**Third-Party Fundraising Initiatives**

Thank you for considering the Sexual Health Options, Resources & Education Centre as the recipient of the proceeds from your fundraising initiative. The following information provides guidance for individuals and groups that are considering a fundraising initiative. Through your fundraising efforts and support of SHORE Centre, you are helping to provide accurate sexual health education, confidential pregnancy options support, and client-centred reproductive healthcare.

**Overview**

SHORE Centre is very appreciative of gifts raised by individuals, organizations, school groups, or businesses who engage in fundraising activities. Such events or initiatives are considered “third- party” initiatives, meaning that you are responsible for the planning, promotion, and expenses associated with the initiative and SHORE Centre is the recipient of donations generated from the initiative. Any initiative associated with SHORE Centre must promote and maintain a positive image of SHORE Centre and be aligned with our vision, mission, and values. Associating our name with your initiative must receive prior approval from the Executive Director.

**Any individual, organization or business is eligible to fundraise for SHORE Centre provided that:**

* The third-party fundraiser ensures transparency and accurate record-keeping and shares the required information with SHORE Centre to issue official donation tax receipts in a timely fashion.
* The third-party fundraiser agrees to provide SHORE Centre with a full accounting of the monies raised or that portion of the monies donated to SHORE Centre
* The third-party fundraiser will disclose to SHORE Centre the amount of the benefit received by the participants as a result of their involvement in the fundraising event.

**Fundraising Initiative Approval & Compliance**

SHORE Centre must be notified, in advance, for all fundraising initiatives held on behalf of SHORE Centre. This is to ensure that we are aware of your initiative and for assurance that it is in keeping with SHORE Centre’s brand and mission. This also allows us to promote third-party fundraisers via SHORE Centre social media accounts where appropriate. Any individual, organization, group, or business wishing to conduct a fundraising initiative using the SHORE Centre name must first contact SHORE Centre’s Executive Director at [director@shorecentre.ca](mailto:director@shorecentre.ca) or 519-743-9360.

SHORE Centre will not sanction the following types of fundraising activities, including, but not limited to:

* Events that encourage/involve behaviour that is counter to SHORE Centre’s mission, values, and programming activities
* Activities that involve a professional fundraiser, telemarketer, and/or agreement to raise funds on a commission bonus or percentage basis
* Direct solicitation (door-to-door canvassing, telemarketing, or non-SHORE Centre internet methods)
* Events involving the promotion of a political party or candidate, or appearing to endorse a political activity

SHORE Centre reserves the right to decline participation and support for any fundraising initiative that does not fall within our mandate.

SHORE Centre may also, at any time, withdraw the right to use its name for fundraising or other purposes and all such activities shall immediately cease and be discontinued.

**Your Responsibilities**

You will be responsible for your initiative from conception to completion. It is your responsibility to acquire donors, publicize the event, plan your budget, and secure prizes, etc. SHORE Centre staff are available to answer your questions and provide support where we can, but please remember that our staff resources are limited.

SHORE Centre shall not be responsible or liable in any manner for any action, obligation, or commitment whatsoever arising from a fundraising event. The event organizers are responsible for securing insurance for the activity and the event organizers agree to underwrite all costs of the activity and to secure such underwriting. SHORE Centre is not responsible for the costs of fundraising or shortfalls in campaign goals.

If personal information (such as contact details) is collected from donors at an event, the event organizer must ensure that the information is kept confidential and secure.

It is important to note that SHORE Centre does not obtain third-party lottery licences, third-party insurance, or special event insurance on behalf of third-party fundraisers. As well, donation tax receipts will not be issued for funds raised through any form of gaming. SHORE Centre will not be responsible for debts incurred by those using the SHORE Centre name for fundraising initiatives.

Only the actual amount donated to the fundraising initiative will be processed by SHORE Centre as a donation. Under no circumstances will third-party revenues and expenses flow through SHORE Centre.

**Acceptable wording to use in advertising for your initiative or event:**

|  |  |
| --- | --- |
| **Description of the funds going to SHORE Centre** | **Wording to use in advertising** |
| If all the money collected is going to SHORE Centre | Proceeds benefit SHORE Centre |
| If all the money minus your expenses is going to SHORE Centre | A portion of the proceeds benefit SHORE Centre. Or net proceeds to benefit SHORE Centre |
| If a specific dollar amount in the purchase of a product is going to SHORE Centre, you must state the dollar amount | For every \_\_\_\_\_\_\_\_\_\_ we sell, $## goes to SHORE Centre |
| If a percentage of the proceeds are going to benefit SHORE Centre, you must state what percentage | ##% of the proceeds to benefit SHORE Centre. |

**Publicity & Material Approval**

Any individual or organization wishing to use SHORE Centre’s name, logo and/or charitable registration number on any materials, including advertising, must receive SHORE Centre’s prior approval.

Please direct any media inquiries concerning SHORE Centre to the Executive Director at

519-743-9360.

**Tax Receipting**

Official donation tax receipts will only be issued by SHORE Centre in accordance with Canada Revenue Agency guidelines and the Income Tax Act.

SHORE Centre will issue official donation tax receipts once the following information is provided:

* A full accounting of the re venues and expenses of the event.
* A complete list of those who donated, including:
* Full name
* Mailing address with postal code
* Phone number
* Amount of donation

All donations requiring a donation tax receipt must be received in full. SHORE Centre accepts cash, cheque, Visa and MasterCard credit cards.

*Please note: The above information must be provided to SHORE Centre within 30 days of the event.*

SHORE Centre can only issue a donation tax receipt for “true” donations meaning that the donor only receives a donation tax receipt for the amount donated minus any benefit received. Monies raised through the following means may be accepted as a donation, however, because of the nature of the fundraising method, SHORE Centre is unable to issue a donation tax receipt:

* Donations under $20.00
* Raffle/lottery/draw ticket purchase
* Auction or silent auction items
* Donated services
* Gift-in-kind donations
* Sponsorships (a contribution made by a business for recognition and promotional purposes)

Donations raised can only be applied towards the purpose for which they were raised. Donations are not transferrable to any other organization and/or purpose.

SHORE Centre reserves the right to make a final decision as to whether a donation tax receipt will be issued or not as well as the value of the donation tax receipt.

**Thank you for your interest in raising funds for SHORE Centre. 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.**

Please describe your fundraising activity (goal, theme, promotion, budget, and timing):

Click or tap here to enter text.

Click or tap here to enter text.

Fundraiser organizer

Click or tap to enter a date.

Date