



Third Party Fundraising Preamble

Many organizations and individuals choose to organize fundraisers in support of the Christmas Bureau of Edmonton. These fundraisers represent the true spirit of Christmas, and we are sincerely grateful for all the support we receive from the community.

Whenever possible, we support third-party functions by providing support materials, promoting the event on our website and through various forms of media.

To protect our reputation and charitable status, organizations or individuals hosting thirdparty fundraisers must adhere to:

- Organizations or individuals should be in good standing with the community and must support the mission and values of the Christmas Bureau of Edmonton.
- The event, marketing of the event and event staff must positively impact the reputation of the Christmas Bureau of Edmonton.
- The timing of the proposed event must be mutually agreed upon to avoid scheduling conflicts with other third-party fundraisers or major Christmas Bureau events.
- A Letter of Endorsement, signed by the Campaign Director, must be acquired if you intend to use the Christmas Bureau of Edmonton's name, logo or imagery.
- We will work with each event organizer to meet their individual needs. Contact our Campaign Director at 780 454-6074 for more information.
- The Christmas Bureau of Edmonton's name, logo or imagery can only be used to further the mission and mandate of the Christmas Bureau of Edmonton and only during the promotion of and during the event.
- The organizers must discuss with the Christmas Bureau, in advance of the event, how proceeds will be forwarded to the Christmas Bureau and how charitable receipts will be issued. The tax receipt process is based on Revenue Canada's guidelines for donations to non-profit organizations.
- The Christmas Bureau must have the opportunity to provide or approve promotional literature and/or information to participants at the event, as appropriate.

Since 1940, the Christmas Bureau of Edmonton has relied on the support of our community to provide festive food hampers to less fortunate Edmonton families.

Thank you for continuing the tradition of sharing!



**Christmas Bureau
of Edmonton**
A Christmas Tradition for 70 years

Third Party Fundraiser APPLICATION & GUIDELINES

Bureau Office Use Only: Approved: Yes No

Approved By: _____ Date: _____

New Partner: Yes No

Thank you for organizing a fundraising event for the Christmas Bureau of Edmonton. Your support helps provide a Christmas with hope and dignity to Edmontonians in need. Please complete (print) this application and submit one month prior to your event.

FUNDRAISER APPLICANT & EVENT INFORMATION:

Fundraising Event Name: _____

Event Date (s): _____ Event Time (s): _____

Event Location (s): _____

Organization (group): _____

Mailing Address: _____ P/C: _____

Contact Name: _____ Contact Title: _____

Phone: _____ Fax: _____ Cell: _____

Email: _____

Web address: _____

Describe your initiative and how funds will be raised: _____

Anticipated number of participants: _____

Please indicate the types and quantity of Christmas Bureau marketing materials your event will need:

<i>Brochures</i>	<i>Posters</i>	<i>Donation Boxes</i>	<i>Donation Cards and Envelopes</i>	<i>Fact Sheet / Backgrounder</i>	<i>Logo / Graphics</i>

FINANCIAL INFORMATION

Do you anticipate the issuing of tax receipts as part of your fundraising initiative? Yes No

Please note: Tax receipts are issued according to Canada Revenue Agency guidelines and Christmas Bureau of Edmonton's policy (\$25 minimum). If you intend on offering tax receipts, this must be pre-approved by the Christmas Bureau. Individual cheques must be payable to Christmas Bureau of Edmonton. A form will need to be submitted listing all the donors, addresses and amount of donation.

Proposed Income \$ _____

Anticipated Expenses \$ _____

Net Revenue \$ _____

(Anticipated donation to Christmas Bureau)

Will there be a raffle associated with this event? Yes No

If yes, the Christmas Bureau will apply for the license.

EVENT PROMOTION






Please note: Your promotional material must clearly state you are coordinating a fundraising initiative "In Support of the Christmas Bureau of Edmonton". All promotional material, electronic or print, must be approved by the Christmas Bureau prior to distribution.

How will this event be promoted? (check all that apply)

Word of Mouth Posters Web Site Letters
 Emails Radio Television
 Other: _____

Will you be using social media to promote the event? Yes No

If yes, please indicate site links (e.g.: Twitter—@christmasbureau)

					Other

Once you have submitted your application, please wait for written confirmation from the Christmas Bureau of Edmonton before proceeding with your event planning.

Please mail, fax or email your application to the Christmas Bureau prior to your event

P.O. Box 16000 Edmonton, AB T5J 4B4

Phone: 780 454 6074 Fax: 780 454 6087

THIRD PARTY FUNDRAISER GUIDELINES

Please read carefully as your signature is required

1. A Third Party Fundraiser is an initiative that is organized and executed by a group independent from the Christmas Bureau of Edmonton.
2. A Third Party Fundraiser Application must be approved by the Christmas Bureau before the applicant proceeds with the initiative.
3. The Christmas Bureau name and logo are the sole property of the Christmas Bureau and can only be used with the Christmas Bureau's expressed written permission.
4. All promotional materials, electronic and print, must clearly state the portion of net proceeds that will benefit the Christmas Bureau.
5. The promotional materials must clearly state that you and/or your organization are conducting a fundraising initiative "In Support of the Christmas Bureau". All promotional materials, electronic and print, must be approved by the Bureau prior to distribution.
6. Applications are approved for a defined period, please advise the Bureau of any schedule changes or cancellations.
7. The Applicant is responsible for recruiting and managing volunteers, event advertising, ticket sales, creating a budget, all expenses incurred, event sponsorship and/or solicitation.
8. The Applicant is responsible for any financial costs associated with the initiative and no costs will be incurred by the Bureau.
9. The Applicant is responsible for ensuring liability insurances are in place.
10. Proceeds to the Christmas Bureau must be remitted before December 24 of the current campaign year, along with our money submission form.
11. The Christmas Bureau does not support initiatives that pose a health hazard, solicit door-to-door, solicit through telemarketing or utilize vending machines. Fundraising initiatives must be consistent with the positive image of the Christmas Bureau.
12. The Christmas Bureau reserves the right to withdraw approval of an initiative, at any time, should it not comply with the values and Fundraising Guidelines of the Christmas Bureau, or differs, in any way, from the original fundraising application.
13. The Christmas Bureau does not trade, sell or exchange in any way, databases or lists of biographical information and has joined Imagine Canada's Ethical Code Program and is signatory to the Ethical Fundraising and Financial Accountability Code..

I have read and understand the Application and Guidelines. I agree to abide by the terms as set out by the Christmas Bureau of Edmonton:

Signature: _____ Date: _____

Organization: _____

If you have any questions, please contact the Christmas Bureau at 780 454 6074 or campaign@christmasbureau.ca