

# Third Party Fundraising Guidelines

*Last Reviewed: July 29th, 2024*

Thank you for your interest in hosting an independent third-party fundraising event in support of One City Peterborough! We are so grateful for your efforts to raise funds and generate awareness of our organization's mission to ensure that everyone belongs in our community.

A Third Party Fundraiser is any fundraising initiative brought forward by an individual(s), community group, service club, or business external to One City Peterborough to raise money through a planned activity that is developed, managed and financially resourced by the external participants. Some examples are: silent auctions, concerts, golf tournaments, socials, luncheons or even birthday or other celebration parties. With all of these events, a portion of or the entire proceeds may be given to One City Peterborough.

**All fundraising activities should uphold and reflect the values and mission of One City Peterborough.**

We appreciate your commitment, time and resources required for the successful execution of your third party fundraising event. To have a clear and mutual understanding of expectations from planning through to completion, we have developed guidelines below.

Any questions during any part of the process can be directed to Mackenzie Clark, Fundraising and Communications Coordinator at 705-741-4172 ext. 340 or [mclark@onecityptbo.ca](mailto:mclark@onecityptbo.ca)

## Planning and Promotion Guidelines

### 1) Advertising and Promotion

Advertising and promotion are the responsibility of the event organizer(s).

One City Peterborough can provide our logo to be used on your event materials, as well as provide you with our existing promotional material such as brochures, business cards, stickers and pamphlets.

Post-event, One City Peterborough would appreciate receiving materials such as photos or videos that we can use to acknowledge and thank event-organizers on our social media pages, with the organizer(s) permission.

## **2) Event Expenses**

The event organizer(s) assumes all responsibility for expenses incurred during the planning and execution of the event.

## **3) Donor Privacy**

One City Peterborough cannot provide lists of our donors, sponsors or volunteers due to privacy reasons.

## **4) Insurance**

Insurance is the responsibility of the event organizer(s). One City Peterborough is unable to provide insurance for third-party fundraisers.

## **5) Event Attendance**

One City can provide a representative to attend the event, if available. We would prefer a minimum of 2 weeks notice in order to plan accordingly.

## **6) Proceeds and Tax Receipting**

One City Peterborough will designate funds raised from the event to the chosen area of need or program, determined by the event organizer(s). If the organizer(s) does not have a preference for where funds should be designated, One City will assign the funds to our General Fund.

During an event, donations requesting an official charitable tax receipt must be accompanied by our *Donation Form*, which includes the donor's name, address, contact

information and amount of the donation. The Donation Form can be provided to the event organizer(s) prior to the event. The event organizer(s) agrees to collect donations and accompanying forms to provide to One City after the event is completed.

Donations made directly to One City Peterborough will also be issued a charitable tax receipt.

The following types of donations and items are **not eligible** for charitable tax receipts:

- Donations gathered as part of a 'tip jar' or collection plate where donor information is not collected
- Proceeds (portion of total) from an event ticket
- Event tickets, raffle tickets or silent auction bids

More information about receipting can be found on the [Canada Revenue Agency website](#).