



**Policy Section 5: FUNDRAISING & DONORS**

**Policy: Third-Party Fundraising**

**Policy # 5.4**

**Approval: February 27 2018**

**1. Purpose:**

To provide policy direction regarding third-party fundraising on behalf of the Flower Cart Group.

**2. Definitions:**

- 2.1 Third-party fundraising is an event or activity conducted by an individual, group or organization external to the Flower Cart Group (FCG), to solely benefit the FCG, its objectives and purposes.

**3. Detailed Policy Statement**

- 3.1 The FCG will consider third-party fundraising proposals from external individuals, groups or organizations.
- 3.2 Third-party fundraising activities must support and be consistent with FCG values, vision and mission.
- 3.3 The FCG will not incur any expenses related to third-party fundraising activities.
- 3.4 The FCG will not assume any liabilities (legal or financial) regarding third-party fundraising activities.
- 3.5 The FCG will not assume any responsibility for the planning and execution of third-party fundraising activities.
- 3.6 Proposals to the FCG for a third-party fundraising activity will be submitted in writing to the Executive Director.
- 3.7 Any agreement between the FCG and a third-party regarding a proposed fundraising event/activity will be in writing and will fully describe the FCG's requirements, conditions, limitations and expectations regarding the event/activity.

- 3.8 Promotional material for the event/activity including but not limited to brochures, posters, advertising through social media, print, TV and radio, will be coordinated with and approved by the FCG.
- 3.9 The FCG will comply with all regulatory and statutory requirements related to fundraising events/activities.
- 3.10 The FCG will lend its name, logo and other identifiers to a proposed activity/event only when there is agreement between the FCG and third-party fundraiser to do so.
- 3.11 The FCG will assign members of its staff to a third-party fundraising event by exception only and if there is agreement to do so by all parties concerned.
- 3.12 The FCG will not release donor contact lists or any other information regarding FCG donors to a third-party.
- 3.13 The FCG reserves the right to withdraw from an agreement with third-party organizers if terms of the agreement are violated.

#### **4. Implementation:**

- 4.1 A proposal for a third-party fundraising activity/event will be assessed to determine:
  - 4.1.1 if the activity/event is consistent with the FCG's values, vision and mission;
  - 4.1.2 the likelihood of third-party organizers successfully delivering on all aspects of the activity/event;
  - 4.1.3 potential profitability and public relations benefit; and
  - 4.1.4 the potential for conflict with other planned FCG activities or events.
- 4.2 The FCG will ask third-party organizers for proof of liability insurance to cover a proposed activity/event.
- 4.3 The FCG will ensure that third-party organizers assume responsibility for acquiring permits, licenses and the payment of all fees regarding the activity/event.
- 4.4 The FCG will issue income-tax receipts as required and in accordance with its Gift Acceptance Policy.

- 4.5 The FCG and third-party organizers will coordinate the details of documentation and financial reporting including the remittance of net proceeds from the fundraising event in the time-frame agreed to by the parties to the event.
- 4.6 Promotional activity will be coordinated with third-party organizers and approved by FCG.
- 4.7 The FCG may provide promotional material to the activity/event as agreed with third-party organizers.
- 4.8 The FCG may support third-party activities/events on its web-site and social media as appropriate.
- 4.9 The FCG will not permit third-party organizers to enter into agreements/arrangements on its behalf with other groups, individuals or organizations.
- 4.10 The FCG will ensure that third-party organizers represent themselves accurately and correctly at all times and not as FCG representatives.

**5. Applicability:**

This policy applies to the Flower Cart Group Board of Directors and the Executive Director.

**6. Policy Authority:**

Board of Directors

**7. Associated Policies, Procedures and Documents:**

Policy 5.1 – Gift Acceptance

Policy 5.2 – Donor Recognition

**8. Record of Amendments:**

<u>Revision #</u>	<u>Summary of Revision</u>	<u>Date Approved</u>
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