

**Scarborough Centre for Healthy Communities (SCHC)**

# Third Party Fundraising Event Toolkit



## You CAN Make a Difference and Help Change Lives

At Scarborough Centre for Healthy Communities (SCHC) we have been providing health and community programs and services in Scarborough for over 42 years. Last year alone we totaled over 299,942 client visits. Our health programs support individuals and their families when dealing with illness, chronic disease, or facing the end of their life. We have community services like our Food and Clothing Bank, Active Living Centre, Adult Day Centre and Health & Wellness programs that provide support and encourage meaningful community engagement for vulnerable seniors, youth and newcomers. SCHC has 40 programs over 10 sites and continues to grow.

However, the majority of our government funding is specific to certain programs and services and with no cost of living increases for several years, we are continually challenged to cover basic overhead and infrastructure costs that support the mental, social and holistic health needs of our community. We have a small but growing base of corporate and individual donors and foundations, but we also are grateful for the generous support and creativity of those that support our fundraising efforts through **third party events or projects**.

You truly can make a difference and help change the lives of vulnerable children, youth, families and seniors in Scarborough by committing to raise funds and/or in-kind donations to support the critical work we do.

You can choose to designate the funds you raise to a specific program, or you can allow us to apply the funds where it is most needed. No amount is too small and any support that you can provide will help us to have a lasting impact on our Scarborough community!

## The Impact of SCHC

With 40 different programs, SCHC impacts the overall holistic health of all of our clients. One example is the 1500 unique families who access the SCHC Food Bank annually. Our Food Bank is located in the Kingston-Galloway Orton Park neighbourhood, which is one of the most impoverished areas in Scarborough. On average, 70% of their income goes to paying rent. 57.8% of this community are visible minorities and 28% of families are lone female parents. 39.8% of Children under 6 are in the low income measure (after tax) bracket. Poverty, cultural differences, language, housing and other barriers contribute to low health indicators for this neighbourhood. We distribute about 3500 lbs of food twice a week to bring basic daily nutrition to those families. We also provide special food hampers for Thanksgiving, Holiday season and for our summer camps.

Food insecure households are at increased risk of poor social, mental and physical health, chronic diseases and nutrient inadequacies. SCHC Food Bank, Community gardens and cooking programs provide basic nutrition and educate the economically vulnerable community on the health benefits of nutritious eating for optimal daily functioning.

## Third Party Fundraiser Ideas

Third Party Fundraisers are a great way for individuals and groups to support our charity! And there's no limit to the types of ideas and events that you can host. Engage your team and creative resources to determine what works for you! Here are just a few ideas to consider:

Auction	Date Auction	Run/Walk/Ride
Amazing Race	Dinner Party	Scavenger Hunt
Arts and Crafts Sale/Show	Donations in Lieu of Gifts	Sporting Events
Battle of the Bands	Face Painting	T-Shirt Challenge
Benefit Dinner	Fashion Show	Tailgate Party
Bingo Night	Flower Sale	Talent Show
Book Sale	Garage Sale	Ticketed Event
Bowling Tournament	Golf Tournament	Traditional Gala Event
Care Kits	Loonie/Twoonie Drives	Trivia Tournament
Casino Night	Pet Wash	Wii Tournament
Cocktails for a Cause	Pledged Events	Wine Tasting
Car Wash	Poker Tournament	Work Department
Concert/Play	Proceeds from Sales	Work Event
Craft Sale	Rummage Sale	

## Special Fundraising Note

**Matched Gift:** Why not double your fundraising efforts! Before you start coordinating your event, check to see if your employer has a "matching gift" program. A matching gift is a charitable gift directed to a charity by a matching donor under the condition that the original donor makes the first gift. Many employers sponsor matching gift programs and will match any charitable contributions made by their employees.

### Success Tips:

Your event is what you make of it, but you being organized will increase your chance of success! Here are some simple steps to assist in your coordination:

- Step 1: Choose your event idea
- Step 2: Pick date/time of the event
- Step 3: Set a fundraising goal (this can help drive donations)
- Step 4: Create budget
- Step 5: Create work plan and set deadlines for tasks
- Step 6: Promote and share your event widely

## Some Fundraising Guidelines

1. SCHC embraces fundraising events that are aligned with our mission on improving the holistic health of vulnerable communities in Scarborough. Prior approval from the SCHC Fund and Volunteer Development Manager to hold a third party fundraising event/project is required. Approval is based on the type, theme and format of the event. SCHC reserves the right to withhold the use of its name and logo from any event, initiative, promotion, performance or presentation that it deems inappropriate.
2. Any organization/group wishing to use SCHC name or logo on any materials, including advertising, must receive prior written approval from SCHC and adhere to our Style Guide.
3. To generate awareness and support for our cause, we ask that event promotional materials indicate that the event is “in support” of SCHC and is not an official SCHC event. Approval of all promotional materials is required. Logo use will adhere to the SCHC Style Guide.
4. Taking commission, for any purpose, on funds raised as part of a third party event is prohibited.
5. The third party organizer is responsible for meeting all municipal/provincial or federal standards and fulfill all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. SCHC must not be party to any liability coverage without prior knowledge and/or approval.
6. The third party event organizer will be responsible for all costs related to the event and will handle all monies until the official donation is submitted to SCHC. Event expenses should be deducted before sending proceeds to SCHC. SCHC shall incur no costs unless otherwise agreed prior to the event or promotion.
7. The sponsoring organization/group agrees to handle all monetary transactions for the special event or promotion and to present the proceeds to SCHC within 30 days of the event or as agreed in writing with SCHC.
8. When tax receipts are requested, the third party event organizer is responsible for collecting names, addresses and contact information of donors, and required to get the appropriate materials to SCHC within 30 days. SCHC issues official income tax receipts for donations of \$25 or more in accordance with Canada Revenue Agency guidelines.
9. Involvement of SCHC staff and volunteers will be at our discretion and will be based on availability, location and the nature of the event.

10. The third party event organizer agrees to ensure that all materials borrowed are returned promptly and in the same condition they were received. The organizer agrees to accept responsibility for damage or loss of materials borrowed from SCHC.
11. Cheque's should be made payable to:

**Scarborough Centre for Healthy Communities (SCHC)**  
**629 Markham Rd., Unit 2**  
**Scarborough, ON, M1H 2A4**  
**Attn: Debra McGonegal, Fund and Volunteer Development Manager**

## **Tax Receipting**

### **What will SCHC provide a tax receipt for?**

SCHC adheres to the Canada Revenue Agency (CRA) Income Tax Act when issuing charitable tax receipts. To learn more, please visit <http://cra-arc.gc.ca>. Issuing inappropriate charitable tax receipts can put our charitable status in jeopardy.

### **SCHC will provide a tax receipt for the following:**

- Direct personal or corporate donations of \$25 or over (unless otherwise requested by the donor)
- In-kind donations where fair market value is easily determined
  - Tickets (sporting events, theatre, concerts, etc.) where the value is either noted on the ticket or a payment receipt is provided.
- Gifts of shares
- Bequests
- Life insurance premiums
- Monthly donations (donor will receive one cumulative income tax receipt at the end of the calendar year)

### **SCHC cannot provide a tax receipt for the following:**

- Gifts of promises or pledges (for example, gift certificates donated by the issuer, hotel accommodation)
- Payment of basic fee for an event
- Gifts where the value or benefit of the donation cannot be determined
- Lottery or raffle tickets

- Donations of services (time, skills, or efforts) or loans of property, use of a timeshare or lease of premises
  - Donations of services will only be receipted when a 'cheque exchange' takes place. This means that the party who donated a service would invoice SCHC for the cost of the services being at fair market value. SCHC would then issue a cheque for the services. If the service provider should choose to donate these funds back to SCHC, then SCHC can issue a tax receipt for the amount of the donation.
  - Two distinct transactions must take place:
    - A person provides a service and is paid for that service, and
    - That same person makes a voluntary gift to SCHC
- Funds or gift in kind is from another qualified donor (gifts from other registered charities, or non-profit organizations)
- Name of true donor(s) cannot be determined (for example, bottle collection from several parties, donation bins, etc.). One person cannot benefit from gifts made by many
- Rent-free space
  - One of the criteria for a gift is that there be a voluntary transfer of property
  - With rent free space or accommodation, no property is being transferred – instead, use of the building is being provided. Since no property is transferred, no “gift” is made and a tax receipt cannot be issued
- Court ordered donations (donations made as a condition of parole)
- Gifts intended for another organization
- Donations of items for auction (unless pre- approved by SCHC)
- Sponsorships



## Frequently Asked Questions

### Will SCHC help organize events?

We will provide consultation and support when possible. But our priority is to focus our limited resources on SCHC fund development priority projects. We've created this *Third Party Fundraising Event Toolkit* to help you start planning your event.

### Is SCHC able to support any third party event expenses?

It is the responsibility of the event organizers to create a budget and manage it accordingly for all expenses. We cannot assist with expenses.

### Can SCHC provide volunteers for a third party event?

It is the responsibility of the event organizers to recruit, train and manage all volunteers. However, SCHC staff and volunteers can provide support and attend events, depending on the size and scope of the event, as well as availability.

### Who is responsible for all liability and legal risks associated with my event?

SCHC will not be responsible for any damage or accidents to any persons or property; we will not assume any legal or financial liability caused before, during or after the event. Depending upon the nature of the event, the organizer may be required by SCHC to submit proof of general liability insurance in the amount of \$1,000,000 or such other amount which covers any damage or accidents to persons or property arising out of the third party event.

### Will SCHC help promote third party events?

Yes, we may assist with event promotion through our website and social media channels. However, this is dependent upon the nature of the event. Any additional promotion is up to the event organizers. All publicity for the proposed event should be approved by SCHC prior to being printed and/or released, including: web content, press releases, and printed materials. Please forward all content for approval to Debra McGonegal at [dmcgonegal@schcontario.ca](mailto:dmcgonegal@schcontario.ca)

### How do I send the proceeds of my event to SCHC?

Funds raised by a third party event should be made payable and turned into SCHC no later than 30 days after the event. It is preferred that all funds raised are deposited into one account and a cumulative **cheque is written to Scarborough Centre for Healthy Communities**. Cash funds should be turned in to the agency as soon as possible, preferably no later than 3 days after the event. Cash should be in a sealed envelope, counted, with a count sheet detailing the funds included. Please make all cheques payable to:

**Scarborough Centre for Healthy Communities (SCHC)**  
**629 Markham Rd., Unit 2**  
**Scarborough, ON, M1H 2A4**  
**Attn: Debra McGonegal, Fund and Volunteer Development Manager**



**Can I use the SCHC logo and how do I get it?**

Yes, please complete the appropriate checkbox on the *Third Party Event Application Form*, and the logo with Style Guide will be emailed to you. Or you can contact Debra McGonegal at [dmcgonegal@schcontario.ca](mailto:dmcgonegal@schcontario.ca)

**Can SCHC provide print and promotional/display materials?**

SCHC can potentially provide agency fact cards, donation forms and volunteer recruitment flyers for events, as well as pdf info documents that can be printed at your expense. We may also be able to provide banners, subject to availability. Please provide us with all requests for SCHC materials a minimum of twenty days prior to your event by contacting Debra McGonegal @ 416-640-7395 or via email at [dmcgonegal@schcontario.ca](mailto:dmcgonegal@schcontario.ca)

**Will I have access to SCHC's media contacts?**

It is the responsibility of the event organizers to promote their own events but, where appropriate, SCHC will also promote through their regular channels and collaborate on a communications plan.



