



THIRD-PARTY FUNDRAISING GUIDE AND TOOLKIT

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ABOUT AMELIA RISING SVSC

Amelia Rising SVSC is a registered charity providing free and confidential services to survivors of sexual and gender-based violence ages 12+ in the Nipissing District. The Centre doors opened in 1994 as a grassroots women's collective. Today, our Centre operates on three pillars of service: counselling, education, and advocacy.

Several of the vital services offered here at Amelia Rising do not receive funding from stable sources. Support from our community is essential to offering these programs and supporting the hundreds of survivors we serve.

The funds raised through third party fundraisers can help us fund:

- Emergency Support Sessions
- 24/7 Helpline
- Text/Chat Support Services
- Client Transportation
- Increased education and outreach in schools and youth programs
- Accompaniment to Police or Hospital





IN 2022, THE AMELIA RISING TEAM PROVIDED:

200+

CLIENTS WITH INDIVIDUAL
COUNSELLING AND
SUPPORT

100

HOURS OF GROUP
COUNSELLING
WORKSHOPS

1000+

REQUESTS FOR SUPPORT
ON THE 24/7 CRISIS LINE,
TEXT SERVICES + SESSIONS

1000+

COMMUNITY MEMBERS
WITH PREVENTION AND
EDUCATIONAL WORKSHOPS



RISE UP: RAISE FUNDS TO SUPPORT SURVIVORS OF SEXUAL AND GENDER-BASED VIOLENCE

Survivors of sexual and gender-based violence in our community desperately need support services. Your fundraising efforts will help Amelia Rising ensure that every survivor who comes through our doors or calls our Centre has the ability to receive the counselling, education, outreach, and advocacy support they need.

Amelia Rising relies on the dedication of volunteers and donors to provide our critical counselling services to over 200 clients and prevention efforts to thousands of community members each year. Our Centre relies on the generous support and creativity of the community members and corporations who support our fundraising efforts through third-party fundraisers.

You can help survivors RISE UP by committing to raising funds for Amelia Rising that will support the work that we do. You can choose to designate your funds towards a certain program within the Centre, or you can leave it up to our team to apply the funds to an area of most need. Consider helping Amelia Rising to make a significant impact and assist survivors in our community to RISE UP.





A GUIDE TO SUCCESSFUL FUNDRAISING

Community Support

Since the launch of our grassroots organization in 1994, we have seen the generosity and innovation of the community members who have supported us! From fashion shows to triathlons, individuals, groups, and corporations in our service area have found numerous ways to support Amelia Rising's work.

Choosing Fundraising Idea and Theme

Planning a fundraiser can be exciting and you might be tempted to complete as many ideas as possible in one fundraiser! As tempting as this is, it's best to pick one idea and execute it well! Here is a list of tried and true ideas:

- Auction**
- Art and Craft Sale/Show
- Car Wash
- Casual Friday at the Office
- Challenges (work or department challenges)
- Community BBQ
- Concert
- Concession Stand
- Donations in lieu of gifts
- Face Painting
- Fishing Derby
- Fashion Show
- Festival
- Gala Dinner
- Garage Sale
- Pledged Events (e.g. 5km, bicycle ride. Motorcycle ride)
- Raffle**
- Sports Events or Tournaments (golf, baseball, hockey)

** Indicates a license is required

Getting Organized

Organizing a fundraiser can take a lot of time and help from many people. Build an fundraising committee that is eager to help accomplish the goal.

Setting a Date and Picking a Venue

Be sure to schedule your fundraiser in advance, allowing yourself the necessary time to organize and promote it. Ensure the venue you select is accessible, has enough parking, and is affordable if there is a rental fee. If the fundraiser is happening on city property, inquire about additional licenses or fees.

****Reminder: Prior approval is required to hold a third-party fundraiser****





FUNDRAISING GUIDELINES

- Amelia Rising encourages third-party fundraisers that align with the mission, vision, and values of our centre. Prior approval is required to hold a third-party fundraiser. Approval is based on the type, theme, and financial viability of the fundraiser. Amelia Rising reserves the right to withhold the use of our organization's name and logo from any fundraiser, initiative, or promotion if we determine it is inappropriate or does not match the mission, vision, and values of our centre.
- To conduct a fundraiser, we ask that you please complete and submit the Third-Party Fundraising Application Form (found on page 13) at least 15 days before your fundraiser (30 days if you require a license).
- If any individual, group, or organization wishes to use the Amelia Rising name or logo on any materials, they must first receive approval from Amelia Rising using the Third-Party Fundraiser Application Form (found on page 13).
- Any promotional materials for your fundraiser must clearly state that the fundraiser is “in support” of Amelia Rising, and is not an official Amelia Rising fundraiser.
- Taking a commission, for any purpose, on funds raised as a part of a third-party fundraiser is strictly prohibited.
- The organizer of the third-party fundraiser is responsible for meeting all municipal, provincial, or federal standards and fulfilling all legal authorization(s), permit(s), precaution(s), and/or general liability insurance that may be required for the fundraiser. Amelia Rising must not be a party to any liability coverage without proper knowledge and approval. Amelia Rising accepts no legal responsibility for third-party fundraisers and cannot be held liable for any risk, injury or otherwise.
- Amelia Rising agrees to provide the sponsoring individual, group, or organization with appropriate recognition outlined in our Donor Recognition Policy.

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FUNDRAISING GUIDELINES

- The organizer of the third-party fundraiser will be responsible for all costs related to the fundraiser and will handle all funds until the official donation has been submitted to Amelia Rising. Fundraiser expenses are to be deducted before the proceeds are sent to Amelia Rising.
- The sponsoring individual, group, or organization agrees to handle all monetary transactions for the fundraiser or promotion and will present the proceeds to Amelia Rising within 10 days of the fundraiser or as agreed upon in writing with Amelia Rising
- When tax receipts are requested, the organizer of the third-party fundraiser is responsible for collecting the name, addresses, and contact information of all donors, and is required to provide the appropriate materials to Amelia Rising within 10 days of the conclusion of the fundraiser.
- Amelia Rising provided income tax receipts in accordance with Canada Revenue Agency guidelines. Refer to Tax Receipting (page 9) for details.
- The involvement of Amelia Rising staff and volunteers will be at the discretion of our organization and will be based on availability, location, and the nature of the fundraiser.
- The organizer of the third-party fundraiser agrees to ensure that all materials borrowed are returned promptly and in the same condition they were received. The organizer agrees to accept responsibility and costs for damage or loss of materials borrowed from Amelia Rising.
- Amelia Rising will not be responsible for mailing materials to attendees, participants, or volunteers, other than mailing the applicable tax receipts.
- The third-party fundraiser organizer must send a complete accounting of all income and expenses associated with the fundraiser to Amelia Rising. Publicly naming Amelia Rising as the beneficiary of the initiative means that organizers are required to donate the net proceeds to Amelia Rising within 10 days of the completion.

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RAFFLE GUIDELINES

Obtaining a Raffle License

The Alcohol and Gaming Commission of Ontario (AGCO) recognizes a raffle as a lottery event in which prizes are awarded based on a random draw of tickets purchased by players. Only licensed charitable or religious organizations can conduct raffles. Amelia Rising reserves the right to approve or deny fundraisers that require a lottery license.

A raffle license is required if the following three elements are present:

- Tickets are sold (consideration)
- Random chance to win (chance)
- Prizes are awarded (prize)

Common examples of raffles requiring a license include but are not limited to 50/50 or prize draws. If any of the three required elements are not present, the contest or draw may not require a license. The following are examples that do not require a raffle license because skill is involved, as opposed to a random chance to win: Silent auction, Counting contest, Hole-in-one contests.

Amelia Rising is eligible to obtain a raffle license for a total ticket value of \$10,000 and less. Amelia Rising will supply your fundraiser with a raffle license provided that you have given us the following information at least 30 days prior to the fundraiser:

- Draw format (i.e. 50/50, prize draw, etc.)
- Draw date
- Draw location
- Ticket colour
- Unit price (i.e. 1 ticket for \$3, 3 tickets for \$5)
- Ticket Quantity
- Total value (amount must not exceed \$10,000)
- Prize description(s)
- Retail value of each individual prize

Important Note: The Alcohol and Gaming Commission of Ontario (AGCO) requires that all raffle tickets must be collected at the fundraiser and handed to Amelia Rising to be kept for two years after the fundraiser.

*****Reminder: Prior approval is required to hold a third-party fundraiser*****





TAX RECEIPTING GUIDELINES

Tax Receipting

Amelia Rising adheres to the Canada Revenue Agency (CRA) Income Tax Act when issuing charitable tax receipts. To learn more about charitable tax receipts, please visit <https://cra-arc.gc.ca>. Issuing inappropriate tax receipts can put our charitable status in jeopardy. It is the responsibility of the fundraiser organizer to collect the name and full mailing address of the fundraiser participants who are eligible for and require a tax receipt.

Under CRA guidelines, a “gift” is a :

Voluntary Transfer of Property with a conscious desire to make a gift (as distinguished from giving something for nothing by mistake or under pressure).

- Voluntarily-given of free will (not compelled, not court ordered, etc)
- Transfer-from donor to charity/qualified done (complete transfer)
- Property cash or gifts-in-kind (not services)

Amelia Rising will provide a tax receipt for the following:

- Direct personal donations of \$20 or more (unless otherwise requested by the donor)
- In-kind donations where fair market value is easily determined
 - Tickets (sports events, theatre, ballet, etc.) where the value is either noted on the ticket or a payment receipt is provided
- Gifts of artwork provided the artwork has been appraised by a third-party appraiser-appraisal must be included with the donation
- Gifts of shares
- Bequests
- Life insurance premiums
- Monthly donations (donor will receive one cumulative income tax receipt via Canada Helps at the end of the calendar year)

*****Reminder: Prior approval is required to hold a third-party fundraiser*****





TAX RECEIPTING GUIDELINES

Amelia Rising cannot provide a tax receipt for the following:

- Gifts of promise or pledges (e.g. gift certificates, hotel accommodations)
- Payment of a basic fee for an fundraiser
- Gifts where the value or benefit of the donation cannot be determined
- Lottery or raffle tickets
- Donations of services (time, skills, or efforts) or loans of property, use of a timeshare or lease of premises
- Funds or gifts-in-kind from another qualified donor (gifts from other registered charities or non-profit organizations)
- The name of the true donor(s) cannot be determined (e.g. bottle collection from several parties or donation bins) one person cannot benefit from gifts made by multiple donors
- The gift is directed to a specific person unless Amelia Rising has already decided this person is the recipient of the charitable program. Amelia Rising has full discretion to reallocate funds and the person is at arms-length from the donor.
- Rent-free space
 - A criterion for the gift is that there be a voluntary transfer of property
 - With rent-free space or accommodation, no property is being transferred- instead, use of the building is being provided. Since no property is transferred, no “gift” is made and a tax receipt for the value of the loan of property cannot be issued.
- Court-ordered donations (donations made as a condition of parole)
- Gifts intended for another organization
- Donation of items for auction (unless pre-determined by Amelia Rising)
- Sponsorships





FREQUENTLY ASKED QUESTIONS

Will Amelia Rising help organize fundraisers?

The priority of our centre is to focus our time and resources to provide our support services to hundreds of survivors in our community. We have created this document to help you organize your fundraiser.

Is Amelia Rising able to support any expenses for a third-party fundraiser?

No, it is the responsibility of the fundraiser organizers to create a budget and manage it accordingly.

Can Amelia Rising provide staff or volunteers for a third-party fundraiser?

No, it is the responsibility of the fundraiser organizers to recruit, train, and manage all volunteers. If the fundraiser organizer would like an Amelia Rising staff member to attend, please indicate that on your fundraiser proposal sheet. Staff participation is not guaranteed and will be based on working hours, availability, and the discretion of the Executive Director.

Can Amelia Rising provide sponsorship contacts to support third-party fundraisers?

No, Amelia Rising cannot solicit sponsors or provide sponsorship/donor lists for third-party fundraisers. It is the responsibility of the fundraiser organizers to request support from individuals or businesses to underwrite costs.

Who is responsible for all liability and legal risks associated with a third-party fundraiser?

Amelia Rising will not be responsible for any damage or accidents to any persons or property; we will not assume any legal or financial liability caused before, during or after the fundraiser. Amelia Rising will not sign any contracts with vendors or suppliers. It is advised that fundraiser organizers seek guidance from their own insurance broker on this matter.

Do I need any licenses to host a third-party fundraiser? (Raffle, liquor, etc.)

Amelia Rising will assist the organizers with raffle licenses upon fundraiser approval. Please refer back to the Fundraising Guidelines and Obtaining a Raffle License. Any additional licenses are the responsibility of the organizers. You must be able to provide proof of adequate licenses to Amelia Rising 10 days before the fundraiser.

*****Reminder: Prior approval is required to hold a third-party fundraiser*****





FREQUENTLY ASKED QUESTIONS

Will Amelia Rising help promote third-party fundraisers?

Yes, we will include it in our office newsletter and post it on our website and social media accounts including Facebook, Instagram, and Twitter. Any additional promotion is up to the organizers. All promotional materials and publicity for a proposed fundraiser must be approved by Amelia Rising prior to printing and release. Please submit this for approval at minimum 10 days in advance of release.

Can I use the Amelia Rising logo? How do I get the logo?

Upon approval, a third-party fundraiser can use the Amelia Rising logo. Please complete the appropriate checkbox on the fundraiser application form and the logo will be emailed to you.

Can Amelia Rising provide print and promotional materials?

Amelia Rising can provide print materials about our programs and services. Please provide us with all requests for materials a minimum of 10 days prior to your fundraiser.

Will I have access to Amelia Rising's media contacts?

No, it is the responsibility of the organizers to promote their own fundraiser.

How do I send the proceeds of my fundraiser to Amelia Rising?

Funds raised by a third-party fundraiser should be made payable and submitted to Amelia Rising no later than 10 days after the fundraiser. It is preferred that all funds raised are submitted in a cumulative cheque or online donation written to Amelia Rising Sexual Violence Support Centre. If Amelia Rising provided a raffle license to the fundraiser, the paperwork and license will need to be returned to the agency immediately after the fundraiser. The agency will need to know the specific amount raised by the raffle to ensure proper reporting to the AGCO. Please make cheques payable to:

Amelia Rising SVSC
101 Worthington St E, Suite 215
North Bay, ON
P1B 1G5

*****Reminder: Prior approval is required to hold a third-party fundraiser*****



THIRD-PARTY FUNDRAISER APPLICATION FORM



Thank you for considering Amelia Rising SVSC as you plan your upcoming fundraiser. If you would like to host an independent fundraiser to benefit our Centre, please complete and submit this form, for approval at least 30 days prior to your fundraiser. Once your fundraiser has been approved, a signed copy of the attached agreement form will be forwarded to you.

Contact Information

Name of Primary Contact: _____

Name of Contact Organization/Group (as applicable): _____

Email: _____

Primary Contact Phone Number: _____

Mailing Address: _____

Fundraiser Information

Fundraiser Name: _____ Date: _____

Please describe your fundraiser and how funds will be raised (refer to Guide for ideas): _____

Does your fundraiser require any licenses? YES / NO

If so, please indicate which ones: _____

Financial Information

Please provide us your best estimates of the following general budget information.

Total Expected Revenue: \$ _____ Expenses: \$ _____

Will supporters expect tax receipts for their contributions? YES / NO

****The organizer is responsible for collecting information needed for tax receipting outlined in the guidelines****

Support from Amelia Rising

Would you like an Amelia Rising representative at the fundraiser? YES / NO

If so, what involvement will they have? Speech Cheque Presentation Press Conference Other:

****Staff participation is not guaranteed and will be based on working hours, availability, and the discretion of the Executive Director****

At the discretion of Amelia Rising, we would be pleased to offer you a small supply of promotional materials for your fundraiser. Will your fundraiser require promotional materials? YES / NO

Would you like to use the Amelia Rising logo on your fundraiser promotional materials once approved? If yes, it will be emailed to the organizer. YES / NO

Acknowledgements

I acknowledge that Amelia Rising reserves the right to withdraw its name from the fundraiser at any time. I acknowledge that I have read and understand the information contained in the Amelia Rising Third-Party Fundraiser Guide and will adhere to all of Amelia Rising's and CRA Fundraising Guidelines.

Applicant Name: _____ Signature: _____ Date: _____

AR Staff Name: _____ Signature: _____ Date: _____

Return form to info@ameliarising.ca with the subject Line "Amelia Rising Fundraising Proposal Application"

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FUNDRAISING EVENT CHECKLIST

- Gather your team to set a fundraiser idea and theme.
- Set an event budget and fundraising goals.
- Review Amelia Rising's Third-Party Fundraising Guidelines; including the Raffle and Tax Receipting Guidelines.
- Fill out the Amelia Rising Third-Party Fundraiser Proposal Form.
- Wait for Amelia Rising to contact you with approval for the event.
- Once you've been approved, apply for any applicable licenses and permits.
- Recruit event volunteers. Amelia Rising is committed to providing services to survivors and will not be able to provide event volunteers-this is the event organizer's responsibility.
- Promote! Once Amelia Rising has approved your promotional materials, promote your event through word of mouth, local bulletin boards, and social media channels. Amelia Rising can help to promote the event too through our social media and newsletter!
- Provide updates and encouragement to potential participants before and during the event! A friendly "Last Call For Donations" can help you reach or exceed your goal!
- Forward all proceeds and information for tax receipting from the event to Amelia Rising within 10 days of the completion of the event.
- Show your appreciation to event participants and donors by sending a thank you letter or email.