

<b>Chapter: 4</b>	<b>PHILANTHROPY AND COMMUNITY ENGAGEMENT</b>	<b>Policy #</b>	<b>PCE-DR02</b>
<b>Subject</b>	<b>Donor Relations</b>	Issued:	February 27, 2020
		Latest Revision	November 25, 2021
		Latest Review- No/Minimal Changes	March 31, 2022
		Cross reference	See last page for cross reference
<b>Policy</b>	<b>Third Party Events</b>		

**POLICY**

Third Party Fundraisers and the Society will follow this policy and guidelines when organizing/supporting a third party event.

**Introduction**

The Victoria Cool Aid Society (Society) welcomes local community groups, individuals, and others who wish to host fundraising events (“*Third Party Fundraising*”) where all or a portion of the proceeds benefit the Society.

**1. Policy**

- 1.1 The Society is not obligated to work with any third party.
- 1.2 The Society will not be held legally liable for any injury, damage, cost, or loss that may be suffered by any person or entity arising out of or in connection with the Third Party Event.
- 1.3 All Third Party Event paid and publicity materials, including: press releases, printed or electronic advertisements, invitations, brochures, and any other form of event promotion material must be submitted to the Philanthropy and Community Engagement Department at least two (2) weeks prior to the event for review and approval before they are made public.
  - 1.3.1 Event materials must clearly state that the event is hosted by the third party fundraising organizer as an individual or group. Materials must not state or imply that the event is a Society event.
  - 1.3.2 The Society prohibits the use of its name and logo in third party fundraising material without express permission of the Philanthropy and Community Engagement Department. The Philanthropy and Community Engagement Department will issue a ‘benefiting Cool Aid’ logo upon request.
- 1.4 The Society must be informed in advance of any corporations or businesses that the Third Party Event organizers plan to approach for sponsorship to help minimize overlap or impact regarding any existing Society fundraising activities.
- 1.5 The Society may help promote events using the Society’s communication channels on a case-by-case basis.
- 1.6 The Society will issue a charitable tax receipts upon request in accordance with Canada Revenue Agency rules and regulations as per [FN-RP05 Donation Tax Receipt Policy](#).
- 1.7 The Society will not compensate any organizer for expenses or costs incurred. The Society will not guarantee volunteer support or attendance at the Third Party Event.
- 1.8 Donor information collected by donations sent directly to the Society (e.g. paid on Cool

Aid's website) which reference the third party event, or may be a result of the third party event will be subject to [AD-AD12 Privacy Policy](#).

## **2. Procedure**

### **2.1 Ticketed Events, Auction and Sponsorship:**

2.1.1 Third Party Event organizers are responsible for selling tickets, acquiring sponsorship and auction items for any community fundraising event. The Society is unable to assist with ticket sales, sponsorship, or auction items, however, assistance can be provided under some circumstances, for example, the Society may produce an online ticket sales form for the Third Party Event. This will be at the discretion of the Philanthropy and Community Engagement Department.

2.1.2 Auction items may be solicited by the Third Party Event organizer(s), however it should be made clear that items are being requested by the Third Party Event organizers. The Society is happy to review the auction request letter.

### **2.2 Event organizers and volunteers:**

2.2.1 Third Party Event Organizers are responsible for recruiting, organizing and overseeing volunteers and/or administrative and staffing needs. The Society may make a request to its internal pool of volunteers at the discretion of Philanthropy and Community Engagement Department.

2.2.2 Third Party Event organizers are responsible for filing any necessary event permits and providing insurance coverage for their event. Third Party Event organizers accept all liabilities incurred from their event.

#### **See also:**

[AD-AD12 Privacy Policy](#);

[PCE-DR01 Donation Acceptance Policy](#);

[FN-RP05 Donation Tax Receipt Policy](#);