

MAY 2021

THIRD PARTY FUNDRAISING

 *A Guide and Resource*

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CHILDREN'S ORGAN
TRANSPLANT SOCIETY

A MESSAGE FROM OUR EXECUTIVE DIRECTOR

On behalf of the Children's Organ Transplant Society, thank you for considering hosting a Third-Party Event to benefit our organization. Every year, we rely on the generous support of our donors, partners, and volunteers to provide funds, in-kind donations, and countless volunteer hours to support our mission: to enhance the lives of children in British Columbia who have had a life-saving organ transplant or are awaiting transplant. Your involvement can assist us in providing much needed financial, educational, emotional, and social support to these deserving individuals and their families.

Inspired by my experiences as a living donor, I founded the Children's Organ Transplant Society in April 2001 with the goal of creating an emotional and social support group for organ transplant recipients and their families. With the assistance of a dedicated team of volunteers, we have since expanded our programs and service offerings in: education and awareness, advocacy, provision of medical and non-medical supplies, peer support, teen support, and transplant camp. Today, we work closely with BC Transplant and BC Children's Hospital to promote awareness of the importance of organ donation and to advocate for expanded services to better support transplant families in BC.

If you have any questions regarding third-party events, wish to learn more about our organization, or would like to become involved in a different capacity, please do not hesitate to reach out to myself or our administrative team. Thank you for your time and we look forward to working with you!

With Gratitude,

Debbie Bielech

Executive Director



LET'S GET STARTED

- Step 1:** Download the COTS Third-Party Fundraising Guide. Congratulations, if you're reading this point, you've already accomplished this!
- Step 2:** Read through this document, with special emphasis on Third-Party Fundraisers – FAQs.
- Step 3:** Once you have brainstormed a concept of the Fundraising Event, complete and submit the Third-Party Fundraising Event Application. If you have any questions concerning the application, please email info@childrensots.org. Questions you may wish to consider during the planning phase include:
 - Have you decided the type of event you want to host?
 - What is your fundraising goal? Think SMART – specific, measurable, attainable, relevant, and time-based.
 - Do you have access to the physical resources required to host your event? Financial resources?
 - If you require the purchase of materials, do you have a plan to acquire them?
 - Do you require volunteers to host the event?
 - Do you have a communications and/or social media strategy to promote the event?
 - And do you require support from the Children's Organ Transplant Society on this front?
- Step 4:** Await confirmation from our team – we promise to get back to you as soon as we can.
- Step 5:** Host your event. Have fun!
- Step 6:** Submit the donation and Financial Summary Statement after the event. Cheques should be made payable to “Children's Organ Transplant Society.” Return any signage or unused promotional materials to our office.
- Step 7:** Give yourself a pat on the back.

THIRD-PARTY FUNDRAISERS - FAQs

What is a Third-Party Fundraiser?

A fundraising-oriented event planned and hosted by volunteers, business, or community organizations who are passionate about supporting a particular charity or a number of charities. The individual(s) hosting the event develop the idea for the program, organize the relevant logistics, and manage the finances. After the event, the charitable organization (Children's Organ Transplant Society) receives all the funds raised.

Protip: Bake sales are an excellent, low barrier approach for your first fundraiser. All you need is a passion for baking and some hungry customers - who doesn't love a delectable baked good? Be wary of allergies!



Do I need to inform the Children's Organ Transplant Society that I am planning to host an in-person, Third-Party Fundraiser? What about online fundraisers?

Yes. We love hearing the wonderful ideas for third-party fundraising events from individuals like yourself! Crucially, there are a few housekeeping and statutory obligations that we must collectively fulfill prior to the event (please see the Third-Party Fundraising Form for more information).

But it depends. Personal fundraisers (eg. birthday fundraiser via Facebook Fundraisers) that require no support from our end can be conducted independently with funds forwarded to COTS after the event. But we can certainly give your fundraiser a "boost" via our social media channels.

THIRD-PARTY FUNDRAISERS - FAQs

I would love to host a Third-Party Fundraiser but I'm not sure what type of event to host.

We appreciate your interest but understand that coming up with ideas for fundraising events can be challenging. To assist with your brainstorming efforts, we've included some ideas below for your consideration:

- Challenges:** run-, walk-, swim-, skate-, and Bike-a-thons
- Products:** snacks, baked goods, confectionary, crafts, flowers, and yard sale(s)
- Contests:** trivia, bingo, talent, singing, and guessing
- Activities:** car wash, movie night, disco night, and 'Quarter Mile' (km)
- Tournaments:** hockey, soccer, bowling, dodgeball, basketball, and video games
- Social Events:** carnivals, picnics, and BBQs
- Holidays:** Christmas, Hanukkah, Thanksgiving, Halloween, and Easter
- Special Occasions:** Birthdays, Graduations, and Weddings

What free online fundraising tools can I use to support my event?

There are a variety of free, easily accessible online tools that you can use to host and promote your event. These include:

- Social Media:** Hootsuite, Facebook, Twitter, and Instagram
- Multimedia and Design Tools:** Canva, Visme, Vigo Video, Blender, Lightworks
- Communications Platforms:** MailChimp, sendinblue, AWeber, MailerLite
- Fundraising Platforms:** Facebook Fundraisers, Trellis, GoFundMe, and Eventbrite



Protip: Facebook Fundraisers is an accessible, easy-to-use platform for hosting personal fundraisers in benefit of COTS, eg. Birthday Fundraisers. Best of all, if COTS is selected as the beneficiary of the funds, Facebook does not deduct any fees!

THIRD-PARTY FUNDRAISERS - FAQs

How can I utilize my social network to increase awareness of my fundraiser?

Great question! We've created a set of banners, profile pictures, and graphics that you can use to personalize your social media page(s), eg. Facebook, Twitter, etc. Contact us for more information.

Facebook: If you want to leverage your Facebook network for fundraising, you can create a Facebook Fundraiser linked directly to your page. COTS is selectable as your non-profit of choice with the added bonus that all funds are transferred directly from Facebook or the Paypal Giving Fund. More information, please visit: <https://www.facebook.com/fundraisers/>

Do you have any tips to help us get started?

Absolutely! Here are a few things to consider:

Add a Personal Touch: Describe why you're fundraising for COTS and why this cause is important to you.

Set a Tangible Goal: By establishing a specific target, your campaign will appear specific and more attainable, providing motivation for supporters to help you achieve your goal!

Lead by Example: Get the ball rolling with a personal donation or ask close family members or friends to chip in. This will create momentum for your campaign and demonstrate your dedication to reaching your goal.

THIRD-PARTY FUNDRAISERS - FAQs

What type of support can I expect to receive from the Children's Organ Transplant Society?

Excellent question! We can provide a number of resources, including:

- COTS signage and promotional materials (eg. pamphlets, merchandise, etc.)
- Media Release Assistance
- Digital logo(s)
- Event Speakers
- Volunteers

To ensure that you receive timely and appropriate support, please provide sufficient lead time. We recommend a minimum of 30 days prior to the event.

What can the Children's Organ Transplant Society NOT assist with?

- Provide funding or reimbursement of any expenses incurred
- Provide access to our internal list of donors, patrons, and sponsors
- Provide assistance in securing permits or licenses related to the event
- Provide insurance coverage for your event
- Request cash or in-kind donations on behalf of your group in support of your fundraising event

When should I submit the proceeds after the event?

Please aim to submit the funds **within 30 days** of event completion. If you anticipate difficulties with this timeline, please discuss with our team in advance.

¹Content adapted from Turn Your Supporters into Third-Party Fundraisers by CanadaHelps and the Third Party Fundraising Handbook by the Alzheimer Society Toronto

²Facebook Fundraisers allows COTS to be selected as the designated non-profit (ie. beneficiary). Funds raised through this platform will be transferred directly to COTS.





Third-Party Fundraising Event Application

Thank you for offering to hold an event to benefit the Children's Organ Transplant Society. Please complete the form below to ensure we provide the appropriate support. Sign and submit the form to:

Debbie Bielech
Executive Director
8323 Fremlin Street
Vancouver, BC
V6P3X1
Phone: 604-271-7719
info@childrensots.org

Contact Information

First Name:	<input type="text"/>		
Last Name:	<input type="text"/>		
E-Mail:	<input type="text"/>		
Company/Group Name:	<input type="text"/>		
Mailing Address:	<input type="text"/>	City:	<input type="text"/>
Province:	<input type="text"/>	Postal Code:	<input type="text"/>
Phone:	(Business) <input type="text"/>	(Home) <input type="text"/>	

Event Information

Name of Event:	<input type="text"/>
Start Date:	<input type="text"/>
End Date:	<input type="text"/>
Event Location:	<input type="text"/>
Event Address:	<input type="text"/>

Event Details (please include the estimated number of participants):

Briefly describe fundraising strategies (in point form):

How did you hear about Children's Organ Transplant Society (COTS)?

Event Financials

Please briefly provide an itemized description of the projected costs associated with the event.

Projected Expenses
(totals):

\$

Fundraising Goal:

\$

Event Support Requirements

The Children’s Transplant Society would be happy to provide promotional materials for your event (available quantities are limited). Items will be sent to you following approval of this event. Please indicate the number of materials required:

Brochures	<input type="text"/>	Posters	<input type="text"/>	Banner	<input type="text"/>	Donation Boxes	<input type="text"/>
Volunteers	<input type="text"/>	Mascot (Max 1)	<input type="text"/>				

Communication Plan

Please briefly describe how you plan to advertise and communicate the specifics of your event (eg. social media, emails, signage, etc.). If you wish for us to cross-promote the event on our official social media channels, please include your social media username and/or handle.

Guidelines:

- The Children’s Organ Transplant Society (COTS) is not responsible for any costs incurred by the event or persons associated with your event.
- As your Charity of Choice, COTS will act as the sole recipient of the proceeds from the event. If the event is held in benefit of multiple organizations, COTS will receive a percentage no less than the proportion that COTS represents in the pool of beneficiaries being supported by the event, i.e. if three organizations are designated beneficiaries, COTS will receive no less than 33% of the proceeds of the event. If other organizations will benefit from the event, COTS must receive advance notification at the earliest opportunity.
- It is the responsibility of the 3rd party organizer to inform the public that COTS is a beneficiary and not a sponsor of the event. All promotional materials using the COTS name or logo should incorporate one of the following statements:
 - *“All proceeds to benefit the Children’s Organ Transplant Society”*
 - *“A portion of the proceeds will benefit the Children’s Organ Transplant Society”*
- Charitable donation receipts will be issued in accordance with Canada Revenue Agency (CRA) guidelines. The decision to provide official donation receipts lies with COTS. Note that not all funds raised will qualify for tax receipts.
- All 3rd party organizers must abide by CRA policy guideline ref. CPC-026 regarding 3rd party organizer’s responsibility to provide to COTS full accounting of the monies received and expenses incurred for running the event. This also includes accounting for advantage or benefits received by the participants as a result of their participation in the event.
- If you are approached with a question regarding tax receipts for donated items, please note that approval must be sought prior to your event. Please contact our Executive Director, Debbie Bielech at 604-271-7719 prior to your event. We will work with you to clarify government regulations regarding tax receipts and answer any questions you may have in that area.

- The society is able to provide the donor with a copy of our logo in most formats. Logo use on printed material must be approved by the COTS office before it is used. Please forward a copy of all printed matter containing our logo or information pertaining to COTS via email info@childrensots.org.
- All trademarks and goodwill associated and developed by COTS shall remain the sole and exclusive property of the foundation.
- COTS reserves the right to decline any proposed event if it does not align with our mission, image, or values and to cancel or dissociate from an event at any time if our terms and conditions are not satisfied.
- COTS will not assume any legal or financial liability for the third-party fundraising event and is not responsible for any accidents, injury, or damage to property or persons in connection with the third-party fundraising event. The event organizer agrees to indemnify and hold COTS harmless from and against any and all losses, damages, costs, legal fees, and liabilities incurred in connection with, or with the defense of, any claim or action or proceeding arising out of or incurred in connection with the event.

Event Support:

- Please contact us if you require additional COTS signage, media release assistance, event speakers or volunteers. Sufficient notice must be given in order to ensure that this additional support can be provided.
- To help us defray costs, please ensure that all unused stock and signage is returned to COTS. We will provide a courier to pick up the items if you are unable to return them.
- Insurance coverage, permits, and licenses are the sole responsibility of the event organizer.

Event Income:

- All cheques in relation to donations should be made out to the Children's Organ Transplant Society. We can also accept VISA, MC, AMEX and cash donations. Please discuss this with your COTS Event Coordinator.
- Net proceeds from your event should be received at the COTS office no later than 30 days after your event.
- Tax receipts can be issued for a donation of \$10 or more.

I have read and I am in agreement with the conditions and information stated in this document.

A COTS Representative will contact you regarding your proposal within 1 week.

COTS Representative Signature

Event Representative Signature

COTS Representative Printed Name

Event Representative Printed Name

Date

Date

Financial Summary Statement

Thank you again for hosting an event in support of the Children's Organ Transplant Society. Please complete this form and submit the funds within 30 days of event completion.

Name of Event:

Event Date:

First Name:

Last Name:

Phone Number: Email:

Financial Summary

Receiptable Donations

Cash/Cheque Donations \$

Credit Card Donations (VISA, MC, AMEX) \$

Non-Receiptable Donations

Ticket Sales \$

Raffle or 50/50 \$

Auction \$

Other \$

Total Donations \$

Total Expenses \$

Net Revenue \$

Method of Payment to Children's Organ Transplant Society (eg. Cash, Cheque, Credit Card, or Mixed)

Event Representative Printed Name

Date

Event Representative Signature



THANK YOU

For your consideration of the Children's Organ Transplant Society