

Bridges for Women Society



How to Make Your Event A Success

Third Party Fundraising Event Guidelines and Application

A Word of Introduction

First things, first: Thank you!

We are grateful for your enthusiasm and support. We want you to have a successful event and are willing to provide you with our expertise in fundraising. This guidebook was created to support you with your project, and to help you understand your role in Third Party Events.

The use of our name implies that funds will go to our organization. As Development staff, we have a responsibility to steward these funds. We are also responsible to our donors for ensuring that the events we will be associated with will indeed raise funds for the Society, as well as making sure that our name and/or logo will be used in events that match our values, mission and vision. Therefore, we must formally approve of any Third Party Fundraising Events and activities using our name.

We look forward to learning more about your event. We ask you to please note of our Guidelines and complete the following:

- ❖ Third Party Event Terms and Conditions
- ❖ Third Party Event Application Form

Once these are all read and completed, please contact our Executive Director, Victoria Pruden, at 250-385-7410 or development@bridgesforwomen.ca, to discuss the event details in person.

Please note: we ask that you give us plenty of notice of your fundraising event. Ideally, we'd like at least a month's notice.

Guidelines

Bridges wants your event to be a success! Our guidelines were created to share the experience of what helps a Third Party Event to be successful and to ensure the good management of your event.

[Exploring Your Ideas With Bridges](#)

You may already have a great idea for a Third Party Event or campaign and want to get started. Before you proceed, contact us and let us know your concept. We will be happy to give you feedback on your ideas.

[Matching with Bridges for Women Society's Vision](#)

Bridges for Women Society pledges that every woman affected by trauma, violence, abuse or neglect will have the resilience and economic security to support herself and her family, to thrive in safety, wellness and empowerment.

Bridges will not endorse, support or lend our name to any event, fundraiser or awareness campaign that we believe promotes violence, racism, homophobia, classism, ableism or any other type of oppressive attitudes and beliefs that are counter to our own. For more information about us, check our website www.bridgesforwomen.ca or even give us a call.

We are willing to help you spread Bridges for Women Society's name and identity for your event. We have displays and brochures you can use at your event. Please contact us for more details.

[Using our Name and Logo](#)

Once the Third Party Agreement is completed and approved, we will be happy to provide you with the use of our name and logo. We need to approve any use of the materials containing it and will give you written permission prior to printing. The use of our logo is limited to the approved Third Party Event and cannot be used for other purposes.

When promoting your event we ask that you refer to us as "Bridges for Women Society" i.e.:

"Proceeds from this event will go to Bridges for Women Society."

"Your ticket purchase helps us support Bridges for Women Society."

[About Sponsorship & Asking for In-Kind Donations](#)

Over the years we have received generous donations of goods and services and grown many strong relationships with the community. We need to take great care to foster those relationships. We wish to avoid duplicate solicitations and therefore ask you to get prior approval from us before asking a business or company for a donation of goods or services for your event.

Once discussed, we will be happy to provide a Letter of Support that will state, that we are aware you are raising funds and awareness in support of our organization.

[Having a Bridges for Women Society Representative at your event](#)

If you wish to have a Bridges representative at your event, let us know in advance. We require at least two weeks' notice prior to the event, in order to ensure that someone will attend. Let us know the details of our required attendance and your expectations of us.

Whether you wish for an official representative to attend your event or not, we ask that you save two complimentary tickets for use by our staff and/or Board.

[Finding Volunteers, Staff and Guests](#)

Your event will probably need some staff and volunteers. Bridges for Women Society is happy to consult on this. We can help you brainstorm your ideas and share our experiences with you. However, due to our financial and time constraints, we are unable to: complete any physical work; supply contacts; pay for your event; run your event; take part in any logistics; or supply our staff or volunteers.

Please note: our mailing list, donor lists, client lists, volunteer list and media lists are strictly confidential. We will therefore be unable to share them with you. However, we will possibly do e-mail communications and social media posts, at our discretion.

[Getting Some Publicity](#)

Publicity could make the difference between a good fundraiser and a *really great* fundraiser! If your event is benefiting a charity, you are able to promote it for free in the local media.

So what should you do?

- In newspaper and TV community calendars: write a sentence or two including all the important information about your event (name, date, time, location, charity and contact). Don't hesitate to phone the media directly to know when they are expecting your advertisement. Make sure you provide your contact information so they know how to reach you if they have questions.
- Radio mentions: Many local radios will promote community events that will benefit a charity. Give them short description of your event with all the important information, three weeks ahead of time. Most of the local radio stations won't confirm a spot but give it a try.
- Press release: write a story about your event by highlighting its unique and creative features. E-mail it or fax it to the newspapers you have selected about a week prior to the event. Then call to follow up and make sure they received it.

When working with the media it is really important to respect deadlines. Make sure you know exactly when to send your story. Don't hesitate to give the TV or newspaper a call to ask about their deadlines and to ask the most efficient addresses or contact to use.

Note: Bridges for Women Society cannot guarantee media interest or coverage of your event.

We would be glad to give you advice about promoting your event. Please contact our Development Office at 250-385-7410 or e-mail development@bridgesforwomen.ca.

Financing Your Event

Bridges is unable to help you finance your event. We ask that you agree to underwrite all costs of the event, activities, promotion and outcome.

About Charitable Tax Receipt

Please do not offer charitable tax receipts to anyone. Canada Revenue Agency has very tight rules around distributing receipts and going against these rules will jeopardize our charitable status. If appropriate, Bridges will distribute receipts. It is very important for us that you respect that part of the contract. If you need more information on the topic of tax receipts, we would be happy to discuss it with you.

About Liability and Responsibility

To make it simple: your event, your responsibility. Bridges for Women Society won't accept any legal responsibility for the event and cannot be held liable for any risk, injury, or other damages, in conjunction with the event. If your event involves acquiring a permit or a license it is your responsibility to do so (with the exception of licenses that require our charitable non-profit status). If you require a license, Bridges will request a copy the week before the event.

Conducting Games of Chance

We ask that you advise us in advance if you are planning on holding games of chance. If you are not familiar with organizing raffles or 50/50 draws, we suggest that you consult the Government website at www.pssg.gov.ca/gaming/licensing/index.htm. You can also call the Canada Revenue Agency at 1-800-267-2384.

On With Your Event

By agreeing to our terms and conditions, you are agreeing that the profit or an agreed portion of the profit of your event will go to Bridges. Any event that provides us with a portion of net proceeds, rather than the full amount, should outline in the application form how much Bridges will receive, either in a percentage or a dollar amount.

We ask that you handle all monetary transactions for the event and to present all proceeds, as agreed, to Bridges within 30 days of the event. The preferred method of payment is a cheque made payable to Bridges for Women Society.

Thanking your Volunteers and Donors

After the event, make sure to contact and thank everyone who was involved in your event, especially donors and volunteers. This kind of attention helps build strong relationships.

Third Party Events Terms and Conditions

Bridges for Women Society (Bridges) has worked hard to build a brand and reputation that people know and respect. Please read carefully as you complete this form. By signing this document you acknowledge that you have read and accept the rules and guidelines for our partnership.

- ❖ The Organizer confirms to respect the mission and values of Bridges for Women Society. We reserve the right to withdraw from any Third Party Event which we believe conflicts with our values and beliefs.
- ❖ The Organizer agrees to submit to Bridges all copy for advertisements and other event-related promotional materials which use the name and/or logo of Bridges; and to obtain Bridges written permission before their production and distribution. Bridges expressly reserves the right to final approval on anything that uses its name.
- ❖ The Organizer agrees to receive advance written approval from Bridges before requesting any sponsorships (cash or in-kind) from any organization or individual. Once an approval has been found, we agree to provide the Organizer with a Letter of Support, which will contain confirmation that we are aware that the Organizer is raising funds for us.
- ❖ Bridges for Women Society reserves the right to withhold the use of its name and/or logo from any event which it feels is not financially viable. The Organizer agrees to demonstrate that they are using satisfactory financial controls. The financial records and bank information for the event must be available to Bridges if relevant, upon request.
- ❖ If the event is identified to be cancelled, the Organizer agrees to give Bridges 14 days' notice.
- ❖ The Organizer agrees to use our full name "Bridges for Women Society" when referring to us in all literature and promotional material.
- ❖ In the case of any event that would provide Bridges with only a portion of net proceeds rather than the full amount, the Organizer agrees to outline in the application form exactly how much Bridges will receive, either in percentage or dollar amount and to observe what he/she has committed for.
- ❖ The Organizer agrees to handle all monetary transactions for the event and will present the proceeds to Bridges within 30 days along with detailed accounting. The Organizer acknowledges Bridges adheres to receipting polices of the Canada Revenue Agency.
- ❖ Bridges shall not be held responsible for any financial loss incurred in conjunction with any Third Party Event. Furthermore, the Organizer agrees to underwrite all of the costs of the event and to secure such underwriting.
- ❖ Bridges accepts no legal responsibility for the event and cannot be held liable for any risk or injury, or other damages in conjunction with the event. The Organizer must obtain all necessary permits,

Third Party Fundraising Agreement | Bridges for Women Society

licenses, and insurance relating to the event and will provide Bridges with copies of the above at least one week before the event start date.

- ❖ The Organizer agrees that Bridges shall not share its mailing list of donors, clients, staff or volunteers. If appropriate, we will ensure that these constituents are notified of relevant events.
- ❖ Bridges will not actively sell tickets to the event and/or purchase tickets for attendance for Bridges representatives. The Organizer is asked to give Bridges two complimentary tickets for use by staff and/or board.
- ❖ Please note, not all funds raised qualify for a tax receipt. The CRA restricts the dollar amount of tax receipts to donors where a benefit or advantage accrues to the supporter. Examples include, but are not limited to, door prizes, dinner, signage/advertising, complimentary items. Therefore, The Organizer agrees not to promise charitable tax receipts for any donation, item or service without first speaking to the Financial Manager of Bridges for Women Society.
- ❖ The Organizer agrees to accept responsibility for damage or loss of materials borrowed from Bridges for Women Society.
- ❖ Bridges will assume the position of Consultant only. The Organizer agrees to take charge of arranging staff and volunteers, organizing, promoting, operating and taking care of the outcome, of the event.
- ❖ The Organizer agrees that all media releases pertaining to any event or activity related to Bridges are to be approved by the Bridges Development Manager before being distributed to the media.
- ❖ Bridges for Women Society does not guarantee media coverage for the event.
- ❖ Approval of the Organizer application is only valid for the specific event detailed in this proposal.

Bridges for Women Society reserves the right at any time to withdraw its support of the event and the use of the Bridges' name and logo. If the event is cancelled, the Organizer will notify Bridges within three business days of the cancellation.

I agree to the terms and conditions, as outlined above:

Organizer Name and Title: (Print)

Signature

Date

Bridges Approval Signatory:

Signature

Date

Third Party Event Proposal Form

PLEASE COMPLETE THIS FORM IN FULL

I _____ (Organizer, Print), wish to arrange a Third Party Fundraising Event to benefit Bridges for Women Society (Bridges). I have read the terms and conditions in full and agree to their stipulations. I understand that Bridges will not take an active role in planning or organizing this event.

Applicant or Lead Organization Information

- Full legal name of Individual/Organization/Group:

- Please provide us with a little information about you and your group: Do you have previous connections with Bridges?

- Please enter your contact information:

Mailing Address: _____

Postal Code: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Contact Person (name & position title): _____

Details About Your Event

➤ Date of Request: _____

➤ Project/Event Title (if applicable): _____

➤ Location of Proposed Event: _____

➤ Proposed event activities: _____

➤ Do you plan on serving alcohol at your event? Yes No

➤ Proposed Event Date/s and Time/s:

➤ Why did you choose to host a fundraising event for Bridges for Women Society?

➤ Please provide a complete description of your event (add additional sheets, if needed):
(Include; including logistics, venue, numbers of attendees, costs, etc.)

* Please note all materials that contain the Bridges logo must be approved by Bridges, prior to production. The logo and name may not be used without permission.

➤ Do you foresee the use of Bridges materials? Yes No

If yes, please provide details:

Print materials will be required Quantity: _____

Other: (i.e. display banners or table top display)

➤ Will you expect a performance from our representative (i.e., preparing a speech)?

Yes No Describe: _____

Financial Information

➤ Will other charitable organizations benefit from this fundraiser? Yes No

If yes, please list the name(s) and website(s) of the organization(s):

➤ If you are donating a portion of the net proceeds from your event, rather than the full amount, to Bridges, please specify what percentage or dollar value you will be giving?

% of Proceeds: _____ \$ Value of Proceeds: \$ _____

➤ How will funds be raised?:

Pledges Silent Auction Live Auction Raffle or 50/50 Draw

Donations Ticket Sales Products Sales Other

If Other, please explain: _____

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- Please provide some projected financial information:

Total Projected Revenue: _____ Total Projected Expenses: _____

PLEASE INCLUDE A COPY OF YOUR BUDGET, LISTING REVENUES AND EXPENSES

Partnerships

- Do you plan on approaching other partners to support your event?

Please list any support you have received for your proposed event. Please indicate contact names and description of commitment in the event. In reviewing this application, we may contact these partners for more information.

Organization/Business Individual name	or	Phone number	Description Involvement	of	Status (confirmed/pending)

References (as applicable):

- Please list at least one reference (professional or previous fundraising recipient organization) below, so that Bridges may contact them.

Organization Name: _____

Contact Person: _____ Title: _____

Telephone: _____ Email: _____

Relationship: _____

Thank you for taking the time to fill in this application. Please allow 10 to 12 working days for your application to be reviewed. Once again, thank you for your enthusiasm and support.

Please complete this form and return with the necessary attachments (budget, additional information) by mail, email or fax to:

Bridges for Women Society

1809 Douglas Street

Victoria, BC V8T 4K5

250-385-7410

development@bridgesforwomen.ca

*All documentation will be for Bridges for Women Society internal use only

I understand that filling in this application does not guarantee that Bridges for Women Society will be participating in the proposed Third Party Event.

Organizer Name and Title: (Print)

Signature

Date

Date received: _____

Date reviewed: _____ Reviewed by: _____

Is the application approved?

Yes No

Notes: _____

Donor Bill of Rights

At Bridges for Women Society, we value philanthropy as we consider that sharing and giving is primary to the quality of life. To ensure that philanthropy gets the respect and trust it deserves and that, donors, volunteers and prospective donors can have full confidence in the non-profit organization they support, we declare that all donors have these rights:

- I. To be informed of the organization’s mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- II. To be informed of the identity of those serving on the organization’s governing board and of the organizers of events donors may participate in, whether it’s as volunteers or as attendants.
- III. To expect the organization to exercise stewardship and to receive appropriate acknowledgment and recognition.
- IV. To have access to the organization’s most recent financial statements.
- V. To be assured the information given to the organization are handled with respect and confidentiality and won’t be shared with any other organization.
- VI. To expect that all relationships with individuals representing the organization’s interests will be professional in nature.
- VII. To be informed whether those seeking donations are volunteers, staff members or hired solicitors.
- VIII. To have the opportunity for their names to be deleted from mailing lists.
- IX. To feel free to ask questions and receive prompt, truthful and forthright answers.

Please note, Bridges considers that volunteers have the same status as donors because they are donating their time for our cause. By signing this Bill of Rights you accept that you will treat all donors, prospective donors and volunteers, according to these rules, just like Bridges for Women Society would, and the appropriate recognition commensurate to the size of their investment in your event.

Organizer Name and Title: (Print)

Signature

Date

Bridges Approval Signatory:

Signature

Date