

EPILEPSY NIAGARA

Guidelines for Ensuring a Special Event Succeeds

EPILEPSY NIAGARA MISSION STATEMENT

Epilepsy Niagara is a non-profit, charitable organization focused on improving the quality of life for people affected by epilepsy. Epilepsy Niagara provides non-medical support services, education and awareness to people with epilepsy and their support network throughout the Niagara Region.

DEFINITION OF A SPECIAL EVENT

A special event is a function held to raise awareness and money for an organization or charity. Epilepsy Niagara encourages special events to promote greater awareness about epilepsy in the community as well as broaden the base of donors and partnerships.

PROCEDURES:

All fundraising events held under Epilepsy Niagara auspices must stay within the goals and policies of Epilepsy Niagara and be approved by the Epilepsy Niagara Executive Director and/or Board of Directors

1. When picking an event please keep the following suggestions in mind: choose an event that is not held successfully by several other groups, choose an event that is not dependent on any one condition (e.g. weather), determine the costs prior to setting the price to attend, determine what resources will be required and if they are available, determine the time required to fully prepare for the event including securing a location and determine the number of volunteers needed.
2. A third party application and waiver is to be completed and submitted to Epilepsy Niagara twelve to eight weeks prior to the event.
3. Any promotion that donates a portion of its sales must state exactly how much, either in a percentage or specific dollar amount.
4. A basic financial statement, itemizing revenue and expenses, is required within 20 days following the event.
5. All proceeds must be received in the Epilepsy Niagara office within 30 days of the event.
6. All expenses incurred from the third party event are the responsibility of the third party and can be reimbursed by the event proceeds. Epilepsy Niagara is not responsible for any financial loss incurred from the event unless agreed to in writing by the Epilepsy Niagara Board of Directors.
7. If a third party desires an ongoing cause-related marketing relationship, Epilepsy Niagara may request a one-year history of cause-related marketing with other non-profit organizations before a decision is made to affiliate.
8. All publicity containing the Epilepsy Niagara name and/or logo must be approved by the Epilepsy Niagara Board of Directors.
9. The individual, organization or business coordinating and/or sponsoring the event will indemnify and save harmless Epilepsy Niagara and its' servants, agents, employees, officers and directors from and against all claims, suits and causes of action arising out of the fundraising event.
10. Obtaining goods and services for the event from businesses must have prior approval from Epilepsy Niagara before soliciting to ensure duplicate solicitation is avoided.
11. No portion of any cost to a participant of a third party fundraising event will be assumed to be tax deductible without prior authorization from Epilepsy Niagara. Donations of money or material may be eligible for tax receipts as outlined by CRA guidelines and will be at the discretion of Epilepsy Niagara
12. If acquiring insurance and/or licenses for an event, it is the responsibility of the third party to apply and obtain in the name of the individual, organization or business coordinating the event,
 - o Gaming licenses must be obtained for all raffles, 50/50 draws, draws of chance prior to the printing and selling of any tickets. A license must be held by the charity benefiting from the proceeds of an event.

- A Liquor license must be obtained from the LCBO if the hall where the event is being held is NOT running the bar. The liquor license must be obtained and held by the person(s) holding the event. A letter from Epilepsy Niagara must accompany the application for a third party event liquor license acknowledging the event. The regulations regarding the liquor license must be followed precisely.

EPILEPSY NIAGARA'S ROLE

Epilepsy Niagara is limited in the amount of assistance it can provide to a third party event. The management of the event allows Epilepsy Niagara staff to continue the work they are already doing.

Epilepsy Niagara can provide:

- Advice and suggestions on event planning
- Promotion of your event to Epilepsy Niagara members and the community through regular advertising venues: newsletters, e-newsletters, website and internal communications.

Epilepsy Niagara is not able to provide:

- Assistance in soliciting donations, handling mailings, attending committee meetings, recruiting attendees or collecting monies
- Guarantee volunteer, board or staff attendance at the event.
- Share any donor lists or contacts
- Assume responsibility of any nature or kind associated directly or indirectly with the event.

A written request for Epilepsy Niagara staff and volunteers may be submitted during the event planning phase. The Executive Director of Epilepsy Niagara will review this request for volunteers from the Third Party Event Application.

Third Party Event for Epilepsy Niagara Application Form

DATE OF APPLICATION: _____

CONTACT PERSON INFORMATION

Name of Group/company hosting the event: _____

Contact Name: _____

Street Address: _____

City: _____ Province _____ Postal Code: _____

Home Phone: _____

Work Phone: _____

Fax Number: _____

Email Address: _____

EVENT INFORMATION

Event Name: _____

Event Day, Date and Time: _____

Event Location: _____

Are Volunteers Involved? _____

Describe the event (attach any additional pages). Please outline the following:

- Project Objective
- Advertising – Strategies
- How and where do you wish to use Epilepsy Niagara's involvement?
- What support do you require from Epilepsy Niagara?

BUDGET INFORMATION

All costs must be paid from the proceeds of the event or by the event organizer directly. No expenses will be paid by Epilepsy Niagara. Please list all of the anticipated expenses and indicate if there are any confirmed donations of the same.

Location: \$ _____
Food/beverages: \$ _____
Printing: \$ _____
Advertising: \$ _____
Prizes: \$ _____
Other (specify): \$ _____
Total Expenses: \$ _____ Total Revenue: \$ _____
Total Donation to Epilepsy Niagara (Revenue – Expenses) \$ _____

1. List all businesses you will contact for contributions of money, prizes or product.
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____
 - f. _____

I have read the attached Third Party Guidelines and agree to follow them with regards to holding the proposed event to benefit Epilepsy Niagara. By publicly advertising with Epilepsy Niagara as the recipient of the proceeds of this event, I agree to provide the full amount of the proceeds within 30 days of the event.

Submitted by: _____
Signature: _____ Date: _____

- Yes, I have attached the Event Waiver
- Yes, I have read the Third Party Event Guidelines

We appreciate your support and effort in making a difference.

For Office Use

Approved by Epilepsy Niagara: _____ Date: _____

Third Party Event Waiver for Epilepsy Niagara

Name of Event: _____

I, _____, (*Third party event representative(s)*) intend to conduct a fundraiser to benefit **Epilepsy Niagara**.

I understand that Epilepsy Niagara is a non-profit organization and has not allocated a budget for this event. I accept all responsibility for the event including expenses incurred by the event and any other liabilities related to the event or to the actions or inactions of _____ (*Third Party Event Organization Name – in full*). Income generated by the event may be used to cover reasonable expenses before proceeds are given to Epilepsy Niagara.

I understand that my budgetary responsibilities should be completed promptly after the event and that my donation to Epilepsy Niagara needs to be received by Epilepsy Niagara within 30 days after the event. Should the event generate less income than its expense, Epilepsy Niagara will not be responsible for any shortfall.

The _____ (*Third Party Event Organization Name*) agrees to RELEASE, INDEMNIFY and SAVE HARMLESS Epilepsy Niagara against all manner of liabilities, debts, fines, suits, claims, thefts, damages to property and person, demands and actions and causes of action, of any nature or kind for which the third party event may be held liable relating, in any way, including without limitation, any breach or violation, negligence, unlawful act or acts of the third party event This includes any solicitor and client costs, counsel fees, expenses and liabilities incurred by Epilepsy Niagara in any such suit, claim, theft, damage to property or person, demand, action or proceeding.

Third Party Event Organization Name (in full): _____

Signature, Title (Third party event representative)
I/We have authority to bind the corporation

Date

Third party event representative (printed name)

Signature ~ Epilepsy Niagara Approval
I/We have authority to bind the corporation

Date

