



## **Third Party Events and Fundraising Initiatives**

*Please read this document carefully, initial each page, complete the Third Party Event plan and return to your YWCA Banff representative for approval.*

Frequently individuals and corporations approach the YWCA Banff with the intention to raise money or gather gifts-in-kind for the organization. We genuinely appreciate the public's interest in supporting the YWCA Banff and encourage such activities when they are undertaken in an ethical, accountable and cost-effective manner. In addition to raising money for community programs, these events serve to create a greater awareness of YWCA Banff and to bring new support to the organization.

### **Our Work:**

The YWCA Banff strives to build a healthy community by helping to prevent gender-based violence and providing affordable housing. We are committed to the rights and dignity of women and children in our society. Our services are guided by a collaborative and multidisciplinary community response. The YWCA Banff provides a spectrum of services in the community around violence education and prevention. As a client focused agency, we recognize the humanness and uniqueness of every individual and believe that access should be available to all women and children who are in need of safe shelter due to family violence.

### **Mission Statement:**

The mission of the YWCA Banff is shaping a safe and inclusive Bow Valley that empowers women and their community for a better future.



## Guiding Principles:

The following guiding principles must be adhered to with respect to Third Party Events and Fundraising Initiatives:

1. The YWCA Banff will not allow its name to be used in conjunction with any partner or activity that is in conflict with our Mission Statement or that the public would perceive negatively.
2. The YWCA Banff has a responsibility to ensure that third party events and fundraising initiatives are highly ethical, accountable and provide full consumer disclosure.
3. The YWCA Banff will discourage programs that are likely to erode existing funding.
4. Third party events and fundraising initiatives should not place a demand on YWCA Banff staff or volunteer resources. The event organizer will provide staffing and volunteers for this special event. On special request, YWCA Banff will assist with recruiting volunteers, or contacting the Board of Directors for volunteerism.
5. The event organizer will take care of the organizational and administrative tasks associated with the event. On special request, the YWCA Banff will assist with administrative tasks only if staffing time allows.
6. YWCA Banff shall incur no cost or liability associated with this event.
7. All messaging involving the YWCA Banff and all materials using the charity's name must be submitted for approval to the YWCA Banff prior to use.
8. The event organizer agrees to handle any monetary transactions, and to present the proceeds to YWCA Banff within 30 days following the event.
9. The event organizer agrees to use its own mailing list for the special event and understands that the YWCA Banff does not provide any mailing lists.
10. The event organizer will obtain all necessary permits, licenses or insurance associated with the event.
11. The event organizer will discuss with the YWCA Banff representative if they plan to hold a 50/50 draw or any other raffle. (requires special licensing from AGLC).
12. The event organizer assumes full responsibility associated directly or indirectly with the event.
13. The event organizer agrees to follow YWCA Banff receipting policies that adhere to Canada Customs and Revenue Agency guidelines.
14. Donations are made to the YWCA Banff and the YWCA Banff issues tax receipts for donations of \$20 or more.
15. The event organizer will discuss with the YWCA Banff representative details of CRA guidelines around receipting, gifts in kind, auction items, sponsorships, etc.
16. The event organizer shall not disclose privileged or confidential information directly or indirectly to unauthorized parties during the term of volunteerism or any time thereafter.
17. The event organizer shall not misuse or be careless with confidential and sensitive information.
18. The YWCA Banff reserves, at any time, the right to withdraw the use of its name and logo for the event.



*Communication regarding the initiative should be as clear as possible such that members of the general public fully understand the relationship between the third party fundraiser and the YWCA Banff, and such that they understand exactly how money is being raised; for example "\$1.00 from the sale of every T-shirt" is preferred over "proceeds from every shirt."*

### **The YWCA Banff agrees:**

Once the YWCA Banff has received and approved your third party event or fundraising Initiative, you will be provided with:

- ✓ Guidance and suggestions on event planning
- ✓ YWCA Banff logo for advertising
- ✓ Promotion of your event internally at the YWCA Banff and on social media sites
- ✓ YWCA Banff donation forms or donation tins as required
- ✓ YWCA Banff printed materials, information on YWCA Banff's programs and resources as required
- ✓ Your YWCA Banff representative will also discuss with you the opportunity to have a representative of the YWCA attend the event and if appropriate, say a few words on behalf of the YWCA.



## Third Party Event Plan

Contact information	
<b>Name</b>	
<b>Position</b>	
<b>Company</b>	
<b>Phone</b>	
<b>Cell</b>	
<b>E-mail</b>	
<b>Address</b>	

Event Details	
<b>Name of proposed Event</b>	
<b>Dates / Time</b>	
<b>Venue</b>	
<b>Description of Event</b>	
<b>Fundraising goals for Event</b>	
<b>Expenses for Event</b>	
<b>How will funds be generated</b>	
<b>How will Event be promoted</b>	
<b>When will the proceeds be transferred to YWCA</b>	
<b>Other Comments</b>	



Where would you like your proceeds directed?

- Area of Greatest Need
- Programs & Services (prevention of gender-based and sexualized violence; leadership development: school programs, counselling, advocacy & awareness)
- Emergency Shelter & Transitional Housing (access to a safe place and support services for people who have experienced gender-based violence)
- Bow Valley Higher Ground Project (visit [www.bowvalleyhigherground.ca](http://www.bowvalleyhigherground.ca) for information)
- Affordable Housing

**Reminder:**

***All messaging involving the YWCA Banff and all materials using the charity's name must be submitted for approval to the YWCA Banff prior to use.***

I agree to adhere to the guiding principles and the ethical guidelines as described above:

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Signature

Date

*Please read this document carefully, initial each page, complete pages 4 and 5 and return to your YWCA representative for approval.*

For further information or to return your third party fundraising plan contact:

Manager of Marketing & Communications  
102 Spray Avenue  
PO Box 520  
Banff, Alberta  
T1L 1A6

Ph: 403-760-3208  
[marketing@ywcabanff.ca](mailto:marketing@ywcabanff.ca)