



Community Fundraising Principles and Guidelines

Approval & Compliance

The Christmas Bureau of Edmonton is very pleased to be the recipient of funds raised by individuals, organizations, or businesses. Those who engage in fundraising activities on behalf of the Christmas Bureau of Edmonton via donor events or external events must promote and maintain the positive image of the Christmas Bureau of Edmonton. Use of our name and/or logo must have prior approval from the Christmas Bureau of Edmonton. It is the policy of the Christmas Bureau not to solicit funds through door-to-door or telemarketing methods. The Christmas Bureau of Edmonton reserves the right to decline participation in any fundraising proposal that does not fall within our mandate.

Fundraising Application Form

Any individual, organization or business wishing to conduct a fundraising event to benefit the Christmas Bureau of Edmonton must complete the Fundraising Proposal Application. Applications are approved for a period of 12 months and renewal must be obtained after this time.

Responsibilities

In an effort to maximize the donation to the Christmas Bureau of Edmonton, the applicant is responsible for all aspects of the fundraising initiative, including but not limited to: Recruiting and managing volunteers; Event advertising; Press releases; Ticket sales/registrations; Budgeting; All expenses incurred; Event sponsorship and/or solicitation; Special event insurance/licensing; Processing of auction and other payments. The applicant is responsible for ensuring insurances are in place. The sponsoring organization/individual will indemnify and save harmless the Christmas Bureau of Edmonton and its servants, agents, employees, officers and directors from and against all claims, suits and causes of action arising out of the fundraising event. Expenses must be kept at no more than 35% if the projected gross income so that funds are raised will be used for the charitable purpose announced. If not, the Christmas Bureau does reserve the right to reject the application. Event organizers are asked to submit the net proceeds from the event only and take out the direct cost of the event (expenses) prior to forwarding their contribution to the Christmas Bureau of Edmonton. Proceeds to the Christmas Bureau of Edmonton must be remitted within 30 days of the event.

Tax Receipts

The Christmas Bureau of Edmonton is committed to following all rules and regulations regarding tax receipts set out by the Canada Revenue Agency (CRA). Charitable tax receipts will only be issued in accordance with CRA guidelines. If tax receipts for your participants are a major consideration in the likely success of your event, please review the tax receipting guidelines and contact the Christmas Bureau of Edmonton before you make any final decision regarding your event. Please note that in order to issue charitable tax receipts for the current calendar year, funds and supporting documents must be received in the Christmas Bureau of Edmonton office by December 31st.

The Christmas Bureau of Edmonton can provide charitable tax receipts to donors at third party events under the following circumstances:

1. If donations are collected on behalf of the Christmas Bureau of Edmonton, any donation of more than \$100 must be made with a cheque payable directly to the Christmas Bureau of Edmonton. For smaller donations requiring a tax receipt (minimum \$25), the event organizers must submit, along with any funds, a detailed breakdown on a Christmas Bureau of Edmonton donation-tracking sheet with the full name, address, donor signature, and amount to be receipted. A separate cheque in the amount of the total of the receiptable cash donations must be forwarded with the tracking sheet. We prefer not to receive event donations in cash.
2. Charitable tax receipts for in-kind donations (e.g. auction items) will only be issued when the gift is received directly by, and authorized by, the Christmas Bureau of Edmonton. Event organizers must contact the Christmas Bureau of Edmonton before promising tax receipts on our behalf for in-kind donations. CRA maintains strict guidelines as to what in-kind donations are receiptable and the Christmas Bureau of Edmonton adheres strictly to those guidelines, so the final decision to issue a tax receipt must lie with the Christmas Bureau of Edmonton.

The Christmas Bureau of Edmonton cannot issue a charitable tax receipt:

1. To donors, sponsor or organizers who receive value from a donor/external event.
2. For gifts of service. At law, a gift is a voluntary transfer of property. Gifts of services (donated time, skills or efforts) provided to a charity are not property, and therefore do not qualify, according to the CRA, as gifts for the purposes of issuing tax receipts.
3. For the purchase of auction items. If someone purchases an item at an auction, they are considered by the CRA to have received something of value (the item) and therefore a tax receipt will not be issued.
4. For the purchase of a ticket or entrance fee to an event (gala, show, sporting event etc.). The purchaser is considered by the CRA to have received something of value (the event) and therefore a tax receipt will not be issued. The Christmas Bureau of Edmonton will not engage in split receipting for events.
5. Tax receipts will not be issued for funds raised through any form of gaming.
6. Sponsorship dollars are not receiptable, as sponsors are considered by CRA to be receiving marketing value in return for their sponsorship.

Sponsorships

All donor/external fundraising events are to acquire their own sponsorships. We ask that you inform us of who you are approaching for sponsorships and donation request so as to not inadvertently jeopardize an existing relationship that the Christmas Bureau of Edmonton already has in place. You may and should recognize any and all sponsors on event materials and signage. They are helping make your event a success. Sponsors are not eligible for tax receipts. They are receiving value for their dollars (tickets, brand recognition etc.) and therefore do not qualify for a tax receipt. A business acknowledgment letter can be provided to sponsors or other corporate contributors as proof of payment.

Gaming Licenses

Raffles, 50/50s and other prize draws require a gaming license from Alberta Liquor and Gaming Commission (AGLC). Any time a person pays for the chance at a prize it requires a license. For more information on this go to www.aglc.gov.ab.ca or contact them directly 780-447-8600. The Christmas Bureau of Edmonton will not obtain gaming licenses for donor/external fundraising events.

Publicity & Approval

All promotional materials such as letters, media releases, posters, etc. that contain our name or marks must first be approved by the Christmas Bureau of Edmonton. Promotional materials must state that you and/or your organizations are conducting a fundraising initiative "In Support of the Christmas Bureau of Edmonton". All promotional material electronic or print must clearly state what percentage of net proceeds will benefit the Christmas Bureau of Edmonton. Sponsoring organization agrees to send samples of all materials using the Christmas Bureau of Edmonton's name to our office for approval prior to distribution. You are welcome to respond to media inquiries regarding your fundraising activity. However, for all media inquiries regarding the Christmas Bureau of Edmonton, we kindly ask that they be referred directly to our office.

Right to Withdraw

The Christmas Bureau of Edmonton and the Board of Directors has the right to withdraw its name from affiliation with sponsoring organization or the event, if they determine, at their sole discretion, that the event is or will be injurious to the Christmas Bureau of Edmonton. All activities will be halted immediately and further fund raising initiatives may be discontinued or denied.



Community Fundraising Toolkit

There are many ways you can fundraise for the Christmas Bureau.

Enclosed are some helpful tools, hints and resources to assist you in planning your fundraising initiative.

GETTING STARTED

Please find below a high-level overview of how to host a fundraising initiative in support of the Christmas Bureau:

1. **Contact the Christmas Bureau before moving forward.**
 - Contact us at campaign@christmasbureau.ca to discuss your fundraising idea
 - If it's a good fit for both parties, read, sign and return the signed copy of the Community Fundraising Application & Guidelines
 - Wait for written approval before proceeding with the planning and promotion of your event
2. **Plan your event.**
 - Refer to the application & guidelines for information on who is responsible for what for your event (i.e. insurance, what can be receipted and not receipted, initiatives that cannot be supported by the CBE, etc)
 - Develop a budget
 - Brainstorm ideas
 - Have a contingency plan
 - Get support from friends, family, colleagues in planning the event
 - Get support from the community
 - Secure volunteers
 - Ensure all safety and/or legal issues are addressed (i.e. permits/licences, etc)
 - Promote your event (if applicable)
3. **During your event:**
 - Educate your guests about the Christmas Bureau and how their money will be used to support Edmontonians in need
 - Use donation tracking form to properly track donors/donations (if applicable)
 - Make sure any donations/cheques are payable to: Christmas Bureau of Edmonton
 - Take pictures. Get social. Tag us in your photos: @ChristmasBureau on Twitter and Instagram; @ChristmasBureauEdmonton on Facebook
 - Publically thank your committee, volunteers, donors and supporters/sponsors
4. **After your event:**
 - Track income and expenses
 - Submit donation – and donation tracking form(s) if applicable – to the Christmas Bureau within 30 days of the event and before December 23rd (if possible)
 - Thank and acknowledge your committee, volunteers, donors and supporters/sponsors

FUNDRAISING IDEAS

Want to host a fundraiser but don't know what to do? Here are some ideas that are suitable for families, community groups, schools and businesses.

SCHOOLS	COMMUNITY GROUPS	BUSINESSES (CORPORATE / RETAIL)	OTHER
A-thon (walk/dance/bike) Art auction Bake sale Candy grams Concert Contests Gaming tournament Sports tournament Ugly Christmas sweater	Car wash Carnival Caroling Cook-off Garage sale Gift wrapping	Appreciation day Auction (live/silent) BBQ Brown bag lunch day Casual Friday Employer/employee donation matching Golf tournament Holiday party (auction/ticket sales) Parking spot auction POS / Paper icon campaign Portion of sale(s) Potluck lunches Retirement Sports parties (Stanley/Grey Cup) Team building	Anniversary Birthday party Concession stand Donation in lieu of card Donation in lieu of gifts Head/beard shave Holiday giving Weddings

These are just some examples to help get your imagination going. There are few limits to the kinds of fundraising activities you can organize. The more creative you are, the more excitement and participation you'll have.

CONSIDERATIONS

Before you get started, here are some important things to consider about your fundraising initiative:

- **Make it fun.** People will pay to enjoy themselves.
- **Start with a good idea.** A unique idea can sell itself. Before moving forward, ask your family, co-workers and/or friends what they think.
- **Know the cause.** People are more likely to donate or volunteer to help if you can clearly articulate why the Christmas Bureau programs and services are important and why you need their support. We can help. Contact us at any time if you have any questions or require more information.
- **Plan!** Make sure you have a contingency plan, especially if your initiative is dependent on factors such as the weather. Always have a backup plan, it may take some extra planning, but it will help ensure that your initiative goes as smoothly and successfully as possible.
- **Set realistic goals.** Setting a realistic fundraising goal helps give you something achievable to work towards, and will make your supporters feel as though they are making a meaningful contribution.
- **Set a realistic budget.** Establish a financial goal so that you have a realistic idea of how much money you would like to raise. Plan a budget that identifies all sources of income (i.e. ticket sales, auction) and expenses (i.e. printing of tickets, prizing).
- **Have help.** Arrange a planning committee made up of individuals who will see the project through from beginning to end. Brainstorm for ideas and be sure you have chosen the right type of fundraising event/initiative for your target audience's size, energy and experience. You can maximize the funds you raise by keeping costs down. Make sure you have support for planning, during and post event – don't try to do it all yourself.
- **Get items donated.** Find donors of free goods & services. A local restaurant could donate food; a print shop could donate flyers or copies; a florist for flowers; a vineyard for beverages; a celebrity for talent. The list goes on and on.
- **Seek out a sponsor.** A financial sponsor may be able to cover all expenses associated with your fundraising initiative, in exchange for brand visibility/recognition at your event.
- **Know your target audience.** Identify your audience – who is most likely to attend and support your event? Is it the right event for this audience?
- **Promote your event.** Make sure you give plenty of notice for your event, especially during the summer months and holiday season. If it's a public event, consider promoting through the different news stations/channels community events calendars and/or if there's a chance to have it promoted through a PSA (public service announcement). We have poster templates, banners and other materials to help promote the event. Make sure to take advantage of the power of social media to spread the word of your initiative.

NEED ASSISTANCE?

Our team is happy to answer any questions you may have about your fundraising initiative.

Please contact us via email at campaign@christmasbureau.ca or via telephone at **780-414-7681**.