



THIRD-PARTY EVENTS HANDBOOK

Third-Party Events Handbook

Thank you for considering the Royal Alexandra Hospital Foundation (“the Foundation”) as the recipient of the proceeds from your fundraising event. The following information provides guidance for individuals and organizations that are considering holding a fundraising event in support of the Foundation. Through your fundraising efforts and support of the Foundation, you are helping us advance our mission of raising funds and awareness to enhance health and wellness in the communities served by the Royal Alexandra Hospital.

In addition to following these guidelines, please speak with the Foundation before holding any major event or fundraising campaign and be sure to submit a Third-party Event Application.

OVERVIEW

The Foundation appreciates gifts raised by individuals, organizations, or businesses who engage in fundraising events. Such events are considered “Third Party” events, meaning that you are responsible for the planning, promotion, and expenses associated with the event and the Foundation is the recipient of revenues generated by the event.

Any event associated with the Foundation must promote and maintain a positive image of the Foundation, and associating our name with your event must receive prior approval. *Materials may not state or imply that the event is a Royal Alexandra Hospital Foundation event.*

Any individual, organization, or business (“the Organizer”) is eligible to fundraise for the Foundation, provided that:

- The Organizer ensures transparency and accurate record-keeping, sharing the required information with the Foundation within 30 days of the event.
- The Organizer agrees to provide the Foundation with a full accounting of the monies or that portion of the monies given to the Foundation.
- The Organizer will disclose to the Foundation the amount of the benefit (for instance, dinner and/or entertaining) received by the participants as a result of their involvement in the fundraising event.

FUNDRAISING INITIATIVE APPROVAL & COMPLIANCE

The Foundation must be notified via the Third-Party Event Application form **at least 10 days in advance** of all fundraising events held on its behalf. This is to ensure that we are aware of your event and to assure you that it is in keeping with the Foundation’s brand and mission. Any individual, organization, or business wishing to conduct a fundraising event using the Foundation’s name must first contact a Foundation Annual Giving Officer, at events@royalalex.org.

The Foundation **will not** sanction the following types of fundraising events, including, but not limited to:

- Events that encourage/involve behaviour that is counter to the Foundation's mission, values, and programming activities;
- Activities that involve a professional fundraiser, telemarketer and/or agreement to raise funds on a commission or bonus basis;
- Direct solicitation (i.e. door-to-door canvassing - other than close friends and family), telemarketing or internet methods not aligned with the Foundation's current online fundraising practices;
- Events involving the promotion of a political party or candidate or appearing to endorse a political activity.

The Foundation reserves the right to decline participation and support for any fundraising event that does not fall within our mandate. The Foundation may also, at any time, withdraw the right to use its name for fundraising or other purposes, and all such activities shall immediately cease.

THIRD-PARTY EVENTS APPLICATION FORM

A Third-Party Events Application (APPENDIX A) form must be submitted and approved by the Foundation prior to publicizing or hosting an event.

Once the Third-Party Events Application has been approved, you will be notified by the Annual Giving Officer and provided with a signed copy of the application.

YOUR RESPONSIBILITIES

You will be responsible for your event from conception to completion. It is your responsibility to acquire donors, publicize the event, plan your budget and secure prizes, etc. Foundation staff is available to answer your questions and provide support where they can.

LIABILITY

The Foundation shall not be responsible or liable in any manner for any action, obligation, or commitment whatsoever arising from a fundraising event. **The Organizer is responsible for securing insurance for the event.** The Foundation is not responsible for the costs of fundraising or for shortfalls in fundraising goals. If personal information (such as contact details) is collected from donors at an event, the Organizer must ensure that the information is kept confidential and secure.

The Organizer is to ensure that adequate coverage has been purchased, and risk management best practices are adhered to. We recommend that you put any necessary procedures in place to ensure everyone's safety to avoid accidents. Make sure you conduct a risk assessment (APPENDIX B) to plan for the safety of all participants.

Third-party event revenues and expenses will not flow through the Foundation unless approved prior to the event.

LICENSES

Liquor: If a liquor license is required, the event organizers must apply for and obtain the license in their name. A liquor license will be required for any event that is raffling alcohol or is raising money from the sale of alcohol.

Gaming: a gaming license is required for raffles and 50/50 draws in AB. For 50/50 draws, as the event organizer, you are required to obtain that appropriate gaming license and pay the fee. ***Please note that all 50/50 licenses must be applied for under the event’s name, not Royal Alexandra Hospital Foundation.*** Raffle licenses must be completed the Foundation, at the request of the organizer (and as agreed to by the Foundation). Please visit the [Alberta Gaming, Liquor and Cannabis Commission](#) for information on gaming.

An Official Donation Receipt for Income Tax Purposes (“tax receipt”) will not be issued for funds raised through any form of gaming.

ADVERTISING YOUR EVENT

Acceptable wording to use in advertising for your event:

What’s going to the Foundation?	Wording to use in advertising
If all the money collected is going to Royal Alexandra Hospital Foundation...	Proceeds benefit the Royal Alexandra Hospital Foundation
If all the money minus your expenses is going to the Foundation...	A portion of the proceeds benefit the Royal Alexandra Hospital Foundation. Or net proceeds to benefit the Royal Alexandra Hospital Foundation
If a specific dollar amount in the purchase of a product is going to the Foundation...	You must state the dollar amount. For example: For every painting we sell on Sunday, \$100 goes to the Royal Alexandra Hospital Foundation
If a percentage of the proceeds are going to benefit the Foundation...	You must state what percentage. For example: 50% of the proceeds to benefit the Royal Alexandra Hospital Foundation

PUBLICITY & MATERIAL APPROVAL

Any individual or organization wishing to use the Foundation's name, logo, and/or charitable registration number on any materials, including advertising, **must** receive the Foundation's prior approval from the Annual Giving Officer.

TAX RECEIPTING

Tax receipts will only be issued by the Foundation in accordance with [Canada Revenue Agency guidelines and the Income Tax Act](#). The Foundation reserves the right to make a final decision as to whether a tax receipt will be issued or not and the amount.

The Foundation can only issue a tax receipt for **"true"** donations meaning that the donor does not receive any benefit from making the donation.

Funds raised through the following means may be accepted, however, because of the nature of the fundraising method, the Foundation generally does not issue a tax receipt:

- Ticket purchase or entrance fee
- Raffle/lottery/draw ticket purchase
- Auction or silent auction items purchased (some exceptions may apply)
- Sponsorships (a contribution made by a business for recognition & promotional purposes)
- Donated services/gifts in kind

Example of a **"true"** donation: If a donor was to buy a ticket to a dinner event, they would not receive a tax receipt for the purchase of the ticket since they will receive a meal in return for their payment. However, if at the dinner they decided to donate \$100, they would receive a tax receipt since they are not receiving anything in return for their donation.

INFORMATION REQUIRED FOR TAX RECEIPT

The Foundation will issue tax receipts for donation of \$5 or more, once the following information is provided:

- A complete list of those who made a donation, including:
 - ✓ Full name
 - ✓ Mailing address with postal code
 - ✓ Phone number and/or email address
 - ✓ Amount of donation
- Optional information:
 - ✓ Opt-in to receive information from the Foundation

Donations can be given by:

- Cash

- Donation form: writing down the donor credit card information that will later be charged by the Foundations finance department.
- Foundation's website: The Foundation accepts Visa, MasterCard, and American Express credit cards on the website. A tax receipt is automatically generated and emailed to the donor.
- Cheque: The cheque needs to be made payable to "Royal Alexandra Hospital Foundation" (including any donations to Foundation brands, such as AWHF).

POS DEVICE/ CASH FLOAT REQUEST

The POS Device is a wireless point-of-sale device that accepts all denominations of transactions and accepts payments from cards and phones. Please note that there is a fee per transaction (plus any applicable card fees) as well as a one-time setup fee.

Before using this service, please check with the Annual Giving Officer to ensure this is the right fit for your event.

GOFUNDME

GoFundMe is a for-profit crowdfunding platform that allows people to raise money for events. When a GoFundMe page is created, they will ask for a beneficiary. You are able to register Royal Alexandra Hospital Foundation as the charity to receive funds from the page. GoFundMe will issue tax receipts to the donors; when the event is over and the page is closed, GoFundMe will send funds raised directly to the Foundation. If you choose to use this method, please note that there is a processing fee charged by this service which will result in the wording for your fundraiser being: *A portion of the proceeds benefit Royal Alexandra Hospital Foundation. Or net proceeds to benefit Royal Alexandra Hospital Foundation.*

Before using this service, please check with the Annual Giving Officer to ensure this is the right fit for your event.

DONATING EVENT PROCEEDS

Once you have completed your event and you are ready to give the proceeds to the Foundation, we ask that it be done through a cheque, cash, or manual processing of a credit card payment by Foundation staff. Please do not forward the proceeds through our website platform, as we will be unable to split donations for tax receipting purposes.

Funds raised are not transferable to any other organization.

ADMINISTRATIVE FEE

As per the guidelines outlined in the Foundation's Sustainability Allocation Policy, 10% of the total proceeds are designated to be allocated to the Operation Fund.

FOUNDATION SUPPORT

An Annual Giving Officer is available to help with any questions you may have while planning your event. The Foundation is able to offer some assistance with marketing, depending on the size of your event.

Marketing support that is available (at the discretion of the marketing team):

- Personalized online donation page
- Event information sent to RAH staff
- Posts on social media promoting the event
- A listing on the Foundation's website
- Copy of Royal Alexandra Hospital Foundation Logo

Other support available (determined on a case-by-case basis):

- Donation forms
- Foundation marketing materials (dependent on staff involvement)
- Foundation banner
- Foundation swag
- A Foundation representative to speak at your event – based on availability

THANK YOU

Thank you for your interest in raising funds for the Royal Alexandra Hospital Foundation. We know that events require a lot of time and hard work, and we appreciate your desire to help make a difference in our community. To thank you and to acknowledge your hard work, the Foundation will invite you to a cheque presentation of the monies raised that will be shared on social media.

Please contact the Foundation if you have any questions or require further information.

Thank you for being a proud supporter of the Royal Alexandra Hospital Foundation!

APPENDIX A- Third-Party Fundraising Event Application

Thank you for considering the Royal Alexandra Hospital Foundation (“the Foundation”) as the recipient of the proceeds from your fundraising event. Please ensure you review the Foundation’s *Third-Party Events Handbook* which provides guidance for individuals and organizations that are considering holding a fundraising event in support of the Foundation. In addition to following these guidelines, please speak with the Foundation before holding any major event or fundraising campaign.

Guidelines

The guidelines outlined in the *Third-Party Events Handbook*, are not intended to restrict the **creativity and passion** of our generous third-party organizers; however, they should be taken as measures to ensure the safety and standards of the Foundation, its volunteers and staff.

Upon submission of this application, it is understood that the organizer has read the *Third-Party Events Handbook*.

Organizer Information

Individual/Business/Organization Name:

Main Contact Name:

Phone Number:

Email Address:

Mailing Address:

Event Information

Name of Event:

Description:

Date & Time:

Location:

Will Events Proceeds be donated exclusively? Yes No

If no, please list other recipients:

How will funds be raised? Check all that apply:

Cash Donation	Event Sponsorship	Live/Silent Auction	Merchandise/Sales
Pledges	Raffle	Ticket Sales	Other:

What motivated you to hold the Event? Do you have a personal connection to the RAH?

I agree to the terms and conditions as outlined in the Third-Party Events Handbook:

Organizer’s Name & Title:

Signature:

Date:

Approved when signed:

On behalf of the Royal Alexandra Hospital Foundation:

Signature:

Date:

APPENDIX B - THIRD-PARTY EVENT RISK ASSESSMENT FORM

Risk Assessment Form
Name of person doing assessment:
Date:
Activity / Procedure being assessed:
Known or expected hazards and risks associated with the activity:
Possible consequences: What are the possible consequences? How likely are these consequences to occur? What is the possible severity of the harm?
Who is at risk?
Measure to be taken to eliminate the hazard or lower the level of risk:
Is there a risk of the control measures failing? What would the consequences be?
Training requirements:
Level of risk remaining:
Action to be taken in an emergency: