



### **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 cooperative giving. We are sincerely grateful for all the support we receive from the community.

Whenever possible, we assist 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 third-party fundraisers must adhere to:

- Organizations or individuals should be in good standing within 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.
- 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.
- The Letter of Endorsement is event specific and must be renewed with each event.
- The Christmas Bureau of Edmonton is not responsible for any debit or liability incurred by the event or organizers.
- We will work with each Event Organizer to meet their individual needs. Contact our Campaign Director at 780 454 6074 or by email at [campaign@christmasbureau.ca](mailto:campaign@christmasbureau.ca) 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 of Edmonton, in advance of the event, how proceeds will be forwarded to the Christmas Bureau of Edmonton 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 of Edmonton 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 at Christmas time to families in need in Edmonton.

Thank you for continuing the tradition of sharing and caring!



## 2016 Third Party Fundraiser APPLICATION FORM

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 festive meal in the Christmas season for families in need.  
Please complete (print clearly) this application and submit at least 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: \_\_\_\_\_ Prov: \_\_\_\_\_ P/C: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

Web Address: \_\_\_\_\_

**Describe your initiative and how funds will be raised:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Anticipated number of participants:** \_\_\_\_\_

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

Brochures	Posters	Donation Boxes	Donation Cards and Envelopes	Christmas Bureau Fact Sheet	Logo

**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 the Christmas Bureau of Edmonton. A form will need to be submitted listing all the donors, addresses and amount of donation.*

Will there be a raffle associated with this event?    Yes     No     Estimated value of raffle: \_\_\_\_\_

*Note: The Fundraiser Applicant is responsible for all license requirements under AGLA regulations.*

How will the Christmas Bureau of Edmonton's name be associated with this raffle? \_\_\_\_\_

**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)*

					<i>Other</i>

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

**\*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    Email: [campaign@christmasbureau.ca](mailto:campaign@christmasbureau.ca)**

**Website: [christmasbureau.ca](http://christmasbureau.ca)    Facebook: Christmas Bureau of Edmonton**

**LinkedIn Company Page: Christmas Bureau of Edmonton**

**Twitter: [@christmasbureau](https://twitter.com/christmasbureau)**

**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 of Edmonton BEFORE the applicant proceeds with the initiative.
3. The Christmas Bureau of Edmonton name, logo and imagery are the sole property of the Christmas Bureau of Edmonton and can only be used with the Christmas Bureau's expressed written approval.
4. The Christmas Bureau does not lend its' name and imagery to illegal activities, debt reduction activities or activities that do not enhance the mission and mandate of the Christmas Bureau of Edmonton.
5. All promotional materials, electronic and print, must clearly state the portion of net proceeds that will benefit the Christmas Bureau of Edmonton.
6. The promotional materials must clearly state you and/or your organization is conducting a fundraising initiative "**In Support of the Christmas Bureau of Edmonton**". All promotional materials, electronic and print, must be approved by the Christmas Bureau prior to distribution.
7. Applications are approved for a defined period. Please advise the Christmas Bureau of Edmonton of any schedule changes or cancellations. Recurring yearly events require new approval each year and/or for each event.
8. The Applicant is responsible for recruiting and managing volunteers, event advertising, ticket sales, creating a budget, all expenses incurred, event sponsorship and /or solicitation.
9. The Applicant is responsible for any financial costs associated with the initiative, including any raffle licenses required under the Alberta Gaming regulations. No costs will be incurred by the Christmas Bureau of Edmonton.
10. The Applicant is responsible for ensuring liability insurances are in place. A copy may be required to be submitted to the Christmas Bureau of Edmonton.
11. Proceeds to the Christmas Bureau of Edmonton should be remitted as part of the current campaign year. Any delay should be discussed with the Campaign Director.
12. The Christmas Bureau of Edmonton does not support initiatives that pose a health hazard, solicit door-to-door, solicit through telemarketing or are illegal in nature. Fundraising initiatives must be consistent with the positive image of the Christmas Bureau of Edmonton.
13. The Christmas Bureau of Edmonton is not responsible for any debit or liability incurred by the event or organizers of the event.
14. The Christmas Bureau of Edmonton 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 of Edmonton, or differs, in any way, from the original fundraising application.
15. The Christmas Bureau of Edmonton 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 of Edmonton at 780 454 6074 or by email at [campaign@christmasbureau.ca](mailto:campaign@christmasbureau.ca).