

Third-Party Fundraisers

2011



**Boys & Girls Clubs
of Greater Victoria Foundation
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**A Guide to Third Party Fundraising Events in Support of
Boys & Girls Clubs of Greater Victoria Foundation**

Third Party Fundraiser Procedures and Guidelines

One of the many ways to support Boys & Girls Clubs of Greater Victoria Foundation (BGCVIC) is by planning and/or sponsoring an event to raise funds for us. This kind of activity is called a "third-party" fundraiser which is an event organized by an individual or external organization that coordinates and executes the event independent of the Boys & Girls Clubs. The net proceeds are donated to the Boys & Girls Clubs of Greater Victoria Foundation. The Foundation's primary mission is to support the work that Boys & Girls Club Services of Greater Victoria undertakes, particularly in the area of preventative programming for children and youth.

The Boys & Girls Club is available to lend support, advice, and assistance. We have put together the following procedures, guidelines and tips so all participating parties are clear on their role and responsibilities and to help you organize your fundraiser to maximize your efforts.

If you have additional questions regarding third-party fundraisers, please contact: Kate Mansell, Director of Development for Boys & Girls Clubs of Greater Victoria Foundation at 250.384.9133 local 115 or kmansell@bgcvic.org.

Types of Third-Party Fundraisers

- 1. A group or individual can host an event and make Boys & Girls Clubs the beneficiary.** *(Example: An organization hosts a golf tournament or concert and gives Boys & Girls Clubs a cheque for the net profits.)*
- 2. Boys & Girls Clubs can "piggy back" on an existing event, adding a third-party fundraising element, and receive the income produced from that element.** *(Example: A company has an annual party and asks their employees to make a donation to Boys & Girls Clubs or a service club has an annual marathon and they give registrants the opportunity to get pledges for Boys & Girls Clubs.)*

Procedure

1. Submit a description of the event 90 days prior to your event.
2. Include the following information in your description:
 - A full description of the event (Boys & Girls Clubs needs to know what the event involves – a form is included for your convenience)
 - Date, time and location of the event
 - What is expected of Boys & Girls Clubs (volunteers, promotional assistance)
 - Budget, including anticipated costs and projected gross income of the event
 - Plans, if any, for corporate sponsorship
 - Contact information of the director(s) and coordinator(s) of the event

Third-Party Fundraiser Guidelines

Boys & Girls Clubs has a set of guidelines that we ask all individuals and organizations to follow when fundraising on Boys & Girls Clubs' behalf:

1. The Boys & Girls Clubs name and/or logo cannot be used to promote a third-party event without prior approval by the Boys & Girls Clubs' Director of Development. All approved third-party fundraisers should submit copies of print materials which include the Boys & Girls Clubs logo/name prior to printing.
2. Boys & Girls Clubs asks that you do not organize a third-party fundraiser that includes lotteries, gambling, raffles or drawings without first discussing it with the Director of Development for Boys & Girls Clubs. Any fundraiser that requires any type of license should first be discussed with and approved by Boys & Girls Clubs.
3. Keep accurate accounts of your event. Boys & Girls Clubs will not be responsible for any expenses incurred for a third-party fundraising activity.
4. The third-party fundraising activity should be one that does not conflict with the mission of Boys & Girls Clubs (if unclear, please contact us).
5. Your third-party fundraiser should not conflict with an existing Boys & Girls Clubs fundraising event.
6. All funds and financial accounting must be submitted to Boys & Girls Clubs no later than 30 days after the event.
7. Contact us with any additional questions you may have.

Thank you for thinking of Boys & Girls Clubs as you plan your upcoming event. We appreciate your willingness to support the children, youth and families that we serve.

We ask all individuals and organizations to submit a Third-Party Fundraiser Event Description to our Director of Development for approval prior to including Boys & Girls Clubs as a beneficiary of their event. This will help to clearly establish the parameters and expectations for all parties involved in the activity. It will also ensure to make sure it doesn't conflict with any planned event or solicitations of sponsorships or donations.

To assist you in presenting your third-party event to Boys & Girls Clubs we have created this Third-Party Fundraiser Event Description Form. You may also use the format below to create your own event description form. Your event description should be submitted for approval no later than 90 days prior to your event.

THIRD-PARTY FUNDRAISER EVENT DESCRIPTION FORM *(Please Type or Print)*

Name of Proposed Event:

Date(s):

Location(s):

Detailed Event Description:

EXPECTATIONS OF BOYS & GIRLS CLUBS Please describe in detail the support expected from Boys & Girls Clubs. (eg. Number of *volunteers as well as times, amount of time, duties, etc.; Promotions — press releases, invitations, etc.*)

ANTICIPATED COST & GROSS INCOME OF EVENT

Anticipated Gross Income: \$ _____

Source(s) of Income: *(i.e. ticket sales, sponsorships, auction, etc.)*

Anticipated Corporate Sponsors:

Anticipated Expenses:

Types of Expenses: *(i.e. printing, food, location, etc.)*

EVENT ORGANIZER CONTACT INFORMATION:

Name: _____ **Title:** _____

Company: _____

Address: _____

City: _____ **Prov:** _____ **Postal Code:** _____

Work: _____ **Fax:** _____ **Cell:** _____

Home Phone: _____ **Email:** _____

About Boys & Girls Clubs

Boys & Girls Club Services of Greater Victoria mission is to provide a safe, supportive place where children and youth can experience new opportunities, overcome barriers, build positive relationships and develop confidence and skills for life.

Our National tag line proudly proclaims that Boys and Girls Clubs are a “Good place to be”. But the tag line has a deeper meaning than simply a physical space. That “good place” refers to the relationships that are forged between participants and our staff and volunteers. *THAT* is the good place where all learning truly takes place and which truly captures the essence of a Boys & Girls Club.

Just the Facts

- The first club in Canada was founded in 1900 in Saint John, New Brunswick and our own club opened in 1960.
- Boys & Girls Club Services of Greater Victoria is a member of Boys and Girls Clubs of Canada and is one of 102 Clubs operating in communities across Canada. While operating within the mission and core values of the national organization, we are locally autonomous, developing and delivering programs that fit our community. Our local volunteer Board of Directors is responsible for governing local operations.
- We are dedicated to providing a continuum of services that promote the healthy development of children and enhance their ability to reach their potential. We engage them in activities that challenge them and enrich their lives, building the self-esteem and internal capacities they need to weather adversity and prevent them from engaging in compromising behaviours.
- Our operating budget for 2010/2011 is \$4.9 million and our funding comes from a variety sources including: local and national businesses, foundations and individuals, service clubs, the United Way, and all levels of government, as well as through special events, memberships and fees for service.

Government	
Provincial	77%
Federal	1%
Municipal	1%
Fees, Memberships, Facilities Rentals	12%
Foundation & Other Grants	3%
Gaming Grants	2%
United Way	2%
Special Events	1%
Miscellaneous	1%
	100%

- Under 10% of our funds go to administration costs or over \$0.90 cents of every dollar goes to programs that help our community.
- Funds raised are invested in our community and stay right here in Greater Victoria.
- Currently we employ 120 fulltime and part-time staff members
- We served approximately 2,700 children, youth and families in 2009/10
- 212 individuals, including our Board members, volunteered a total of 7,980 hours in 2009/2010.

Ten Steps to a Successful Fundraising Event

Here is an easy to follow checklist to assist you in organizing your event:

1. Decide on type of event

Chat with friends and colleagues to develop an idea for an event that excites you. Don't have any ideas? Here are a few to get you started...

Galas	Head Shaves	Children's Events
Sporting Events	Auctions: Live & Silent	Celebrity Appearances
Theatrical Events	Curling Bonspiel	Carnivals
Dinners and Dances	Tournaments	Holiday Celebrations
Fashion Shows	Barbeques	

2. Form an event committee

It takes a lot of time and energy to plan a successful event. Recruit enthusiastic and dedicated volunteers to help make your event a success. Committee areas could include:

Securing the venue	Volunteers	Marketing and publicity
Obtaining applicable licenses	Acquiring auction items	Ticket Sales
Organizing food & beverage	Soliciting sponsorships	

3. Get your event in our calendar

Boys & Girls Clubs wants to know more about your event. Once you have decided on an event concept, please complete a Third Party Fundraising Event Application and submit it to The Development Office, Boys & Girls Clubs of Greater Victoria Foundation, 1240 Yates Street, Victoria, BC V8V 3N3 or email it to development@bgcvc.org. This way we are able to support your event and possibly help make your event an even greater success.

4. Set a goal

Set a fundraising goal for your event. The most successful events start by setting a goal, and working towards it. Establish a budget that shows all your expenses and how much you expect to bring in to reach your goal amount. If you are selling tickets, your ticket price should cover all expenses plus the donation amount if you are collecting donations through ticket sales.

5. Determine your target audience

Understanding who will support and attend your event is crucial to its success. Identify your target audience for promotion and participation. This can include age groups, community groups, and types of people i.e. golfers, business people etc... Make sure you have access to your desired audience in the numbers you need to make your event a success. Remember about 1 in 10 of your audience may attend depending on who your asking and your relationship with them.

6. Set the date and location

Schedule your event for a day, time and a location convenient for those who will be attending. Don't forget to take a look at events that are also going on in your community and what groups they are targeting, try not to conflict with any similar events. Book your venue in advance.

6. Event logistics

Attention to detail is essential to the success of every event. Boys & Girls Clubs can review the logistics of your event to help ensure you are on the right track. Indicate on the application form what materials you will need such as donation forms, and we might be able to help.

7. Promotion

Flyers, posters and other promotional materials will help make your event a success. Ensure your promotional materials clearly state the date, time and location of your event. It is also a good idea to indicate what the ticket price includes (i.e. drinks, hors d'oeuvres, and door prizes) and where the event proceeds go. We ask that all materials be sent to Boys & Girls Clubs so that we can have them on file in case we get inquiries about your fundraising initiative. As a policy, Boys & Girls Clubs does not pay for advertising, therefore, it is a good idea to arrange sponsorship from local papers or use Greater Victoria's community bulletins and notices. Please remember that the Boys & Girls Club logo is a registered trademark and unauthorized use is prohibited. Submit a proof of any promotional materials prior to printing/distribution.

9. Collection of funds

Once all donations have been received and all expenses paid, compile a list of revenue and expenses and prepare a cheque for the proceeds raised, made out to the Boys & Girls Clubs of Greater Victoria Foundation and send your cheque to 1240 Yates St., Victoria, BC V8V 3N3.

If you require charitable income tax receipts, we ask that you collect and submit the net funds raised to the Boys & Girls Clubs within 30 days of your event. If this timeframe cannot be met please advise us when we can expect to receive this. To meet the Canada Revenue Agency guidelines, donor's names, addresses and donation amount must be provided before receipts can be issued. For additional information regarding tax receipts, visit the Canada Revenue Agency web site: www.cra-arc.gc.ca/tax/charities.

10. Thank yous

Donors cannot be thanked enough. Thank individuals, sponsors, attendees and anyone providing services or gifts to your event. Let those who participated know how much you appreciate their support. Tell them how much money was raised and what that means to Boys & Girls Clubs in giving children and youth the skills, opportunities and experiences they need to realize their potential. The Boys & Girls Clubs of Greater Victoria Foundation will send a special thank you letter and charitable receipt, however, donors will always appreciate a personal thank you from the event organizer.

Tax Receipting Guidelines

Donations/pledges to the Boys & Girls Clubs of Greater Victoria Foundation

- All donations or pledges to BGCVIC of \$10 or greater are eligible for a tax receipt
- We require name, mailing address and phone number of donor
- Tax receipts are issued by BGCVIC upon receipt of donation(s)

Gifts (Donation of prizes)

- Gifts are eligible for tax receipts, only if no print recognition is given in exchange for the donation of the gift.
- We require name, address and phone number of donor
- We require invoice stating value of gift and description of item being donated
- If required, we can issue tax receipts for the fair market value of the item being donated but require supporting documentation
- Gifts valued \$4,999 or greater need to be approved by BGCVIC
- For gifts of works of art valued over \$1000 a formal appraisal is required
- Tax receipts are issued by BGCVIC upon receipt of invoice & item description and appraisal if applicable

Gifts of Service (i.e. labour costs)

- Labour or wages are not eligible for tax receipting

Sponsorships (receiving printed acknowledgement of donation)

- Sponsors receiving print acknowledgement are not eligible for tax receipts
- Printed acknowledgement includes the sponsoring organization having their business logo located on print material
- It is OK to list donors in an event publication as a donor
- It is OK to list donors in recognition of donation ads

Purchasing of prizes (donating proceeds to BGCVIC)

- Are eligible for a tax receipt via a cheque exchange
- Prize is receipted at full value with the receipt of item description and invoice

Procedure for cheque exchange

- Third Party Event purchase item
- Send an invoice to BGCVIC
- BGCVIC will issue a cheque for the invoiced amount
- Third Party event organizer issues a cheque for the same amount back to BGCVIC
- BGCVIC issues a tax receipt for the donated amount.

Boys & Girls Clubs Third-Party Fundraiser Terms and Conditions

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6. All funds and financial accounting must be submitted to Boys & Girls Clubs no later than 30 days after the event.
7. Contact us with any additional questions you may have.

I have read and agree to follow Boys & Girls Clubs' Third-Party Fundraiser Terms and Conditions.

Signature

Date

Print Name

Print Title

Thank you for submitting your completed Third-Party Fundraiser Event Description Form with your signed Third-Party Fundraiser Terms and Conditions. They will be reviewed upon receipt and you will be contacted by Boys & Girls Clubs within five working days.

Please forward the completed and signed forms to:

Director of Development

Boys & Girls Clubs of Greater Victoria Foundation

1240 Yates Street, Victoria, BC V8V 3N3

or email to kmansell@bgcvc.org

or fax to 250.384.9136