



QUEENSWAY CARLETON HOSPITAL FOUNDATION THIRD PARTY EVENTS GUIDELINES

Thank you for showing interest in helping to raise funds for Queensway Carleton Hospital Foundation. Below you will find useful information to help plan a successful third party event. Please fill out the **Third Party Proposal Form** and return to: qchfound@qch.on.ca

Nature of event: The event should not, by association, have the potential to adversely affect the hospital's image, or conflict with the hospital's mission and goals of promoting a healthy community.

Long term plans: The event does not compromise or have the potential to adversely affect the QCH Foundation's annual or long range plan for fundraising and development.

Guidelines on how to hold a QCH Foundation third party event:

1. **Register your event:** Once you have selected your event, it is important that you register it by completing the **Third Party Event Proposal Form**. This allows the QCH Foundation to endorse your event, provide you with permission to use our logo as well as advice that will help make planning your event easier and more effective.
2. **Licensing and permits:** For special event activities such as raffles and bingos, the event organizer is responsible for obtaining special licenses and / or permit(s) and insurance. Please give yourself at least 8 weeks for this application process.

The QCH Foundation can provide the following assistance once your event has been approved:

- An endorsement letter that confirms you are raising money on behalf of QCH Foundation
- Permission to use the QCH Foundation name and logo (if using our logo please have all material approved by the Foundation)
- Event listing on our website
- Link to organizers Facebook, Twitter, LinkedIn messaging
- Post flyers advertising your event around the hospital
- Communicate details of the event to internal staff



While the Foundation is most appreciative for fundraising endeavors undertaken by the community we are unable to provide the following supports:

- Funding or reimbursement for any event and / or advertising; promotional expense
- Mailing list access; donors or hospital staff
- Guaranteed attendance of QCH Foundation board members or Hospital senior staff
- Guaranteed Staff support for on-site activity.
(NOTE: The Foundation does not have a volunteer base and as such cannot augment staffing requirements)
- Prizes or auction items
- Active sale of tickets for event
- Post-event follow-ups (i.e., outstanding monies, thank you letters etc...)
- Official tax receipts* for funds raised

***Tax Receipts:**

The QCH Foundation issues tax receipts in accordance with the Canada Revenue Agency (CRA) rules and regulations. It is imperative that the Foundation abide by these rules and regulations.

Tax Receipt Rules for Specific Gift Types:

Donation and Pledge: A donation by cash, cheque or credit card given directly to the Foundation without any benefit (receiving any item or service) can be issued a receipt.

Auction Item Purchase: A tax receipt cannot be issued because the participant receives something (the purchased item) in return as well as the chance to participate in the auction.

Ticket/Entrance Fee to Event: Generally a tax receipt is not issued because a person is receiving something in return for the funds paid.

Gift-in-Kind: A tax receipt can only be issued if the Fair Market Value (FMV) is established and documented. The individual donating the gift to your event **must** provide adequate documentation outlining the value of the item. It is not the responsibility of the Foundation to determine the value or to source appraisers. If a receipt is to be issued for a silent auction item the starting bid for the item must be the amount to be receipted.

Sponsorship/Advertising Books: Receipts are not issued for individuals or corporations that are sponsoring your event. Sponsorship is considered a marketing cost for the business and is not eligible for an official tax receipt.

* A tax receipt **cannot** be issued for gift certificates or personal services, including legal, entertainment, transportation, rentals, dining services, etc.



**Please complete form and return to:
Queensway Carleton Hospital Foundation
3045 Baseline Road
Ottawa, ON K2H 8P4
Tel: 613-721-4731
Fax: 613-721-4755
Email: qchfound@qch.on.ca**

THIRD PARTY EVENT PROPOSAL FORM

Name of Organization/Company planning event:

Contact Name:	Title:
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Date of Proposal Application:

Address:

City:	Postal Code:
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Email:	Tel (office):	Tel (cell):
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EVENT INFORMATION

Name of Proposed Event:

Date(s):

Event Location(s) and Address(es):

Description of Event:

What inspired you to hold this event:

What type of Audience do you plan to target? (i.e., general public, businesses etc..)

Note: When approaching businesses and corporations for assistance with events (sponsorships or gift-in-kind donations) please remember that many organizations are already involved in supporting the QCH Foundation. All solicitations on behalf of the QCH Foundation **MUST BE CLEARED** by the Foundation first.

How many people do you expect to attend your event:

Do you intend to use the name and logo of QCH Foundation?
 Yes No



How do you plan on marketing or promoting your event?

- Internal promotion such as newsletters
- Posters/Flyers
- Advertisements
- Public Service Announcements
- Website (provide address)
- Facebook (provide account name)
- Twitter (provide account handle)
- Other, please describe:

What degree of involvement would you expect from the Foundation Staff/Board of Directors in relation to participation in your event:

The QCH Foundation Logo is a registered trademark, the use of which is restricted. By signing below, I agree all publicity including air publicity, for the proposed event must be approved by the QCH Foundation prior to being printed.

This includes:

Flyers/Posters

Tickets

Air Publicity (Radio, TV)

Public Announcements

Program(s)

Online publications (including Facebook, Twitter, websites, etc)

Signature of Applicant: _____

Date: _____



Rules and Regulations

- **Permits:** the event organizer will obtain at his/her expense all permits, licenses and insurance.
- **QCH Foundation logo:** our name and logo can only be used with appropriate permission and approval.
- **Liability:** QCH Foundation will not be held liable for any claims, damages or expenses due to or arising out of the proposed event.
- **Tax Receipts:** the CRA has put into place very strict guidelines and regulations regarding the issuing of income tax receipts. If you intend on offering tax receipts, this must be pre-approved by QCH Foundation.
- **Timelines:** we request that your donations to QCH Foundation be turned in within the calendar year of your event. Please make sure cheques are made payable to Queensway Carleton Hospital Foundation.
- I (we) understand that I (we) will be acting on behalf of QCH Foundation and may receive private and confidential information including gift amounts and banking information from individuals who donate to the event. As such, I (we), the event host(s):
 - will not maintain personal information for private, or business use
 - will not disclose any personal information (donation amounts, banking information, etc.) to outside parties.
- All proceeds from event will be returned to the Foundation office date prior to December 31.
- The Foundation reserves the right to withdraw permission to use name and logo at any time without assuming responsibility for costs and expenses.
- Should an event be cancelled I (we) will inform the Foundation at least 5 business days prior to event date.
- QCH Foundation will not assume any financial or legal liability.
- QCH Foundation is not held liable for damages or accidents to people or property.

Insurance Coverage:

QCH Foundation's special/sporting event insurance policy **does not** extend to this event. Third party organizers are required to arrange for appropriate insurance coverage for the event. By accepting the terms and conditions set forth in this application, the event organizer(s) clearly understand that they are accepting responsibility for claims that may arise as a result of the event.

Special event insurance will be in the name of the third party organizer, and may also be arranged through the Foundation by way of an insurance broker.



I (we) fully understand and agree to comply with the rules and regulations. I (we) understand that should I (we) breach the above stated contract, QCH Foundation will no longer endorse event I (we) are involved in.

Signature: _____

Date: _____

Please sign both copies and submit a copy to the Foundation office by fax at (613) 721-4755, please keep a copy for your files.

Thank you for choosing to support Queensway Carleton Hospital Foundation!

FOUNDATION COPY



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APPLICANT'S COPY