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Reviewed: VRHF Chair Policy and By-Law

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THIRD PARTY SPECIAL EVENTS

1. Purpose

Outline the process related to Third Party activities organized to support the Foundation's mission and vision.

2. Definitions

2.1 A third party special event is any fundraising/promotional activity which is intended to benefit the Foundation but is not managed by the Foundation itself. Third party events are planned and organized by individuals and groups who are passionate about healthcare and the mission of the Valley Regional Hospital Foundation.

3. Scope

3.1 Special event fundraising can take many forms and is very important to the Valley Regional Hospital Foundation. In addition to the monies raised, new friends are often made for the Foundation and its support groups.

3.2 The Foundation does not take an active role in planning or organizing the event, subsequently the Foundation does not incur any costs or liabilities for the event.

3.3 The Foundation evaluates and approves third party events based on the following criteria:

3.3.1 Consistency with the Foundation's mission, vision and values

3.3.2 Support and ability of the third party organizers to complete the event

3.3.3 Profitability and/or public relations value of the event

3.3.4 Potential for conflict with existing Foundation events, promotions and partners

4. Procedure

4.1 Organizer(s) must contact the Fundraising and Promotions Coordinator to provide information on the planned activity. The Coordinator will determine if the activity is consistent with the Foundation's mission, vision and values.

4.2 Organizer(s) must complete a Third Party information sheet with the event details and submit it to the Coordinator prior to taking steps to plan the event.



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- 4.3 The Coordinator must inform the organizer(s) of the following:
- 4.3.1 The Foundation will not underwrite any third part event or assume risk incurred in the planning or operation of the activity including:
 - 4.3.1.1 Event organizer must provide proof of insurance if necessary. The Foundation will not provide insurance coverage for any third party event.
 - 4.3.1.2 The Foundation will not assume any legal or financial responsibility relating to the event or the organizer.
 - 4.3.1.3 The Foundation is not responsible for any damage, theft or injury to individuals or property.
 - 4.3.1.4 Funds required to finance special events will be provided by the organizer(s).
 - 4.3.1.5 Any licenses, permits and fees will comply with all government regulations and applicable laws. Event organizers are responsible for payment of applicable licensing and/or permits and fees.
 - 4.3.1.6 The Foundation will not provide staffing or volunteers unless otherwise agreed upon.
 - 4.3.1.7 The event organizer will report back to the Foundation and provide documentation on revenue, expenses and any other relevant information requested by the Foundation.
 - 4.3.2 Total proceeds, after expenses, will normally accrue to the Foundation. In certain cases it may be appropriate to share the proceeds with another charity. In those cases, the Foundation must be advised of the name(s) of the charities and what percentage of the final net revenue they will receive.
 - 4.3.3 Requirements of Revenue Canada and the NS Alcohol and Gaming Commission must be met where appropriate.
 - 4.3.4 The Foundation will not be responsible for ticket sales or promotion.
 - 4.3.5 Publicity and sponsorship in conjunction with any major event must be coordinated through the Valley Regional Hospital Foundation.
 - 4.3.5.1 The Foundation will have final approval on all promotional materials including brochures, posters, flyers, advertisements, publicity and/or media communications relating to participation in the fundraising event. Upon its discretion and approval, the Foundation will allow use of



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its logo and name to promote the event. The Foundation reserves the right to withdraw the use of its name at any time and will not assume any liability or costs in doing so.

4.3.5.2 The event organizer is responsible for making all media contacts and must ensure that it is clear that the Foundation is not the organization requesting media coverage and/or participation.

4.3.5.3 The Foundation will provide promotional material if available.

4.3.5.4 The Foundation will not provide any donor contact lists.

4.3.5.5 All sponsorship/donation lists must be reviewed and approved by the Foundation. The Foundation will not solicit sponsors on behalf of the event organizer nor will it provide contacts for sponsorship. Any third party contacting potential sponsors must disclose the nature of the third party arrangement and must position the Foundation as a recipient of the event proceeds, not the host or sponsor of the event.

4.3.5.6 Those soliciting sponsorship or donations must act with fairness, integrity and in accordance with all applicable laws. The solicitor must discontinue solicitation of a prospective donor who identifies the solicitation as harassment or undue pressure, or does not wish to be solicited.

4.3.5.7 Volunteers must disclose any conflict of interest/loyalty and cannot accept donations for purposes that are inconsistent with the Foundation's mission, vision and values.

4.3.5.8 The event organizer will not enter into any oral or written agreements on behalf of or in the name of the Foundation.

5. Responsibilities

- 5.1 The Foundation offers the organizer(s) assistance by:
 - 5.1.1 Offering the use of the Foundation name and logo (with permission);
 - 5.1.2 Providing a letter of support to be used to validate the authenticity of the event and the organizers;
 - 5.1.3 Promoting the event using our website and social media, as deemed appropriate;
 - 5.1.4 Suggestions for event planning/management.



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- 5.1.5 Issuing tax receipts in accordance with CRA regulations:
- 5.1.5.1 Receipts cannot be issued for proceeds of an event; receipts are issued only for direct donations where the donor receives no benefit for the contribution.
- 5.1.5.2 Documentation to support tax receipting for donations must be provided to the Foundation within 30 days of the event. The documentation must include:
- Donor's complete name and mailing address including postal code
 - Amount given, amount tax receipt to be issued for
 - List and value of any benefits received for donation
- 5.1.5.3 Sales of raffle tickets, admission tickets, green fees, auction items and other goods that provide a benefit to donors are not eligible for a tax receipt except when an admission fee exceeds the Fair Market Value (FMV) of the benefits received.
- 5.1.5.4 A tax receipt cannot be issued for services such as personal, professional or legal services.
- 5.1.5.5 A gift of property other than cash is referred to as a gift-in-kind (GIK). A GIK receipt can be issued for the FMV of an item provided the Foundation receives a purchase invoice or other proof of purchase of the item, an independent third party appraisal and value of the item, or a current price list for the item at a recognized commercial enterprise operating independently of the donor.
- 5.1.5.6 The total amount of receiptable donations the Foundation is able to receipt cannot exceed the net proceeds from the event.
- 5.2 The Foundation cannot offer assistance by:
- 5.2.1 Offering reimbursement for expenses;
- 5.2.2 Sharing mailing lists of Foundation donors and/or volunteers;
- 5.2.3 Guaranteeing Foundation staff or volunteers attend the event or assist in organizing or managing the event.

6. Associated Documents

Third Party Event Tool Kit
Donor Bill of Rights



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7. Related Forms

8. Related Policies

None

Reviewed: Debbie Hennigar

Approved: David McCoubry

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By-Law

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