


SOS Children's Village BC Third Party Events Manual



SOS CHILDREN'S
VILLAGE
BRITISH COLUMBIA





Would you like to raise money for SOS Children's Village BC, all while having fun doing it? Throwing a third party event is a great way to get involved, raise funds, and increase awareness of our charity!


A third party event is a fundraising event that is initiated, planned, and organized by an individual or external organization that oversees all of the necessary arrangements and logistics. SOS Children's Village BC receives the proceeds from the event and provides support, advice, and assistance to the organizer.

All third party events must comply with our mission and values. We cannot reimburse anyone for holding a third party event, but we are able to provide promotional material for the event, and promote the event through our website and social media.

Ideas for Third Party Events

- *Bake Sale*
- *Community Garage Sale*
- *Poker Tournament*
- *Golf Tournament*
- *Art Auction*
- *Birthday Parties (ask for donations in lieu of gifts)*
- *Office Hockey Pool*
- *Movie Night*
- *Walk/Run*
- *Black Tie Gala*
- *Swap Meet (kids toys, clothes/sports equipment)*
- *Food & Wine Event*
- *Flower Sale*
- *Car Wash*
- *Comedy Club Night*
- *Ice Cream Social*
- *Bowling Tournament*
- *Music Festival*
- *Silent Auction*
- *Coin Drive*
- *Masquerade Ball*
- *Marathons – Dance/Yoga/Karaoke*

Ensuring a Successful Event

- *It all starts with a great idea - something creative can make all the difference*
 - *Then you need to ensure you have enough manpower; recruit friends, family, and/or coworkers to volunteer and make your vision a reality*
 - *Plan financially - set a goal and budget and outline how you will adhere to both*
 - *Remember the big picture - make it clear to people where the event's proceeds are going and why it is important to support this cause*
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A Step-By-Step Guide to a Great Event

1. Get In Touch

- We have lots of experience and would love to get you off on the right foot.
- You can call or email us with your ideas, get answers to questions and arrange a meeting to map out your event more clearly.

2. Form a Committee

- Form a committee with the necessary amount of members and assign them to specific roles that take advantage of their strengths. Examples of roles are: Chair, Venue Chair, Sponsorship Recruiter, Communications and Public Relations Chair, Volunteer Coordinator etc.

3. Set a date

- Pick a date, and then you can outline a schedule, planning backwards from the event day.
- Be sure to pick a day that will not conflict with other community events or similar functions.

4. Name your Event

- Naming your event gives it a brand and helps people understand its purpose. This is especially important if you plan on making this an annual event.
- Be sure to make it clear that this event fundraises for SOS Children's Village BC.

5. Use of SOS Children's Village BC Name & Logo

- While we would be happy for your event to use our name and logo, we need to ensure that our organization is represented accurately. Anything containing our logo must be approved by SOS Children's Village BC (please allow the appropriate time to receive approval).

6. Set Goals

- Set a fundraising goal with your committee & outline the ways in which you plan to attain it.
- Set a budget that is aligned with your fundraising goal.

7. Decide Where the Funds Will Go

- You have the option of donating the proceeds raised from your event to the general SOS Children's Village BC fund or to a more specific area such as: therapy, literacy programs or recreational activities.

8. Sponsorship

- Events are a great opportunity for businesses to promote themselves, especially when they are supporting a worthwhile cause. You can ask businesses to sponsor your event in the form of cash or a service/product.

9. Giveaways and Prizes

- Giving your attendees a gift bag or creating fun prizes for your event adds a nice personal touch.

10. Licenses

- Do you need a license for your event? Check with the Municipal Hall, Police, and Gaming Policy & Enforcement Branch in your city. Also remember to account for the usual 6-8 week license processing period.

11. Maximize Fundraising Potential

- Consider taking advantage of your own event by incorporating additional fundraising ideas like a 50/50 draw, raffle, or silent or live auctions. SOS Children's Village BC can help you think of ideas if you don't know where to start. But once again, remember to get the necessary licensing.

12. Volunteers

- If you need help on the day of your event, start recruiting volunteers. Plan out how many you will need and what specific roles need to be filled.
- As previously mentioned, you can recruit friends, family, coworkers, and neighbours and search online to find volunteers.

13. Accounting

- All cheques directly from attendees should be made payable to SOS Children's Village BC.
- Keep an accurate list of all the expenses and revenue of the event. Then, make out a cheque to SOS Children's Village BC for the proceeds raised. To ensure tax receipts are sent out in a timely manner, send the cheque to SOS Children's Village within a month of the event.

14. Tax Information

- Tax receipts may be issued to donors, participants and sponsors depending on the circumstance. Visit the Canada Revenue Agency web site to familiarize yourself with policies and inform your event attendees and sponsors of these rules.



15. Promotion

- Use promotional materials that are accurate to effectively communicate precisely what your event is, its essential details, and what cause it is supporting. There are many ways you can advertise your event such as: through local newspapers, television, having articles written in papers, community boards, social media, and other online avenues.


16. Remind Your Event Attendees of Who They Are Supporting

- Get in touch with us and we will set you up with the necessary SOS Children's Village BC promotional material. We have banners, brochures, and small SOS BC branded gifts for attendees.
- If you would like a SOS Children's Village representative to present a speech at your event, please give plenty of notice and we will do our best to arrange it for you.

17. Say Thank You

- Thanking sponsors, attendees, donors, and volunteers is a simple task but essential to your event. Thanking them will let them know how much they are appreciated and make them willing to support your event in the future.
- Supply a list to SOS Children's Village BC and we will be happy to thank them as well.

18. Share Your Accomplishments

- SOS Children's Village BC is proud to have people like you involved in our cause and would love to hear about any exposure your event gets, see the photos taken and hear any feedback you have regarding our organization.
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Third Party Event Policies

SOS Children's Village BC is grateful to be the recipient of your event's proceeds. The funds raised go towards our mission of providing homes, a supportive community, and programs to help foster children and youth in need grow into caring, self-reliant adults.

The policies below are intended to protect the reputation and integrity of SOS Children's Village BC's name, personnel, and affiliated programs. As part of your commitment to organize an event, we ask that you and all those involved in organizing your fundraising activity respect these policies:

1. SOS Children's Village BC has sole jurisdiction over the use of the SOS children's Village BC name and logo design to support fundraising events. **Any and all promotional materials created for the event using the name and logo** (such as videos, advertisements, t-shirts, posters, web pages) **must receive prior approval from SOS Children's Village BC.**
2. All costs associated with the fundraiser shall be the sole responsibility of the event organizer(s). SOS Children's village BC cannot accept any responsibility for any associated costs and encourages the organizers to seek donated goods and services to offset costs incurred (we can provide fundraising BC an authorization letter). The event organizer cannot solicit donations as a representative of SOS Children's Village BC.
3. All staff and volunteers for the event will be provided by the event organizer.
4. The event organizer will indemnify and save harmless SOS Children's Village BC and its servants, agents, employees, officers and directors from and against any claims, suits and causes of action arising out of the fundraising event.
5. The event organizer will acquire appropriate permits, licenses, and insurance certificates, if applicable.
6. Fundraising events will maintain the highest ethical standards.
7. Each event will be well supervised, with proper safety procedures in place, to ensure the safety and well-being of all participants.
8. For confidentiality and protection of privacy, SOS Children's Village BC will not provide existing mailing lists or other donor information to the event organizer.
9. All participant donations must be collected by event organizers, and forwarded to SOS Children's Village BC within (30) days of the event. **All cheques should be made payable to SOS Children's Village BC. Contributions of \$20.00 or more will be tax receipted by SOS Children's Village BC if the donor's name and address is provided**, in keeping with Canada Revenue Agency guidelines (www.cra-arc.gc.ca).

10. If you require tax receipts for silent auction items, an invoice from the donor business for each item must be forwarded to SOS Children's Village BC. The CRA does not allow services or gift certificates in auctions to be tax receipted.

Tax Receipting Policy for Third Party Events

- **Purchase of tickets to an event:**

A tax receipt can be issued for the difference between the advantage received for attending the event and the amount paid. In order to issue a tax receipt, the value of the advantage must be clearly established and the advantage must not be greater than 80% of the amount paid. The advantage includes the market value of the event activities ie. golf fees, dinner value, show value, etc. The difference between the advantage and the amount paid for the ticket is the amount for which the tax receipt will be issued.

- **Donations received for SOS BC at the event:**

A tax receipt will be issued for all donations received at the event. Donation forms will be given to the third party fundraisers so the donors' information with the actual donation may be forwarded to SOS BC directly. Donation cheques should be made payable to "SOS Children's Village BC" and each cheque should be attached to the donation form. Cash donations can also be attached to the donation forms with the donor's information as well. Tax receipts are issued for donations of \$20.00 or more.

- **Donations paid directly to the Third Party Fundraisers:**

If donations are directly paid to the Third Party Fundraisers, the Fundraisers should still complete donation forms for each donation received by them. At the end of the event, the Fundraisers can issue one cheque for the total amount of donations they received directly for SOS BC and attach all the donation forms that make up the amount of the cheque. If there is no clear information for each donor and the amount donated, no tax receipt will be issued.

- **Auction items donations:**

A tax receipt for goods donated for an auction at the event can be issued for the fair market value of the goods donated if the value can be easily determined and is under \$1,000.00. If items donated have a market value of \$1,000 or more, the items should be appraised. For items for which the value is difficult to establish, a tax receipt in the amount of the purchase price paid at the auction will be issued to the donor.

- **Gift Certificates and gift cards:**

Gift cards and certificates can be tax receipted if the donor actually purchased the certificate or card. If the gift certificates or cards are donated by the issuer, no tax receipt can be issued until the card or certificate is redeemed for property. No tax receipt can be issued for the donation of services.

- **Auction items purchased for a value higher than market value:**

If an auction item is purchased for a higher value than the fair market value indicated on the bid sheet, then the difference between the amount paid and the fair market value can be tax receipted as long as the difference is \$20.00 or higher. A donation form should be filled by the Third Party Fundraisers with the name and address of the person who purchased the item, the fair market value of the item, and the total purchase amount.

Registering Your Third Party Event

Event registration forms are welcomed from individuals, organizations or businesses. We ask event organizers to:

- Complete the attached SOS Children's Village BC Event Registration Form
- Sign and agree to adhere to the third party event policies above

Event Wrap Up and Evaluation

1. Phone the SOS Children's Village BC office with your total donation results and participation numbers within 14 days of event completion.
2. **Forward all cash, cheque, and credit card donations to SOS Children's Village BC within thirty (30) days of event completion.** Please provide a list of all the donors and their contact information if they require a tax receipt.
3. Send event evaluation to SOS Children's Village BC office within thirty (30) days of event completion.

SOS Children's Village BC Third Party Event Registration Form

Thank you for your interest in designating the proceeds of your fundraising event to SOS Children's Village BC. Please complete this form and return it to our office by email, fax, or mail.

Event Name: _____

Event Date/Time: _____ Event Location: _____

Expected Number of Guests/Participants: _____ Open to Public Invite Only

Frequency of Event: One Time Annually Ongoing Ticket Price: _____

Event Contact Person: _____

Address: _____ Organization: _____

City: _____ Postal Code: _____

Phone (Cell): _____ Phone (Home): _____

Website: _____ Email: _____

In order to promote and support your event on the SOS Children's Village BC website, please describe your event:

How will you raise the funds? (i.e., ticket sales, silent auction, etc.) _____

Targeted Fundraising Goal: \$ _____

How will you promote your event? _____

Materials requested from SOS Children's Village BC:

- SOS Children's Village BC donation forms
- SOS Children's Village BC brochures
- Newsletters or information for use in promotional materials for your event
- SOS Children's Village BC banner
- Donation boxes
- SOS Children's Village BC logo (usage must be approved by SOS BC staff)
- Other materials (subject to approval) – please specify:

Special Requests:

I have read and agree to the SOS Children's Village BC Third Party Event Policies and understand that I must inform SOS Children's Village BC of any changes made to this proposal. All SOS BC materials must be returned after the event, otherwise a replacement levy will be imposed.

Signature: _____ Date: _____

On behalf of SOS Children's Village BC, thank you for your interest and support!

Please send completed form to:

William Brennan
Manager of Communications
SOS Children's Village BC
102-5830 176A Street, Surrey, BC V3S 4H5
Phone: 604-574-2964
Fax: 604-574-2967
Email: williambrennan@sosbc.org