



Third Party Fundraising Handbook

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Introduction

First and foremost, thank you so much for your interest in supporting The Flower Cart Group by planning a third party event! Your support helps us work towards our vision of a world of inclusion and equality while helping all those currently facing barriers to employment in our community.

This Manual

This manual is designed to help you organize a successful and enjoyable event and comes with helpful tools such as fundraising ideas and guidelines.

Please feel free to contact us should you have any questions about hosting a third party event:

Either the Executive Director/ Board Chair/ Building Opportunities Campaign Chair (or Co-Chair) would be happy to assist.

What is a Third Party Event?

A third party event is one that is organized by an individual, affiliated group or organization, for the purpose of raising funds for - or on behalf of - a chosen charity with that charity's approval.

The Flower Cart Group benefits from third party events by:

- Raising awareness
- Receiving financial support for our programs

You can help The Flower Cart Group in some, or all, of these ways by hosting your own event!

Read this manual to learn more about how you can host your own third party event in support of The Flower Cart Group.

Getting Started

If you're interested in running a Third Party Event in benefit of The Flower Cart Group, please follow the steps below:

1. Carefully read through **How We Can Support Your Event** (page 4).
2. Complete and submit to us the **Third Party Waiver and Liability Release Agreement** (page 5)
3. Complete the **Application Form** (page 7)
4. Wait until you receive an approval from us, which you will receive in a timely manner.
5. Submit your **Financial Summary Form** (page 11) and the funds you raised for us ***no later than 30 days after your event.***

How We Can Support Your Event

The Flower Cart Group CAN:

- Answer questions directed to us about the Third Party Event application process.
- Help you promote your event by posting on our social media platforms (Instagram and Facebook).
- Send a representative of The Flower Cart Group to attend your event, if available and required.
- Provide you with The Flower Cart Group marketing materials such as brochures and posters.
- Issue tax receipts, subject to Canada Revenue Guidelines and our Gift Acceptance Policy.
- Authorize the use of our name and logo at your fundraising event for The Flower Cart Group.
- Provide any information about The Flower Cart Group that might be required when a 3rd Party is applying for a gaming or event license.

The Flower Cart Group CANNOT:

- Fund or reimburse any event expenses.
- Provide The Flower Cart Group donor or sponsor lists.
- Guarantee attendance of staff or volunteers at your event.
- Solicit and or canvass individuals or companies to acquire donations or sponsorship for auctions or raffles.
- Apply for gaming licenses (e.g. bingos, raffles, liquor, insurance) for your event.
- Provide tax receipts for cash or in-kind goods that are not directly received by The Flower Cart Group.

Third Party Waiver and Liability Release Agreement

Thank you for your support of The Flower Cart Group through your involvement and planning of a third party event.

By signing this form you agree and understand that:

- a. The business/organization/individual will not open any bank accounts **or enter into any agreement on behalf of or using The Flower Cart Group's name or business number.** Any cheque donations listing The Flower Cart Group as "Payee" will be forwarded to The Flower Cart Group for deposit in a The Flower Cart Group bank account.
- b. Only donations made directly to The Flower Cart Group are tax receiptable (to the extent permitted by law). It is recommended that the event organizer makes themselves familiar with the receipting policies of the Canada Revenue Agency (CRA)
<https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/operating-a-registered-charity/issuing-receipts.html>
- c. All publicity (including media releases, print/promotional materials, etc.) for the proposed event must be approved by The Flower Cart Group prior to being printed, released, etc.
- d. Mention of The Flower Cart Group in connection with the initiatives and funds raised must be approved by The Flower Cart Group. Generally, the approved wording is "Proceeds from this initiative will be donated to The Flower Cart Group."
- e. Any use of The Flower Cart Group's name, logo, or stationary in any mailing, advertising, or for the media must receive prior written approval from The Flower Cart Group.
- f. Due to limited personnel resources, The Flower Cart Group cannot guarantee staff support to third party events or initiatives.
- g. The Flower Cart Group must be notified if other organizations will benefit from the initiative.
- h. The Flower Cart Group shall have the right at any time and for any reason to request that the Third Party cease use of the name of The Flower Cart Group in connection with the initiative and the Third Party must comply with such request.
- i. All fundraising is to be conducted for the exclusive benefit of The Flower Cart Group. Any variance must be approved by The Flower Cart Group in advance of the initiative.
- j. The Flower Cart Group does not release volunteer, partner, or donor names.

Application Form

Thank you for your support of The Flower Cart Group through your involvement and planning of a third party fundraising event.

Please complete this form to the best of your abilities. Then sign and return to:

The Flower Cart Group
Attention/Subject Fundraising
9412 Commercial Street
New Minas NS B4N 3E9
Or Email to RECEPTION@FLOWERCART.ca



This application must be approved by The Flower Cart Group prior to publicizing your third party event in support of The Flower Cart Group.

1. THIRD PARTY ORGANIZER INFORMATION

Contact Name: _____

Group/Organization: _____

Address: _____
Street City

Province Postal Code

Phone Number: _____

Fax Number: _____

Email Address: _____

2. EVENT INFORMATION

Event Name: _____

Event Date/Time: _____

Event Location: _____
Street City

Province Postal Code

Estimated number of participants: _____

Is this the first time you've held this event? Yes No Do not know

Will this be an annual event? Yes No Do not know

3. EVENT DESCRIPTION

Briefly describe the event or promotion and how the funds will be raised. Describe your target audience, expected attendance, and how you plan to advertise. (Please use a separate sheet if necessary.)

4. LICENSES

Does your event or promotion require a license? Yes No Do not know

Please note that the Gaming Services Act (GSA) regulates the following. *Please allow at least 10 weeks to process applications, which fall under the Third party organizers responsibility.*

- 50/50 draws
- Alcohol Permits
- Bingos
- Monte Carlos/Casinos
- Raffles

5. EVENT EXPENSES

Please provide an estimate of the costs associated with your event.

Item (e.g. venue rental, food, liquor license, etc.)	Estimated Expenses
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
Total Estimated Expenses:	

6. FINANCIAL PROJECTIONS

Estimated income from the event: \$ _____

Estimated expenses from the event: - \$ _____

Estimated donation to The Flower Cart Group: = \$ _____

NOTE: All event expenses must either be paid directly by the organizer or come out of the event proceeds.

7. PROMOTION

Do you require use of The Flower Cart Group name and/or logo for promotional use?

No Yes — *If yes, please elaborate:* _____

Do you need The Flower Cart Group promotional materials for your event?

No Yes — *If yes, how many?* _____

Do you require a Letter of Support (page 15) that validates the authenticity of the event?

No Yes

Do you require a representative of The Flower Cart Group to attend your event? (We will do our best to accommodate.

No Yes

8. COMMUNICATION PLAN

Please detail your communications plan and where and when you will be using The Flower Cart Group logo, name or other property belonging to The Flower Cart.

9. WHY DID YOU CHOSE US?

What made you choose The Flower Cart Group as the benefactor of your fundraising?

10. INSURANCE

Have you attached proof of liability (or other) insurance for the event? No Yes


11. PLEASE SIGN AND DATE:

Signature of Organizer(s)

Date

Financial Summary Form

Thank you for supporting The Flower Cart Group! Once you have finished your event please complete the form below and attach all raised funds for submission.

 Please complete and submit this form no later than 30 days after your event. Contact The Flower Cart Group to arrange a drop off of the funds raised.

Event Name: _____

Event Organizer: _____

Contact Info: _____
Phone _____ Email _____

NET REVENUE SUMMARY	
Revenues Received	\$ _____
Total Expenses	- \$ _____
NET REVENUE	\$ _____
<i>NOTE: All event expenses must either be paid directly by the organizer or come out of the event proceeds.</i>	

Name (please print): _____

Signature: _____ Date: _____

Third Party Fundraising Guidelines

Thank you for choosing The Flower Cart Group as a beneficiary of your third party event. These types of initiatives are key to our success and we recognize the effort it takes to organize and execute events and/or promotions.

To help your event or promotion run smoothly, we have created guidelines for fundraising held on behalf of The Flower Cart Group. We ask that you read these guidelines carefully before proceeding with your plan. Approval will be granted in writing on per event/promotional basis. Applicants must reapply annually for approval.

If you have any questions, please contact **Reception at The Flower Cart Group and your query will be directed to the most appropriate person to assist you.**

The Flower Cart Group does NOT permit the following types of fundraisers in a third party context:

- Programs that raise money on commission.
- Events that do not comply with The Flower Cart Group mission and/or program activities.
- Events that involve the promotion or support of a political party or candidate, or those which appear to endorse a political activity.
- Direct solicitation (including but not limited to door-to-door canvassing, telemarketing, or internet).

What The Flower Cart Group requests of third party fundraisers:

- Please register new initiatives or update us on continuing events or promotions. It is important that our office is aware of all initiatives that are held in support of our programs.
- It is the organizer's responsibility to communicate to sponsors, participants, and the general public that The Flower Cart Group is not conducting the event or promotion but is the beneficiary.

Guidelines:

- All publicity (including media releases, print/promotional materials, etc.) for the proposed event or promotion must be approved by The Flower Cart Group prior to being printed, released, etc.
- The Flower Cart Group name and logo may not be used by a third party on an ongoing basis (e.g. on a website or on promotional material), unless permission in writing has been granted to the third party by The Flower Cart Group
- Mention of The Flower Cart Group in connection with the promotion and funds raised must be approved by The Flower Cart Group. Generally, the approved wording is "Proceeds from this initiative will be donated to The Flower Cart Group."

- The public should be informed how The Flower Cart Group will benefit from the event or promotion. If The Flower Cart Group will not receive all the proceeds, then the exact percentage that benefits The Flower Cart Group must be stated clearly on all related materials.
- The Flower Cart Group must be notified if other organizations will benefit from the event or promotion.
- The Third Party Organizer will obtain all necessary permits, licenses, and insurance required.
- It is recommended that the third party organizer make themselves familiar with the receipting policies of the Canada Revenue Agency (CRA):
<https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/operating-a-registered-charity/issuing-receipts.html>
- If the event or promotion is cancelled, The Flower Cart Group must be given at least 24 hours' notice. Please try to return to us all unused The Flower Cart Group materials.
- The Flower Cart Group shall have the right at any time and for any reason to request that the Third Party Organizer cease use of the name of The Flower Cart Group in connection with the event or promotion and the Third Party Organizer must comply with such request.
- The Flower Cart Group will not assume any legal or financial liability at an event or in conjunction with a promotion.
- The Flower Cart Group is not responsible for any damage, accidents to persons, or property at an event.

Tax Receipt Guidelines

- The Flower Cart Group is only permitted to issue tax receipts to individuals who make a donation without receiving a tangible item or benefit in return.
- The Flower Cart Group can only issue tax receipts for the amount of the actual donations received **directly** by The Flower Cart Group.
- Tax receipts cannot be issued for funds used to cover the costs of the event or other administrative expenses incurred by the Third Party Organizers.
- Tax receipts will be issued by The Flower Cart Group once net funds are remitted with a list of donors.

Sample Letter of Support

The following is an example of a letter of support that we could write for you to validate the authenticity of your event:

RE: [NAME OF YOUR EVENT]

To Whom It May Concern,

This letter is to inform you that [THIRD PARTY ORGANIZER] will be holding a fundraising event, [NAME OF YOUR EVENT], on [EVENT DATE] at [EVENT LOCATION] to benefit The Flower Cart Group.

This fundraising event is being conducted with the approval of The Flower Cart Group. If you would like to support the event — whether through sponsorship, donating a gift in kind, etc. — that would be most kind.

It is our vision to support a community in which all citizens are fully included and accepted. Events such as these and contributions from people like you go a long way to helping us realize that vision.

If you have any questions or concerns, please do not hesitate to contact us **at 902-681-0120 or email to RECEPTION@FLOWERCART.CA with subject line Fundraising.**

Thank you so much.

Kindest regards,

Jeff Kelly
Executive Director