

Third-Party Fundraiser Guide



Help MitoCanada Energize Lives

The MitoCanada Foundation (MitoCanada) is the only registered Canadian health foundation dedicated to transforming the lives of those with mitochondrial disease.

MitoCanada is committed to providing knowledge, education and support to improve quality of life and is invested in advancing research that will help discover treatments and, ultimately, a cure for mitochondrial disease. We are facilitating a future where Canadians impacted by this debilitating disease feel inspired, empowered and supported to live their best lives.

MitoCanada was created in 2010 by a group of passionate parents whose lives changed drastically and forever when their previously healthy children were diagnosed with mitochondrial disease. Not willing to be victims of such overwhelming twists of fate, these brave parents set out to find solutions for their children and to protect people of all ages from mitochondrial disease.

MitoCanada has grown significantly over the years and is proud to be the uniting voice of Canadians living with or at risk of developing mitochondrial disease. When you support our foundation, you support the community of Canadians who rely upon our education and support programs; you help advance patient-focused research and aid in our advocacy efforts.

Every year, passionate supporters host fundraisers in their communities to advance the work MitoCanada is doing, and we're grateful to have their confidence and dedication to the cause. Thank you for showing interest in hosting a third-party fundraiser in your community. To ensure your fundraiser is a success, we have created this toolkit to help you plan and organize your third-party fundraising event.

We appreciate your support and dedication to our cause and look forward to seeing your fundraiser raise awareness and funds and help change lives!

Warmly,

A handwritten signature in dark ink, appearing to read 'K. Murray', written in a cursive style.

Kate Murray
CEO and President, MitoCanada

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What is a Third-Party Fundraiser?

A third-party fundraiser is an event or activity planned, organized, and hosted by an individual, community group, or company that does not work for MitoCanada but wishes to support our activities.

Though the MitoCanada team is not responsible for planning and executing a third-party fundraiser, we will provide support and access to MitoCanada materials as needed. Once you have completed our [Start a Fundraiser Form](#) a MitoCanada representative will contact you to learn more about you and your interest in fundraising for MitoCanada, answer questions, and walk you through any additional information needed.



Step by Step Guide

Step One - Brainstorm

Decide what type of event you would like to host, your fundraising goal, and how you will raise money.

If you're looking for fundraising ideas, you may want to consider the following:

Bake Sale	Birthday Party	Bowling-a-thon
Car Show	Car Wash	Craft Sale
Company Fundraiser	Dance-a-thon	Dinner Party
Fashion Show	Gala Evening	Garage Sale
Garden Tea Party	Golf Tournament	Online Action
Poker Run	Ski Event	Trivia Night
Walk-a-thon	Yoga-a-thon	1, 5, 10 km Run-Walk-Ride

Step Two - Tell us about Your Fundraiser

Complete the [Start a Fundraiser Form](#) online form on our website. Our fundraising team will review your submission and contact you to learn more about the fundraising activity you'd like to plan and discuss ways we can support your efforts. If you would like to connect with a member of MitoCanada's fundraising team, please email fundraising@MitoCanada.org

Once you have discussed your fundraising idea with a MitoCanada representative, we will provide you with a Third-Party Fundraiser Agreement to fill out. This form captures all the important details we need to review and approve your fundraising activity.

Then we can help you get started by providing the following:

- Advice to guide your planning process
- Resources including *Sample Donation Request Letter* and *Sample Donation Collection Form*, MitoCanada signage, brochures, and *Sample Photo/Image Consent Waiver* and *Sample Participation Consent Waiver*
- MitoCanada's "in support of" logo
- Request to have a MitoCanada representative attend your fundraiser
- List your fundraiser on MitoCanada's website

- Share your fundraiser in our quarterly eNewsletter and on our social channels
- Set up your MitoCanada Peer-to-Peer fundraising page on our CanadaHelps platform
 - Processes online donations
 - Issues tax receipts and thank-you emails

Step Three - Assemble Your Team

- Assemble a fundraising committee or team of like-minded friends, family, and co-workers
- Share details on the type of fundraiser you will be hosting
- Consider a theme for the event, decide on a fundraising goal, and plan how you will raise funds
- Assign or delegate positions to each committee or team member, drawing on the skills, expertise and experiences each brings.
 - For example, consider assigning finance management to a member with a finance background
 - Other positions to assign include décor, prizes, sponsorships, food and beverage, ticket sales and donations

Step Four - Select a Date and Venue

Consider a venue that is convenient for you and your guests which has ample parking and can accommodate the number of guests/participants you'd like to invite. Once you have a venue, select a date and time and consider weather conditions during certain times of the year.

Step Five - Make a Budget

Create a budget, such as the *Sample Budget*, that identifies your fundraising goal, sources of revenue (including non-donation revenue) that will offset expenses, and event expenses.

Examples of non-donation revenue that can be used to offset expenses include:

- Registration fees
- Ticket sales
- Sponsorships
- Live or silent auction
- Raffles
- 50/50 draw(s)
- Food/beverage sales
- Product sales

Please note: Donations made to support your fundraising event and raise funds for MitoCanada cannot be used to pay event expenses. Only non-donation revenue can be

used to cover your expenses. It is important to stress that MitoCanada will not cover event expenses.

Identify your expenses. Examples of expenses may include:

- Rentals and venue
- Decorations
- Food and beverages
- Printing (signage, posters, etc.)
- Entertainment
- Advertising
- Prizes and giveaways
- Insurance
- Licence fees
- Promotional costs

Step Six - Plan Your Event

See *Sample Event Checklist* for some ideas to help with your planning.

Action Plan

An Action Plan is a document that outlines the specific steps, tasks, and timelines required to help ensure your event runs smoothly. By creating an action plan, you can effectively manage all aspects of your fundraiser and maximize efforts to achieve your fundraising goals. We have created a *Sample Action Plan* you can use or adapt to meet your needs.

Step Seven - Raise Funds

Registration, tickets, sponsorships, raffles and 50/50 draws

It is important that your non-donation revenue (e.g. ticket sales, sponsorships, raffles and 50/50s) cover your expenses. Please let us know if you would like advice on setting sponsorship levels, pricing tickets, raffles, and auction items.

Use our *Sample Sponsorship Package* to create a sponsorship appeal unique to your fundraiser. This template will help you tell your story, share your “why”, create a list of different sponsorship opportunities and present important information potential sponsors need to make a funding decision. If you are planning to host a silent auction, are looking for door prizes, or would like to request a business donation, you may choose to use our *Sample Donation Request Letter* to craft a request.

Online Fundraising

Online fundraising is an effective and efficient way to engage supporters and make it easy for them to contribute to your fundraiser. MitoCanada can help you create a fundraising page, to help gather pledges and donations.

Offline Fundraising

You can collect cash and cheque donations in person before and at your fundraiser. This information can be easily recorded using our *Sample Donation Collection Form*.

Please ensure cheques are made out to:

MitoCanada Foundation
30022-478 Dundas Street West
Oakville, ON, L6H 7L8

Please make sure to collect the following information for donors making cash or cheque donations:

- Donation amount
- Donation type: cash/cheque
- First and last name
- Complete address
- Email and/or phone number

Accurate recording assists MitoCanada in issuing thank-you letters and tax receipts to donors. Please send all donations and donor information to MitoCanada within 60 days of your fundraiser.

It is important to note that MitoCanada is not able to:

- Fund or reimburse expenses
- Provide lists or contact information of donors or sponsors
- Provide media contacts
- Solicit sponsorships or prizes
- Manage revenue and expenses
- Apply for or obtain liquor licences or liability insurance for a fundraiser

Step Eight - Promote your Fundraiser

Promote your fundraiser as much as possible. Make a promotion plan considering the objectives of your event, your fundraising goal and your target audience and your message.

Your plan could include the following:

- Identify local celebrities or dignitaries to invite to your event and promote their attendance once they confirm.
- Communication channels to promote your fundraiser:
 - News media: local papers, radio and TV stations may want to promote your fundraiser
 - Social media
 - Online community event pages, community event boards, Community Facebook page
 - Local community boards
 - Facebook page

- MitoCanada will promote your fundraiser on its social media channels, website and quarterly eNewsletter
- Use our *Sample Media Advisory* to reach out to media outlets in advance of your fundraiser

Taking pictures and videos is an excellent way to help promote your event and any future MitoCanada fundraisers you wish to host. If you are going to take pictures and videos, please ensure your guests/participants sign a *Sample Photo/Image Consent Waiver* and post a sign that states, “Photos/videos may appear in future marketing materials such as, but not limited to, social media, MitoCanada’s website, publications, posters, etc.”

Step Nine - Enjoy the Fun!

On the day of your fundraiser, put your “game day” agenda into action and enjoy the fruits of your labour! You’ve brought friends, family and members of your community together to help improve the lives of Canadians living with mitochondrial disease. You’re bringing the energy and passion of a community together to make a difference!

Step Ten - After the Fun

There’s still some work to be done before calling a wrap on your fundraiser. To help you cross off those final to-do’s, we’ve created a *Sample Wrap-up Checklist*.

Thank you

All of us at MitoCanada are grateful for your generosity and kindness in hosting a third-party fundraiser in support of our foundation. Your dedication and commitment to making a positive impact in our MitoCommunity is heart-warming and greatly appreciated. Your efforts go a long way in helping MitoCanada transform the lives of Canadians living with or at risk of developing mitochondrial disease. Together, we are making a real difference in spreading hope and energizing lives!

FAQs

Q: Can I designate what program areas I would like the funds to go to?

A: Yes. Please work with MitoCanada's fundraising team to determine which area you'd like the proceeds to go towards. You can also choose to have the proceeds support the areas of highest need.

Q: Will MitoCanada cover any of my third-party fundraiser expenses?

A: No. MitoCanada will not cover expenses for third-party fundraisers. Third-party event organizers are responsible for managing their budget so costs are covered using non-donation revenues (such as registration fees, ticket sales, sponsorships, live or silent auction, raffles, 50/50 draw(s), food/beverage sales, product sales). As per CRA regulations, donations collected at the event cannot be used to cover fundraiser expenses.

Q: Will MitoCanada provide volunteers to help with my fundraiser?

A: Due to limited staff and resources, MitoCanada cannot guarantee volunteer support at your fundraiser; however, we are happy to discuss the timing and scope of your fundraiser and to help if possible.

Q: Can I hold a raffle or a 50/50 draw at my fundraiser?

A: Yes. If you choose to hold a raffle or 50/50 draw, MitoCanada can apply for a raffle licence from your province. As the licence is issued under MitoCanada's name, 100% of the raffle or 50/50 proceeds must come to MitoCanada, and a MitoCanada representative must be at the event during the raffle or draw.

Q: Can my attendees receive tax receipts for their support?

A: It depends on the type of support your attendees are providing. A tax receipt will be issued if an attendee donates \$20 or more. A tax receipt cannot be issued if an attendee purchases a silent or live auction item, raffle or 50/50 ticket. MitoCanada follows CRA regulations. If you have questions regarding tax receipting, please see [Gifting and Receipting - Canada.ca](#) or reach out to us.

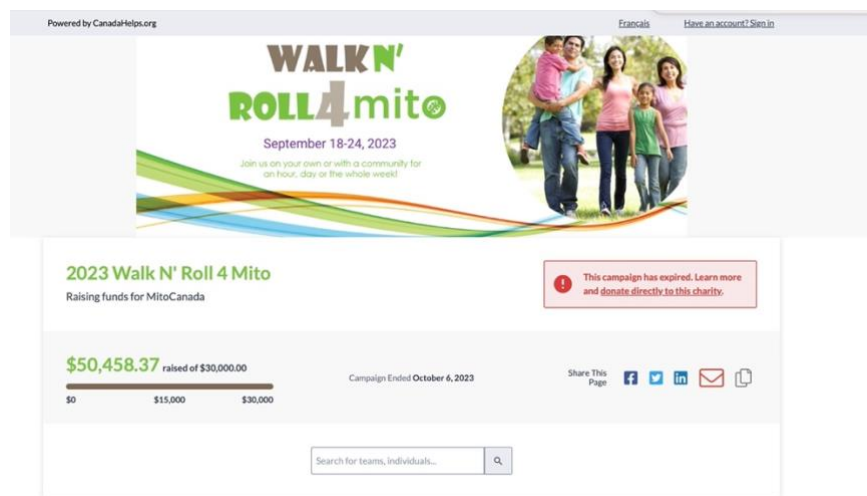
Q: How do I submit the funds I've raised?

A: We would be thrilled to thank you in person. When you are ready to submit the funds you've raised, we'd like to arrange a time to meet and take a picture of you holding the "big cheque" if you're open to doing so.

MitoCanada's Fundraising Platform

MitoCanada uses CanadaHelps Peer-to-Peer (P2P) fundraising platform to manage all fundraising events, including third-party fundraisers. This fundraising platform and tool help us stay connected to our supporters and makes organizing a fundraising event easy! It also makes sharing fundraisers on socials quick and easy.

We'll help you set up a fundraising event page for third-party fundraisers like you. On this page, share your fundraising story and goals, incorporate images you want to use and share other important details regarding your fundraiser. Once your page is set up, it's easy to begin collecting donations. An example of one of our fundraising event pages can be viewed [here](#).



Share your fundraising page with your community by sending emails and sharing on your social channels. Individuals can then easily make a donation using their credit card, PayPal, or GooglePay. Funds go directly to MitoCanada, are tax-receipted, and are displayed on your fundraising page for all to see and watch how close you are to achieving your fundraising goal!

Once a donation is made, a tax receipt will be issued in real time. We'll help you create a unique thank you message to your donors, which can be issued in one click.

Licences and Insurance

Some activities, including raffles and liquor licences, require special licences and insurance. Check with your venue for any special licence needs. As a third-party fundraiser, your fundraiser is not covered under MitoCanada's insurance policies. We suggest you have your own insurance for any activities you undertake.

Please check with your local municipality to determine what permits or licences are required to host a fundraiser.

Raffle Licences

If you want to hold a raffle, including a 50/50 draw, MitoCanada may be able to apply for the charitable gaming raffle licence from the provincial Lottery and Gaming Association in your area on your behalf.

- For raffles with prize values under \$2,500, it may take up to 3 weeks for approval
- For raffles with prize values of \$2,500 or more, it may take 3-5 weeks for approval

You may hold more than one raffle or 50/50 draw at your fundraiser, but each must have its own licence from your province's Lottery and Gaming Association.

If MitoCanada applies for these licences on your behalf, MitoCanada will be responsible for reporting information back to the provincial Lottery and Gaming Association, and a MitoCanada representative must be onsite during the draw. Purchases for raffle tickets are not eligible for a tax receipt.

All ticket stubs, revenue, a list of expenses, and the winner's information must be submitted to MitoCanada within 10 days of the draw taking place.

- Tickets can only be advertised, sold or distributed in the province with the Lottery and Gaming licence.

All internet advertising promoting a raffle must include the following information: "Tickets may only be purchased or sold within [province]."

If you wish to proceed with a raffle licence, you must fill out our *MitoCanada Gaming Licence Request Form*. If the province approves the gaming licence application, you must complete our *MitoCanada Raffle Financial Summary Report*. MitoCanada's fundraising staff will assist you with this process. You can email them at fundraising@MitoCanada.org.

Tax Receipting Information

MitoCanada MUST follow the rules and regulations regarding tax receipting outlined by the Canada Revenue Agency (CRA) to protect our charitable status.

It is important to review the rules and regulations about tax receipts before you plan your fundraiser. It is your responsibility to communicate decisions surrounding tax receipting to fundraiser participants. Be sure you understand your fundraising event in detail and are clear about what you can and cannot offer. Please see CRA rules at [Gifting and receipting - Canada.ca](#).

MitoCanada can provide tax receipts only if:

1. You have our *Sample Donation Collection Form*, which includes a complete list of donor names and addresses.
2. All donations are submitted and received within 60 days of your fundraiser.

Tax Receipting Information – Donations from individuals

Individuals are eligible for a tax receipt when the following criteria are met:

- Donations of \$20 or greater are made
- Receipts can only be issued to the individuals who make the gift
- The full name and address (including postal code) of the donor and the amount given must be recorded and submitted to us. Using our *Sample Donation Collection Form* is an easy way to collect this information.

A volunteer collecting donations cannot claim tax receipts on donations made by donors who have waived receiving a tax receipt, as the volunteer is not the true donor. A tax receipt cannot be issued if no information is collected or provided from a donor.

A tax receipt cannot be issued if an individual receives a benefit in return for a payment made, such as a raffle or 50/50 ticket purchase, as this is not considered a gift in the eyes of CRA.

Split Receipting

Split receipting will be used if the ticket, registration, or entrance fee price exceeds the fundraiser's fair market value. Fair market value, as defined on the CRA website, "is usually the highest dollar value you can get for your property in an open and unrestricted market between a willing buyer and a willing seller who are knowledgeable, informed, and acting independently of each other."

Fair market value includes:

- Any products or services provided to a fundraising event participant
- Entertainment
- Food and beverages
- Any other added benefits

An example of fair market value: If an individual buys a gala ticket for \$200 and the fair market value of the entertainment, attendee gift/swag, food, and drinks is \$125, then a tax receipt can be issued for \$75 ($\$200 - \$125 = \75)

Gift-in-Kind Donations

If an individual chooses to donate an item rather than cash, the fair market value must be established. This can be done by:

- Getting a purchase invoice or other proof of purchase
- Having an independent third-party appraisal and value of the item (required for items valued over \$1,000). This is the responsibility of the donor.
- Obtaining a current price list for the item at a recognized commercial enterprise/business operating independently of the donor

A tax receipt cannot be issued for:

- Personal or professional services include legal, entertainment, transportation, and dining services
- Gift cards, unless the donor purchases the card and provides the receipt

This is because no property exchange has occurred; instead, a promise has been made to provide a service or product at a later date.

Individuals cannot receive an official tax receipt for the following:

- Auction purchases (live or silent)
- Raffle or 50/50 draw ticket purchases

Tax Receipting Information – Business contributions

Businesses and corporations can give in the following ways:

a. Donations and pledges

A tax receipt will be issued if the contributor is a business and receives no pre-arranged benefits (e.g., advertising in a brochure, logo recognition at an event or on a website, tickets). MitoCanada can provide tax receipts for donations over \$20.

b. Sponsorships

If the contributor is a business and receives recognition benefits (e.g., advertising in a brochure, logo recognition at an event or on a website), the contribution is considered sponsorship and is not eligible for a tax receipt.

c. Gift-in-kind donations

If the contributor is a business and donates an item for use in a raffle, silent, or live auction, a receipt can only be issued for the item's fair market value. Please see the definition of fair market value above. Physical property from the business must be transferred to MitoCanada to receive a tax receipt.

If you have questions regarding tax receipts, please reach out to our fundraising team at fundraising@MitoCanada.org

Logo Use Guidelines

MitoCanada will provide you with an “in support of mitocanada” logo for your promotional materials. The logo can be provided on transparent or white backgrounds as needed. We can also supply high-resolution versions for printers and design teams.

For any materials with our logo, please send a proof to the MitoCanada fundraising team at fundraising@MitoCanada.org for approval at least 3 weeks BEFORE PRINTING OR PUBLISHING. Please DO NOT alter or combine logos.



We also ask that you maintain the colour of the logo.

For printer reference, our logo colour is:

Colour	CMYK	RGB
Green	C28-M0-Y50-K24	122-193-65
Brown/gray	C0-M7-Y16-K51	124-105-84

