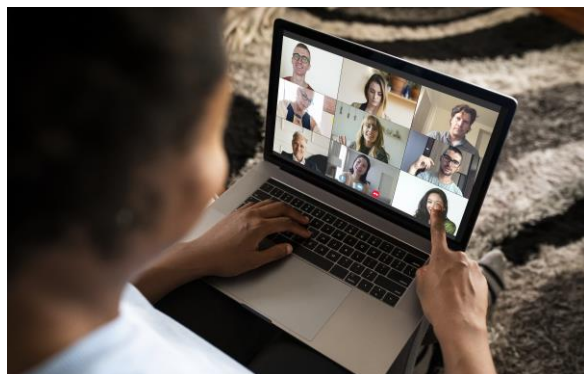




Plan Your Own Third Party Event Guide



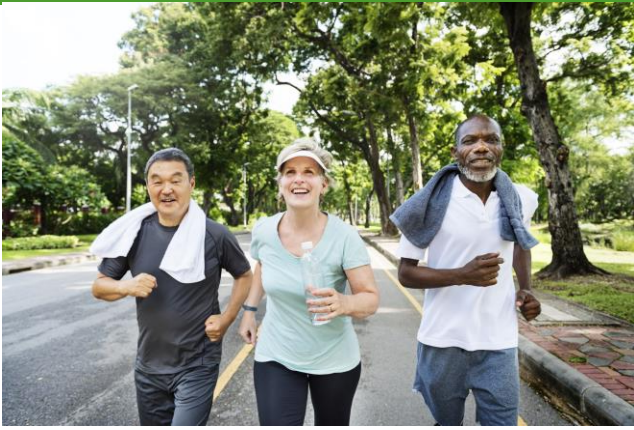


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INTRODUCTION

You can make a difference and change lives!

Organizing and holding a special event in support of Wellspring Cancer Support is a great way to do something you love while you achieve your philanthropic goals, build community spirit and raise awareness for cancer support. At Wellspring, we believe that no one should have to cope with cancer alone. With your help, we can join together to change lives. By holding a fundraising event for Wellspring, you are making a difference in the lives of people and their families who are living with cancer.



WHY SUPPORT WELLSPRING?

When you choose to support Wellspring, either by making a donation or by organizing a third party event, you are joining others who are supporting the cancer cause and making an impact.

Wellspring understands how devastating a cancer diagnosis can be for individuals, family members, friends and caregivers. We know that when dealing with cancer, more than just medical care is needed. Help is needed from people who understand the emotional, psychological, social and practical consequences of cancer and its treatment – those dealing with cancer need the support, programs and services that are uniquely available at Wellspring.

Since 2020, Wellspring has made hundreds of programs available online for access across Canada. Over 5,000 individuals continue to use our online platform to access programs and services. Our programs are evidence-based and have proven to provide comfort, while easing cancer-related pain, fear, nausea anxiety, and fatigue.

Founded in 1992, Wellspring is an innovative and growing network of community-based cancer support centres that collectively offer over 50 different programs, including support, coping skills, and education, all at no charge and without the need for medical referral, to individuals, family members and professional caregivers who are dealing with cancer. Our programs are open to individuals and caregivers regardless of the type or stage of cancer. We do not charge any fees and receive no government funding. Programs and operations are made possible entirely through the generosity of Wellspring donors and volunteers.

WHAT WILL YOUR FUNDRAISING ACCOMPLISH?

Wellspring's mission is to create the best programs to meet the psychological, emotional, and educational needs of individuals and families living with cancer and to deliver those programs to people within Canada. Your support and fundraising will go directly towards Wellspring's goals of:

- Maintaining excellence in all Wellspring centres and through our online program delivery
- Developing innovative programs and continuously improving those in existence
- Serving as many cancer patients and their loved ones as possible, and reflecting Canada's diversity
- Securing a sustainable funding base
- Achieving and maintaining organizational health

Your support will directly benefit cancer patients and their community, to improve quality of life, decrease stress and contribute to wellness. Thank you for your kind support.

STEP-BY STEP GUIDE

We hope this event guide will help you in planning your event. Here are some key steps to guide you through the process:

1. Contact Us

Wellspring staff are here to help you with ideas and provide you with information and support in planning your event. To contact the Wellspring nearest you, please visit:

<https://give.wellspring.ca/diy/contact>

2. Event Ideas

There are many new and exciting ways to show your support and appreciation for Wellspring.

- **Celebrations:** If you're hosting a milestone birthday, anniversary, Bat/Bar Mitzvah, engagement or any in-person celebration, consider asking your family members and friends to make a donation to Wellspring. Wellspring will be happy to help you set up a personal fundraising page that you can share with your contacts.
- **Get Active:** Challenge yourself to be active while raising funds for Wellspring. Pick an activity of your choice and ask your friends and family to sponsor you to help reach your goal. You can run, walk, cycle or whichever activity you choose to get your body moving!
- **Game Night:** Host a game night with your friends and family and donate the proceeds to Wellspring! Make it fun and competitive by including a buy-in and having people make bets on who will win each game!

3. Fundraising Opportunities

There are two types of Third Party Fundraisers that can be done for Wellspring:

- A group or individual can host an event and make Wellspring the beneficiary.
 - Example: An individual or organization hosts a golf tournament, concert or garage sale and gives Wellspring a cheque for the net profits.
- A group or individual can “piggy back” on an exciting event, adding a third-party fundraising element, and donate the income produced from that element.
 - Example: A company has an annual party and asks their employees to make a donation to Wellspring.

Try fundraising online! To help you raise money with limited efforts, use our online fundraising tool to create your own personal fundraising page. Not only is it fast and easy to do, but online donations are, on average, double the amount of offline donations! Visit

<https://give.wellspring.ca/diy/> to set up your page or browse the website to learn more.

4. Get Organized – Form a Committee

Organizing a successful event takes hard work and planning. An organizing committee can help oversee the management of your event. Recruit a team of enthusiastic volunteers with different skills and experience, who can help you with all the various components of your event and support your efforts.

5. Set the Date and Venue

Schedule your event for a day that gives you enough time to plan and promote it. Make sure it's not competing with another event happening in your community or circle, and don't forget about holidays that occur throughout the year.

Booking your event in an accessible location is crucial. Make sure your site has all the amenities you need, at a price you can afford. If you are planning an outdoor event always have a Plan B in case weather doesn't co-operate. Also, look online to see if you need a licence or agreement to use a public space.

6. Set your Fundraising Goal and Budget

Set a fundraising goal for your event and plan how you expect to reach your goal. Create a budget to manage all expenses like rental equipment, fees, decorations, etc. and estimate the potential income from your fundraising activities (a sample budget is included in this event kit). Determining your budget will help you to decide whether your fundraising target is realistic. Remember to always monitor your expenses and plan a small amount as a contingency.

7. Do you need a License?

Check with the City, Police and/or Alcohol and Gaming Commission in your community to determine if you need any licenses, and how long it takes to get them. There may be long lead times in processing some permits. As well, if you are serving or selling alcohol, a special occasion permit is likely required. Application forms can be obtained from your local LCBO (Ontario) or other provincial alcohol retailer.

8. Donations and Tax Receipts

All donation cheques should be made out to Wellspring Cancer Support and can be mailed to your local Wellspring centre. If you're unsure of the address of the centre nearest you, visit:

<https://give.wellspring.ca/diy/contact>

If you are creating your own online fundraising event page with our online fundraising tool, your donors will each receive electronic receipts automatically by email.

Wellspring is a registered charity and can issue charitable tax receipts for donations not made on our website, provided that event organizers fill out the *Third Party Event Application Form* and submit it to Wellspring 60 days prior to the event date. Some Canadian Revenue Agency conditions apply for issuing charitable tax receipts. No receipts are given for amounts paid for goods, services or for which a direct benefit is derived by the purchaser.

For offline events, Wellspring issues tax receipts for donations of \$20 or more, and in accordance with Canada Revenue Agency guidelines. Only monetary donations are eligible for tax receipts. In order for participants to receive tax receipts, the event organizer must send a clear and legible listing of donors, including full contact information and donation amounts, within 30 days of the event. Note that in the case of a ticket purchase, you must indicate the value of any benefits received by the participant (e.g. food and drink, entertainment, gift bags, etc.), as this amount must be deducted from the full ticket price to determine the receiptable portion of the donation. Wellspring retains the right to review and approve all receipting decisions.

Note: Wellspring will **not** issue tax receipts for purchases of raffle tickets or auction items; event sponsorships by companies; or gifts-in-kind (non-cash donations of a tangible item or service). Instead of a tax receipt, an acknowledgement letter can be issued indicating the fair

market value of gifts-in-kind or sponsorships, as many companies deduct these gifts as business expenses with associated tax benefits.

For more information, please visit the Canada Revenue Agency site <http://www.cra-arc.gc.ca/chrtsgvng/menu-eng.html>

9. Recruit Volunteers

Do you need help leading up to the event and/or on the day of your event? If so, determine what duties need to be done, recruit support, and assign roles and/or specific tasks to your volunteers.

To recruit volunteers for your event, consider postings through social media, community message boards, local newspapers, and/or through word of mouth. Friends and family are often a great source of trustworthy recruits for a variety of tasks.

10. Use of the Wellspring Name and Logo

To assist you with promotion and establishing your legitimacy, Wellspring can provide a 'Proud Supporter' logo or general Wellspring logo for your promotional materials (brochures, flyers, invites, eblasts, web postings, etc.) To ensure that Wellspring's identity is represented correctly, **all material with the Wellspring name or logo must be approved by Wellspring prior to use.**

11. Promote Your Event

Promote your event with posters or other traditional methods, but don't overlook online opportunities. You can request that Wellspring advertise your event on our website's event page or on our social media channels.

Please don't forget that you can also use our online fundraising tool, to help you in generating emails and promoting your event. Visit, <https://give.wellspring.ca/>.

Social media, particularly Facebook and Twitter, are other effective means to get the word out about your fundraising event in support of Wellspring.

12. After the Event

Now it's time to tally and submit the funds you raised to Wellspring. Please do so within 30 days of your event.

Remember to thank those who helped make your event a success. When their efforts are recognized, they'll feel better about having contributed and will be more excited to help at your next fundraising event.

Don't forget to showcase your event by posting highlights and the outcome of your event through social media. Pictures are always enjoyed and often passed on to others.

RESOURCES

- Third Party Events – FAQs
- Third Party Events – 101 Fundraising Ideas
- Third Party Events – Proposal Form
- Third Party Events – Sample In-Kind Donation Letter
- Third Party Events – Sample Media Release
- Third Party Events – Sample Thank You Letter
- Third Party Events – Budget Checklist
- Wellspring Pledge Sheet
- Online Fundraising tool, <https://give.wellspring.ca/>

EVENT PROPOSAL FORM

The event proposal form can be found at the end of this guide.

THIRD PARTY EVENT PROPOSAL FORM

Thank you for considering Wellspring as you plan your upcoming fundraising event. If you would like to host an Independent Fundraising Event to benefit Wellspring, please complete and submit this Third Party Event Proposal Form, for approval 60 days prior to your event. Once your fundraiser has been officially approved, a signed copy of the attached agreement form will be forwarded to you along with additional information to help you get started with your fundraising and event planning.

CONTACT INFORMATION

Name of Contact / Organization / Group (as applicable):

Please select the category that best describes you:

- Corporation
- School
- Community
- Service Club
- Individual
- Other

Name of Primary Contact person: _____

Mailing Address: _____

City: _____ Prov.: _____ Postal Code: _____

Home #: _____ Cell #: _____ Work #: _____

Email: _____ Fax Number: _____

EVENT INFORMATION

Event Name: _____

- New
- Returning

Anticipated Event Date and Time: _____

Event Location: _____

To which Wellspring would you like the funds to be raised support?

- Wellspring Alberta
- Wellspring Chinguacousy (Brampton)
- Wellspring London & Region
- Wellspring Niagara
- Wellspring Birmingham Gilgan House (Oakville)
- Wellspring Westerkirk House at Sunnybrook (Toronto)

Please describe your event and how the funds will be raised (i.e. ticket sales, raffle, auction, pledges, online fundraising, proceeds from sales, etc.).

AFFILIATION WITH WELLSPRING

Are you a (check all that apply):

- Member
- Volunteer
- Program Leader
- Other

How did you hear about Wellspring?

FINANCIAL INFORMATION

Please provide us with your best estimates of the following general budget information. Note: a budget outline is included in our guide which can be used to help you anticipate all event expenses.

Total Expected Revenue: \$ _____

Expenses: \$ _____

Anticipated Net Revenue: \$ _____

Amount/Percentage of Net Revenue to be donated to Wellspring: _____

Date contribution to Wellspring is expected: _____

Will supporters expect tax receipts for their contribution to your fundraising activity? Yes No

SUPPORT PROVIDED BY WELLSPRING

At the discretion of Wellspring, we would be pleased to provide you with a small supply of promotional materials for your event.

Please indicate which of the following you would like to receive:

- Informational brochures
- Donation forms
- Event poster template

Would you like your fundraiser listed on our online events calendar? Yes No

In order for us to fulfill your requests for support, **60 days' notice is preferred.**

MARKETING / PUBLICITY INFORMATION

Will media be attending the event? Yes No

Will promotional materials, such as flyers, posters or advertisements be printed? Yes No

Do you plan to use of our Wellspring logo? Yes No

Please note: All promotional materials to be developed using the Wellspring name or logo must be approved by Wellspring.

TERMS AND CONDITIONS

Third Party Fundraising Events are a very important component of the fundraising activities at Wellspring. In addition to funds raised, these events help create awareness and bring new support to our organization.

In order to ensure Third Party Fundraising Events have a positive impact on Wellspring's public image, we fully expect that all individuals and organization will adhere to the following guidelines when fundraising on Wellspring's behalf:

1. The Wellspring name and/or logo cannot be used to promote a fundraising event without prior approval by Wellspring. **Unauthorized use is prohibited.** All materials bearing the Wellspring logo/name must be submitted in advance of the approved event prior to printing and/or publishing.
2. Wellspring cannot support and/or endorse any alcohol or gaming events not sanctioned by the Alcohol and Gaming Commission of Ontario (AGCO), Alberta Gaming, Liquor and Cannabis (AGLC), or other applicable provincial licensors. Event organizer(s) is/are solely responsible for procuring any required licenses or permits, as outlined by AGCO, AGLC, or local governments or bodies.
3. Official tax receipts will only be issued in accordance with CRA guidelines. The final decision to issue official tax receipts is discretionary and rests solely with Wellspring.
4. Event expenses may not be paid from tax-receiptable donations. All donations requiring a tax receipt must be received in full by Wellspring.
5. Accurate accounting of your event must be kept. Wellspring will not be responsible or liable for any expenses incurred for a fundraising event.
6. All funds and financial accounting must be submitted to Wellspring no later than 30 days after the event.
7. Fundraising events should not conflict with the mission of Wellspring (if unclear, please contact Wellspring to discuss).
8. You must provide all staffing and volunteers for your event and also employ your own mailing/contact list(s) for your fundraising event. Wellspring cannot share its donor lists or information.
9. You must obtain any necessary permits, licenses, and insurance for the fundraising event.
10. Notify Wellspring if the fundraising event is cancelled prior to the planned event day.
11. Wellspring reserves at any time the right to withdraw the use of its name and/or logo.

Privacy Statement:

We respect your privacy. Wellspring collects your personal information in order to process your request to organize a fundraising event for Wellspring and will not use such information for any purpose other than that stated.

I have read and agree to follow Wellspring's Third Party Event Proposal Guidelines.

Signature: _____

Print Name: _____ Date: _____

(Organizer) Signature: _____

Print Name: _____ Date: _____ (Wellspring)

Thank you for submitting your completed Third Party Event Proposal Form. It will be reviewed upon receipt and you will be contacted by Wellspring within five business days. Please forward this completed and signed form to your local Wellspring centre.