

Third Party Fundraising

Information Package



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Thank you for considering Wildlands League (Registered Charity #11878 2317 RR0001) as a beneficiary for your fundraising activities! We are so honoured to know that you chose to support our cause to protect lands and water and the critters that call these pristine tracts of wilderness home.

Protecting places like Canada's boreal forest is a key ingredient in fighting the two greatest challenges of our time: climate change and species loss. Together, we can protect abundance, solidifying a foundation for nature that will have lasting impact for generations to come. Now, more than ever, we need your support.

GUIDELINES

Please return pages 6-8, completed, to Wildlands League via email. Please review the guidelines below before submitting your application. Please note that Wildlands League's Third Party Application must be completed and all fundraisers must be approved prior to being organized or held.

Should you have any questions, please contact Jennifer Berney, Development Coordinator, at jennifer@wildlandsleague.org / 416-971-9453 Ext.43.

How we can help

- Offer event planning advice
- Provide reference documents
- Provide a letter of authorization to validate the authenticity of Wildlands League as a benefactor
- Provide tax receipts to donors who make cheques payable to "Wildlands League"
- Share your success on our website and social media to inspire others
- Depending on availability and location, come to your school or organization to give a talk on our work

We are unable to

- Guarantee staff or volunteer presence
- Provide prizes, rewards or Wildlands League merchandise
- Provide event logistical support such as ticket sales, locating venues, booking venues
- Fund or reimburse expenses related to the fundraising event
- Provide liability insurance

Included in this package

- 1. Wildlands League Third Party Fundraising Guidelines & Policies**
- 2. Wildlands League Third Party Fundraising Application**
- 3. Third Party Fundraising Event Summary Form** – *This form should be completed and returned to Wildlands League within 30 days of the completion of your event.*
- 4. Donation Tracking Sheet** – *This form must be submitted in order for event donors to receive charitable received from Wildlands League. Please ensure you read the enclosed "Tax Receipting Guidelines" before submitting this form as not all gifts may qualify for a tax receipt.*

What is a Third Party Fundraising Activity?

Third party activities and events are fundraisers that in whole or part benefit Wildlands League and its mission and goals, and which are organized and executive by an individual or organization external to the charity.

Examples include: a class raising funds through a bake sale, a yard sale, employer matched donations, themed party, hot dog sale, or a dress down day in a business office where employees pay a fee to dress down. All monies collected are donated to charity.

Approval Process

- **Organizers must complete and submit the Third Party Fundraising Application to Wildlands League preferably no less than 3 weeks prior to the date of the proposed fundraising activity. Approval must be received before advertising is permitted.**
- Applications are valid for one (1) event only. Annual event and activity organizers will need to reapply each year (per event).
- Wildlands League must be notified of other activity/event beneficiaries as well as activity/event sponsors.
- Wildlands League reserves the right to deny any application for a fundraising activity that is not in line with Wildlands League's mission and/or goals, or which does not project a positive image of Wildlands League.

Promotion and Use of the Wildlands League Logo

- Your organization/group must receive permission from Wildlands League to use our name and/or logo in conjunction with your event. Wildlands League requests that all promotional materials are submitted to the office for approval prior to distribution. High resolution files of the Wildlands League logo are provided upon request.
- Please note: Wildlands League logo cannot be used for any purposes other than those described in the Third Party Fundraising Application.
- All promotional materials should clearly state that the activity or event is "In Support of" or "Proceeds to" followed by the Wildlands League logo. Materials must NOT state that Wildlands League is a sponsor or co-sponsor of an activity or event unless otherwise approved by Wildlands League in writing.



Liability

- If you are conducting raffles, lottery sales or any other type of activity that involves selling to the general public, you may require a special license or permit. Please make sure you take the necessary steps to obtain these. Wildlands League will not provide licenses or permits for third party activities or events and will not be held liable should your event or activity be found in violation of these rules and guidelines.
- Wildlands League will not provide any insurance coverage for third party events or activities. Event organizers must take the necessary steps to obtain proper insurance.
- Wildlands League, its employees, volunteers and members are not liable for any accidents or injuries, damage or theft to individuals or property and cannot assume any type of liability for your event/activity, participants, volunteers or employees.



Charitable Tax Receipts

Wildlands League will issue donation receipts for any **qualifying monetary donation**. If an individual has made a donation, the receipt will be issued in the name of that individual at their home address. If a corporation has made a donation and a receipt is requested, the receipt will be issued in the company's name at the corporate address. An individual or corporation cannot receive a charitable donation receipt for monetary donations made by other parties. For example, an individual or organization cannot receive a receipt for the total proceeds of an event or activity (as monies were donated by multiple parties).

If you require donation receipts issued to participants of your event or activity, we ask that you include Wildlands League's charitable number (#11878 2317 RR0001) on all promotional and public-facing materials. We ask that you state "tax receipts will be issued for donations of \$20 or more, or on request." Within 30 days following your event or activity, please provide Wildlands League with a list (making sure that all information is legible and complete) of names, mailing addresses including postal code, phone numbers and email address (optional) as well as the corresponding amount of each gift to be receipted. Donation receipts will be issued for all monetary donations of \$20 or more.



Wildlands League will issue charitable donation receipts for in-kind donations (donations of property such as prizes or merchandise) equal to the Fair Market Value of the item(s) donated **provided supporting documentation verifying Fair Market Value is received**. Qualifying documentation of Fair Market Value includes: purchase invoice(s) or other proof of purchase, third party appraisal and other CRA-approved documentation. As per CRA regulations, items of little market value such as handmade crafts will not qualify for donation receipts. In kind donations of services are also not eligible for donation receipts for income tax purposes.

Goods and services not eligible for a donation receipt include items such as raffle or lottery tickets, general admission or entrance tickets, golf green fees, and the cost of donated services. This includes special services that necessitate hiring someone for an event (i.e. tent set-up and entertainment).

A tax receipt may be issued for a portion of the admission price when tickets or entrance fees exceed the cost per person required to put on the event. However, receipts can only be issued for the portion of the admission price exceeding Fair Market Value and cannot be issued for more than 80% of the admission price.

Corporations and businesses that sponsor an event will receive an official invoice or thank you letter from Wildlands League that would enable them to claim back the full amount of their sponsorship as a marketing expense (when applicable).

I. Organization Information

Name of Organization (if applicable): _____
Website: _____
Address: _____ City: _____ Province: ____ Postal Code: _____
Contact Person: _____ Email: _____
Ph # (w): _____ Ph # (h): _____ Ph # (c): _____ Fax #: _____

II. Event Information

Name of Event: _____
Event Type: _____ Expected Number of Attendees: _____
Event Address: _____
Start Date and Time: _____ End Date and Time: _____
How will you promote the event? _____
Event Description/Summary: _____

Fundraising Goal (after expenses): _____

Please attach a copy of any licenses, permits and proof of liability insurance.

If you are selling goods & services please indicate what will be sold and if a portion of the proceeds will be donated to Wildlands League.

III. Financial Information

How will funds be raised (please check all that apply):

Pledges ____ Auction ____ Ticket Sales ____ Gaming ____ Donations ____ Sales ____ (liquor, merchandise, etc.)

Other (please explain): _____

Are you approaching sponsors? Yes _____ No _____

If yes, please list organizations being approached to avoid potential conflicts with current or potential Wildlands League sponsors.

Will the proceeds of your event/activity be donated only to Wildlands League? Yes ____ No ____

If NO, please list who else will be benefiting from the event and what percentage Wildlands League will receive?

Will you require tax receipts? Yes ____ No ____ If yes, please review the receipting guidelines on page 3.

IV. Wildlands League Involvement

Please note: We will do our best to support you, but ask for your understanding that our resources are limited and we typically cannot meet requests for speakers, representatives and volunteers.

Will you require the Wildlands League name and logo for promotional use? Yes ____ No ____

If yes please indicate what type of materials you will be producing:

If you would like promotional materials from Wildlands League, please indicate quantities required:

Brochures: _____ Volunteer Applications: _____ Other: _____

Would you like the event to be shared on Wildlands League's social media? Yes ____ No ____

If yes, please provide your social media information as well as an example of a post.

Is there any other important information Wildlands League should know regarding your event?

THIRD PARTY FUNDRAISING AGREEMENT

Please review and sign a copy of this form, and return it with the Third Party Fundraising Application. This form is due three (3) weeks prior to the proposed event. Completion of this form does not guarantee approval. Upon approval, you will receive an approved signed copy of the application for your records.

By signing this document, I/we acknowledge receipt of Wildlands League's Policies and Procedures for Third Party Fundraisers and agree to comply with all provisions in organizing and holding our fundraising event.

I/we also agree with the collection of any and all information Wildlands League deems necessary to evaluate the event. I/we further attest that all information provided on this form is correct and accurately describes the proposed event. I/we agree to indemnify and save harmless Wildlands League for any expenses, losses, claims or damages resulting from the fundraising event or the noncompliance with any terms or provisions of Wildlands League's Policies and Procedures for Third Party Fundraisers.

Signature

Date

On behalf of Wildlands League, thank you for supporting our work to protect more of Canada's public land and water and the critters that call them home!

Please return this form to:

Jennifer Berney
Development Coordinator
Wildlands League
380-401 Richmond Street West
Toronto, ON, M5V 3A8
jennifer@wildlandsleague.org

IN OFFICE USE ONLY:

Approved by: _____

Signature

Date



Collected by: _____

[illegible]

Total Collected:

Please make cheques payable to:

Please photocopy if you require more sheets

THIRD PARTY FUNDRAISING SURVEY

To be completed and submitted within 30 days of the completion of your event

1. How successful did you feel your event was? **(lowest) 1 2 3 4 5 (highest)**
 2. Did you meet your financial goals? **Yes No**
 3. Are you planning on hosting this event again? **Yes No**
 4. If so, how often? **One-time Annually To be determined**
 5. How satisfied were you with the amount of support you received from Wildlands League for your event? **(lowest) 1 2 3 4 5 (highest)**
 6. Do you have any suggestions to help Wildlands League make the process of hosting an officially endorsed event better?
-
-
-
-
-

7. Please provide us with a brief financial summary of your event:

Total \$ amount raised from the event: \$ _____

Total expenses: \$ _____

Total donation to Wildlands League: \$ _____

Please email your completed survey with photos to: jennifer@wildlandsleague.org.

THANK YOU!