



FILE NAME: I:\GOVERNANCE\POLICIES APPROVED_NHSF\009 Third Party Special Event Guidelines Rev2 March 2008.doc	EFFECTIVE DATE: 14/09/05 (DD/MM/YY)
APPROVED BY: Niagara Health System Foundation Board of Directors	REVISION DATE: 03/17/08 (DD/MM/YY) PAGE 1 OF 7

ABOUT THE FOUNDATION

Our Mission: Building on the history of philanthropy established by our partner foundations:

- *We enhance community well-being and patient care in the Niagara region through fund development.*
- *We provide donor-centred opportunities for philanthropy.*
- *We commit to an environment of collaboration and mutual respect with all stakeholders.*
- *We will achieve a legacy of improved patient care through the region-wide capital campaign.*

The Niagara Health System Foundation (NHSF) is a non-profit, charitable organization formed in 2004 for the purpose of raising funds throughout the region for new infrastructure development and region-wide healthcare programs not funded by the government. The Foundation accepts pledges and donations from individuals, corporations and organizations. Strong community support is vital to ensure that the Niagara Health System (the Hospital) is able to deliver quality healthcare to everyone throughout Niagara.

The Foundation’s primary fundraising focus is on securing gifts through the development of a major campaign to take place over the next five years. However, we know many people and organizations may wish to support NHS and the campaign through third party special events. The following outlines the terms and conditions under which such events can be organized through the NHS Foundation. An application (Appendix 2) must be completed and approved prior to the event.

DEFINITION OF A SPECIAL EVENT

A Special Event is a function held to raise awareness and money for an organization or charity. In order to ensure success of an event, a great deal of time and effort is required. Events held on behalf of Niagara Health System Foundation should follow these guidelines in order to ensure success.

GUIDELINES

The following guidelines have been developed to help your group run a successful event that is in keeping with the goals and policies of the Foundation and the Hospital, and that will promote our good image.

1. PREPARING FOR AN EVENT

- Choose an event that is not being held successfully by several other groups. Attendees will only go to the same type of event so many times.
- Choose an event that is not strictly dependent on any one condition, i.e. weather. A winter carnival may only be successful if there is snow.

- Determine costs prior to setting price to attend. A good rule of thumb to follow is the ticket price should be twice the cost of expenses. You should have one volunteer for every 10 tickets you need to sell.
- Determine what resources will be required and if they are available, i.e. free advertising, sponsorship money.
- Determine the time required to fully prepare for the event including securing a location and the services required. Many halls will be booked six months to one year in advance.
- Determine the number of volunteers required pre-event and during and ensure that they are available at the time they will be needed.
- An application form is attached and is required to be submitted to and approved by the Foundation office prior to any promotion or advertising of the event being done.

2. USE OF LOGO OR NAME

- Where Niagara Health System Foundation is to receive proceeds of an event, camera ready artwork for the NHSF logo is available from the Foundation.
- Any tickets, posters or other promotional materials featuring Niagara Health System Foundation's name and/or logo must be approved by the Foundation prior to printing.

3. PROCEEDS

- Any promotion that donates a portion of its sales must state exactly how much, either in a percentage or specific dollar amount, i.e. 10 per cent of the proceeds or \$1 from every sale.
- A basic financial statement, itemizing revenue and expenses, is required within 10 days following the event.
- All proceeds must be received in the Foundation office within 30 days following the event.

4. LICENSING

- All sanctioned third party events shall comply with all applicable laws. For licensing refer to *Procedures Related to Licensing* available from the Foundation. (*Attached as Appendix 1*). Please note that if a lottery license is obtained from a municipal office other than the town or city where the draw is being held (i.e. lottery license purchased at City of St. Catharines offices, but lottery draw is held in a hotel in Niagara Falls), permission must be secured from the appropriate municipal office where the draw is being held.

5. TAX RECEIPTS

- The Foundation strictly follows guidelines for issuing tax receipts as outlined by the Canada Revenue Agency (CRA). Receipts will only be issued after the funds have been received by the Foundation. No exceptions will be made to these rules.
- Donations of money or material e.g. doors prizes, printing, etc., may be eligible for tax receipts as outlined by CRA guidelines as indicated above. The receipting of a gift will be at the discretion of the Foundation.
- Lottery and raffle tickets are not eligible for tax receipts and event tickets are only receiptable on rare occasions.

The NHS Foundation will issue receipts for third party events and sponsorships as follows:

Third Party Events

- For events such as a gala or golf tournament, the amount of the advantage received by the donor must be disclosed, along with the total amount of the cash received and the eligible amount of the gift for official tax receipting purposes.
- These calculations must be provided by the third party event organizers and must include the value of the benefits received by the attendees as compared to the ticket price charged, with the excess generally allowable as the donation amount.
- If meals, prizes or other items were donated to the third party event, the value must be taken into account when calculating the donation amount.
- These calculations will be retained by the Foundation with the receipts issued for any future review by CRA.

Sponsorships

Canadian individuals and organizations purchasing sponsorships (e.g. in Golf Tournaments or Galas) are not eligible for a charitable tax receipt as per Canada Revenue Agency guidelines: “Sponsorship fees are amounts paid to a registered charity that are not gifts because the sponsor receives something in exchange. They are usually paid to support a charity event in return for advertising or some other consideration.” *Canada Revenue Agency Reference Number CSP – S13.*

Therefore, the NHSF will not issue official tax receipts to donors when funds are provided for sponsorship/marketing of an event. The Foundation will issue a Business Expense Receipt to sponsors of events. It is recommended that self-employed individuals and corporations treat sponsorships as marketing opportunities.

6. LIABILITY INSURANCE

The organizers of any event must provide proof of comprehensive public liability insurance. The Foundation and the Hospital accept no legal or financial responsibilities for events held on their behalf.

7. SPONSORSHIP REQUESTS

Any written requests for sponsorship must be reviewed by the Foundation prior to distribution to ensure the information about the foundation is accurate.

8. FOUNDATION ROLE

The Foundation is limited in the amount of assistance it can provide to a third party event. Your management of the event allows Foundation staff to continue the work they are already doing. The following are what we can do for you:

- Provide advice and expertise on event planning
- Promote your event to Hospital staff and the community through our regular advertising venues i.e. newsletters, website, internal communications

The Foundation is unable to:

- Cover any costs related to the event
- Guarantee volunteer, board or staff attendance at the event. (If you would like to ensure that a representative(s) from the NHS or NHS Foundation attends, it is common practice

within the charitable industry for the organizers of the event to provide a ticket(s) or reserve a seat(s) 'free of charge').

- Share any donor lists or contacts
- Assume responsibility of any nature or kind associated directly or indirectly with the event.

Appendix 1

Licensing Procedures Required for Third Party Events

1. GAMING LICENSES

- Licenses must be obtained for all raffles, 50/50 draws and draws of chance prior to the printing or selling of any tickets. Several pieces of information are required to appear on the ticket and a sample of the ticket must be provided with the application to the issuing Municipality. The information required is as follows:
 - a) name of the organization holding the draw
 - b) charity receiving the proceeds if different from the above
 - c) number of tickets that will be printed
 - d) cost of each ticket and if there is a discount for multiple tickets, i.e. \$2 each or 3/\$5
 - e) date of the draw
 - f) location of the draw
 - g) time of the draw
 - h) prizes available to be won along with the value of each
 - i) license number issued by the appropriate Municipality
 - j) name of the printing company, if applicable.
- Licenses and permission must be secured from the appropriate municipal office within Niagara. Please note that if a lottery license is obtained from a municipal office other than the town or city where the draw is being held (i.e. lottery license purchased at City of St. Catharines offices, but lottery draw is held in a hotel in Niagara Falls), permission must be secured from the appropriate municipal office where the draw is being held.
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- A license must be obtained and held by the charity benefiting from the proceeds of an event. An individual or business cannot hold a lottery license. Licenses can take four to six weeks to be approved.
- Strict regulations are involved with licensing and must be followed exactly in order to maintain the Niagara Health System Foundation's charitable status.

2. LIQUOR LICENCE

- A liquor license must be obtained from the LCBO (Liquor Control Board of Ontario) 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.
- The LCBO application must be submitted at least 30 days prior to the event.
- A letter from the Foundation must accompany an application for a third party event liquor license acknowledging the event.
- Strict regulations are included in a liquor license and must be followed precisely.

Pages 5 (Appendix 2) and 6 (Agreement) are new

Appendix 2

Date of Submission: _____

Third Party Event Application

Name of group/company hosting event: _____

Name of individual(s) responsible: _____

Mailing address: _____

City: _____ Postal Code: _____

Business Phone: _____ Home Phone: _____

Fax Number: _____ e-mail: _____

Event Name: _____ Event Date: _____

Event Location and Address: _____

Briefly provide details of the proposed event: _____

Proposed Budget:

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

Location	\$ _____	Ticket Revenue	\$ _____ (price/ticket)
Food/Beverages	\$ _____	Sponsorship	\$ _____
Printing	\$ _____		
Advertising	\$ _____		
Prizes:	\$ _____		
Other (specify):	\$ _____		
Total Expenses:	\$ _____	Total Revenue:	\$ _____

Total Donation to the NHS Foundation (Revenue-Expenses): \$ _____

Niagara Health System Foundation Release Information

I/We, the undersigned third party event representative, hereby agree to RELEASE, INDEMNIFY and SAVE HARMLESS the Niagara Health System Foundation (“NHSF”) and the Niagara Health System (“NHS”) from 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, NHSF or NHS 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, NHSF or NHS or their respective agents, servants invitees and against all costs, counsel fees, expenses and liabilities incurred by NHSF or NHS in any such suit, claim, theft, damage to property or person, demand, action or proceeding.

Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I have read the included guidelines and agree to follow them with regards to holding the proposed event to benefit the Niagara Health System Foundation. By publicly advertising the Niagara Health System Foundation as recipient of the proceeds of this event, I agree to provide the full amount of the proceeds within 30 days of the event.

Name (printed): _____

Signature of _____

Applicant: _____

Date: _____

The mandate of the NHS Foundation is to oversee fundraising for capital development, medical equipment and technology to support system-wide regional services. This Foundation works collaboratively with our individual local hospital foundations and auxiliaries, which continue to fulfill their mandates to fundraise for their respective community hospital needs.

In collaboration with our local hospital foundations, the Niagara Health System Foundation is embarking on the *It's Our Time* campaign. Funds raised will support:

- the new Niagara Regional Cancer Centre,
- the new Regional Cardiac Catheterization Lab,
- new Regional Dialysis Centres to be located at the Greater Niagara General, Welland and St. Catharines Hospitals,
- the new St. Catharines Community Hospital, and
- equipment for regional programs to support cardiac and cancer treatment at Douglas Memorial Hospital and Port Colborne General Hospital respectively. These new services will provide complementary services close to home for people from these areas being treated at the regional cardiac and cancer centres.

Thank you for completing this application form and for your interest in partnering with the NHS Foundation.

FOR OFFICE USE ONLY (ONCE APPROVED) NOTE: No event may begin advertising until this application has been approved by the NHS Foundation.

Third Party Event Name _____

Signature of Event _____

Representative: Must have authority to bind corporation.

Date: _____

Signature of NHS _____

Foundation Approval _____

Date: _____