

What is a Third Party Fundraising Event?

The MitoCanada Foundation relies on the generous support of individuals, small business and corporations within our communities to help raise funds and awareness for our organization. We are grateful to those who wish to organize third party events in support of MitoCanada.

A third party event is any fundraising activity hosted by a non-affiliated individual or group where the MitoCanada Foundation has no legal responsibilities and little-to-no staff involvement.

When looking to create a fundraising event, no idea is too big or too small; it merely depends on your time, goals and the promotion required. It can be an “a-thon” (i.e. walk, run, read, scrap, ski, dance, skip or clean) a sale (i.e. garage, BBQ, bake, craft or car wash), a tournament (any sport), a raffle, auction, staff dress-down day, dinner/dance or even a concert.

How Will MitoCanada Support You?

It is important to the MitoCanada Foundation that all events in support of our organization are consistent with our vision and mission:

The MitoCanada Foundation provides support and awareness to all Canadians affected by mitochondrial disease, while also supporting the advancement of mitochondrial research.

Information About MitoCanada at Your Event

If you wish to have our brochures or banner at your event, please let us know. We require a minimum of three (3) weeks notice, to ensure supplies are in stock and to arrange shipment/delivery of marketing materials being requested.

Liability & Responsibility

The MitoCanada Foundation will not incur any costs or liabilities associated with a third party fundraising event. If acquiring licences and/or insurance for the event, it is the **responsibility of the third party** to apply, pay for and obtain all necessary documentation.

Representation

If you wish to have a MitoCanada Foundation representative at your event, please send your request by email to Kate Murray, Director of Operations at: kate.murray@mitocanada.org
In order to meet your request, we require three (3) weeks notice, along with details regarding attendance and expectations.



Name & Logo Use

The MitoCanada Foundation does not authorize the use of the organization's name and logo; however, the name and logo should only be used to announce the Foundation as the recipients of the proceeds. A copy of all literature and promotional materials that will bear the Foundation's name and logo must be sent to us **prior to distribution**. Please send your request to Kate Murray, Director of Operations at: kate.murray@mitocanada.org

Sponsorship

The MitoCanada Foundation cannot solicit sponsorships for third party fundraising events. It is the responsibility of the event organizer to request support from individuals and businesses. As some third party sponsorships may affect the Foundation's general fundraising campaign, we request third party event organizer(s) submit a list of potential sponsors. This will help avoid over "asking" past and current supporters, causing donor fatigue. Please email with your sponsorship list to Kate Murray, Director of Operations at: kate.murray@mitocanada.org

Charitable Tax Receipts and Donations

The Canada Revenue Agency (CRA) has many regulations governing the distribution of charitable tax receipts. This includes donations of money, in-kind items and services. Issuing an inappropriate charitable tax receipt can put our charitable tax status at risk.

Tax receipts are not issued to event sponsors if there is advertising or promotion associated with the sponsorship. Event organizers are responsible for seeking corporate sponsor support, with sponsor agreements and payments directed to the event.

Within 30 days of the event, the MitoCanada Foundation requires net-proceeds be mailed to our National office: **2525 Old Bronte Rd, Suite 455, Oakville, Ontario, L6M4J2**

All donor information, as agreed to between both parties prior to the event, can be emailed to Kate Murray, Director of Operations at: kate.murray@mitocanada.org

The MitoCanada Foundation reserves the right to review financial records pertaining to your event, should you request charitable tax receipts. Tax receipts are issued for a **minimum donation amount of \$20.00**

Tax receipts cannot be issued on the sale of products, ticket purchases, raffle/auction draws, silent auction items etc. Tax receipts requested for in-kind gifts will be handled on a case-by-case basis prior to the event by our Treasurer and/or Executive Committee.

Publicity

Share your event promotion strategy with us! We would be pleased to support your event on our social media channels. Send your promotion request to Kate Murray, Director of Operations at: kate.murray@mitocanada.org

Agreement Form

Please complete this application form and submit to our Director of Operations, Kate Murray at

kate.murray@mitocanada.org

Your application must be approved by the MitoCanada Foundation **PRIOR** to publicizing or holding an activity on behalf of the charity.

Contact Information

Organizer/Organization Name: _____

Organizer/Organization Address: _____

City: _____ Province: _____ Postal Code: _____

Daytime Phone: _____ Cell: _____

Website: _____ E-mail: _____

Fundraising Activity Information

Activity Name: _____

Description of Event: _____

Date and Time of Event: _____ Location: _____

Anticipated Attendance: _____ Note: _____

How will funds be raised through the event: _____

Will the MitoCanada Foundation's name be used in printed and digital materials?

Financial Information

A. What is the fundraising goal (revenue)? A \$ _____

B. What are the total expected expenses? B \$ _____

C. What are the anticipated net proceeds (A-B=C) C \$ _____

D. Will 100% of the net funds be donated? Yes No

The MitoCanada Foundation is pleased to support your third party fundraising event. Please indicate which of the following will be required at your event:

- | | |
|--|--|
| _____ Banner (subject to availability) | _____ Fact Sheet Handout |
| _____ PDF of MitoCanada Poster | _____ PowerPoint or Video Presentation |
| _____ Brochures | _____ MitoCanada Representative |
| _____ Other, please specify: _____ | |

Agreement Signatures

All materials featuring the name and/or logo of the MitoCanada Foundation must be approved by the Foundation **PRIOR** to publication.

I agree to donate the monetary net proceeds raised as indicated above **within 30 days following the event**. The MitoCanada Foundation reserves the right to cancel this agreement at any time should the activities of (event name):

_____ undermine the MitoCanada Foundation's work and/or reputation.

I/we agree to and understand the terms of this agreement:

Signature of Applicant: _____ Date: _____

MitoCanada Approval: _____ Date: _____

Submission

Completed applications can be submitted to:

- Kate Murray, Director of Operations, the MitoCanada Foundation: kate.murray@mitocanada.org
- The MitoCanada Foundation
30052-478 Dundas Street West
Oakville, On
L6H 7L8

Thank You!

We recognize how much time and energy it takes to create a successful fundraising event. Thank you for joining our efforts in raising awareness about mitochondrial disease, supporting Canadians young and old affected and raising funds for research.