



CASEY HOUSE

Community Events Policies and Guidelines

Thank you for considering Casey House as a benefactor of your fundraising event.

We always welcome new and innovative fundraising and awareness raising ventures, in addition to our signature events.

By supporting Casey House you are helping Casey House to provide exemplary treatment, support and palliative care for people living with HIV/AIDS.

Casey House Foundation cannot help with the funding of your event, but we can help in other ways to make it a success. Please read the following policies and guidelines carefully. They have been established to protect you, your fundraising group, Casey House, it's members and community.

If you have any questions on any of the polices listed below, please contact Colin Harris, Development Coordinator at charris@caseyhouse.on.ca / 416-962-4040 x236.

What is a third party event?

A third party event is a fundraising initiative organized, staged and funded by a community group, club, business or individual(s) who wish to raise money on behalf of the Casey House Foundation.

How We Can Help?

- Casey House will acknowledge the third party fundraiser with appropriate recognition;
- Casey House can provide guidance and advice on event planning;
- We can provide education on HIV/AIDS and/or informational brochures on Casey House for your event;
- We will try our best to send a member of our staff to attend your event. Unfortunately due to staffing constraints, Casey House may not be able to provide a representative, especially if the event is located outside of the Greater Toronto Area or outside of normal business hours.

General Policies

Document Submission

- The Community Event Organizer must submit a signed copy of both the Community Event Guidelines and Community Event Proposal form. Please mail them to:

Casey House Foundation
Attn: Colin Harris
Development Coordinator
119 Isabella Street
Toronto, ON M4Y 1P3



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- Casey House must receive a completed Community Events Proposal Form at least 8 weeks prior to the event. Casey House will respond to the event request form 6 weeks prior to the event;
- An approval from Casey House must be received prior to using Casey House's identity in the event;
- Casey House reserves the right to decline any sponsorship which Casey House believes may have a negative reflection on Casey House or is not in keeping with our mission.
- Casey House reserves the right to decline an event which competes or conflicts with an already established or scheduled event which benefits Casey House.

Proposal Review

Casey House will review the Community Events Proposal Form. In order to help you evaluate your requirements, the following are considerations that Casey House will use in the evaluation of a proposal:

- Have you provided sufficient information in your proposal?
- Does the initiative fit within the mission of Casey House?
- Does the timing of the initiative work with our current roster of activities?
- Does the initiative contravene any Casey House policies?
- Is the fundraising plan achievable?
- Is there a cancellation plan in place?
- Have you obtained all necessary licenses for the event. (Raffle, LCBO, etc.)?
- What is the Revenue/Expense Ratio based on the Budget provided?

Proposal Approval

If your application is approved, we will provide you with a *Letter of Agreement* within two weeks of receiving your application. The *Letter of Agreement* may be shown to potential donors, sponsors, and volunteers.

- Due to privacy regulations, Casey House cannot release donor, volunteer, employee or client mailing lists for the purpose of additional solicitation of funds by third party groups.
- Casey House will not disclose client names or stories for the promotion or staging of your event.
- People living with HIV/AIDS will not be prevented from attending or participating in the event.
- All donor information from your event will be kept confidential. Casey House will not share, trade or sell any of the donor information. Casey House maintains a strict policy of respecting donor privacy.

Financial Policies

- Casey House will not be financially liable for the organization and staging of the event;
- The third party fundraising organization shall present Casey House with a projected donation amount and an established budget at the onset;
- The third party fundraising organization will handle all monies for the event and present the proceeds and completed Appendixes to Casey House within 30 days of the completion of the event;
- Casey House is not responsible for any financial loss incurred from the event;



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- Casey House will comply with all current Canadian tax laws. Casey House will issue charitable receipts for monetary donations in excess of \$20.00 in keeping with CRA guidelines;
- Sponsorship funding will be acknowledged with business receipts.

Publicity Guidelines

- Casey House must approve all promotional materials and/or advertisements pertaining to the event using Casey House logo or identity;
- The third party fundraiser shall take full responsibility for any costs incurred by purchasing any media advertisement to promote an event (e.g. television, radio, outdoor, billboard, PSA, magazine or brochure);
- Event names may not incorporate the name Casey House Foundation as in “The Casey House Walkathon” but may use a second line identifying the relationship with Casey House, such as “Jones Family Walkathon, benefiting Casey House Foundation.”

The above Casey House policies and guidelines have been read and agreed to by;

Date: _____

Signature: _____

Contact Name: _____

Company / Organization: _____

Address: _____

Phone Number: _____ Email: _____