _____ Role/Title: _____

Company/Organization: _____

Address: _____ City: _____

Postal Code: _____ Province: _____

Phone (day): _____ Phone (evening): _____

Fax: _____ Email: _____

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CPAWS Third Party Fundraising Terms and Conditions

- While CPAWS is able to provide guidance and support for your event/activity, it is not mandatory, nor is CPAWS responsible for any details related to your event including: costs, volunteer recruitment, publicity, presence at the event and/or any other additional elements not listed.
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I have read and hereby agree to follow the terms and conditions outlined in the CPAWS Third Party Fundraising Terms and Conditions.

Signature: _____ Date: _____

Print First Name: _____

Print Last Name: _____

Role/Title: _____

Thank you for thinking about CPAWS and for completing the Third Party Fundraising Application Form. Please return your completed application and signed form to:

Email

Vicki Dimillo

vdimillo@cpaws.org

Mail

C/O Fundraising, CPAWS National, 506-250
City Centre Ave, Ottawa, ON K1R 6K

Please allow 7-10 days for us to review your application and respond.

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