




# Host an event & create change.

Consider hosting a third-party fundraiser to benefit Women's Health Clinic.

*For more information please contact us.*

 204-947-2422 ext. 122  
1-866-947-1517

 419 Graham Avenue  
Winnipeg, MB R3C 0M3

 [donations@womenshealthclinic.org](mailto:donations@womenshealthclinic.org)

[www.womenshealthclinic.org](http://www.womenshealthclinic.org)



women's  
health clinic

# How to Guide

Thank you for considering a fundraiser with Women's Health Clinic as your charity of choice. We are so very honoured you've chosen to work with us; we are grateful for your support and for your commitment to women's health.

Your efforts help us continue providing accessible woman-centred education and services and to create strategic partnerships with our community. We welcome all your third party fundraising ideas; no event is too big or too small! Whatever its size, we have information to share with you that can help make your event a success.

Use this how-to guide to start planning. We've included some tips and helpful hints to maximize your time and ensure your efforts get the results you're seeking. We encourage you to contact us if you have any questions.

## Recipe for Success



### Step 1: Start with an awesome idea.

Get creative! Your event can be something big or small. Use your imagination - you will be amazed how quickly you can generate ideas!



### Step 2: Add it to a great cause – Women's Health Clinic.

Remember that people like to support local charities. Make it clear that funds raised from your event will support Women's Health Clinic and women's health in Winnipeg and in Manitoba.



### Step 3: Make a financial plan.

We are pleased to support third party event organizers with tips and a budget outline, but the success of your event is in your hands. Planning ahead helps ensure your event reaches the audience you seek and meets its financial goals.



### Step 4: Mix in volunteers

Family, friends, co-workers, and community members can be great resources. Reach out and engage with all of your connections. The more help you have, the better!



### Step 5: Create an event plan

Create an event plan and you've got a great recipe for a successful third party FUNdraiser!

## Third Party Event Checklist



### Connect with WHC

Contact us early in your planning process to set your event up for success. You need to do paper work and have approval to use our name and logo. Call or email us at 204-947-2422 ext. 122 or email [donations@womenshealthclinic.org](mailto:donations@womenshealthclinic.org).



### Do the paper work

Sign off on WHC's third party fundraising guidelines and policies and complete a Third Party Fundraiser Application. Once we approve your event, we can help you get started by answering any questions you may have.



### Get help

Find key people to support the planning process. Consider forming a committee to share the workload. Key roles may include: finding the venue, acquiring donations and prizes, coordinating food and beverages for the event, organizing and coordinating volunteers, marketing and promotion, etc.



### Set goals

Providing a proposed budget in the application helps you develop clear ideas about your expenses and net profit and helps set the financial goals for your event. Consider your other goals like attendance, reach, etc.



### Give your event a name

An engaging name can make or break your event. It lets people know what your event is all about while sounding fun and exciting at the same time. The name helps create the overall identity and brand for your event. Identify that your event supports Women's Health Clinic to let people know they're supporting a good cause.



### Find a venue

Reserve your venue as far in advance as possible. Popular venues tend to get booked quickly, especially for weekend events. Try to avoid having your event conflict or compete with other big community events happening at the same time.



### Create an event plan and timeline

Work backwards from the event date to ensure you have enough time to get things done.

### **Accounting**

To ensure prompt processing of applicable tax receipts for your attendees, please send your cheque to Women's Health Clinic within 30 days after your event. You may find it convenient to open a bank account for your event. Once all funds are collected and all expenses paid, compile a list of revenue and expenses and prepare a cheque for the proceeds payable to Women's Health Clinic.

### **Tax receipts**

Depending on the event, we can issue tax receipts for qualifying donations. Following Canada Revenue Agency guidelines, personal receipts will be issued in the name and home address of the person making the donation. Corporate receipts will be issued for the address of the organization making the donation. Individuals and organizations cannot receive a receipt for money not donated by them. Once your event is approved, we can provide official donation and pledge forms.

For more information, please visit the Canada Revenue Agency website: [www.cra-arc.gc.ca](http://www.cra-arc.gc.ca) or contact us at 204-947-2422, ext. 122.

### **Use Women's Health Clinic logo and marketing materials**

We can provide you with information and support materials to help you promote your event. To ensure that our logo and brand is represented correctly, we ask that all promotional materials using our logo be approved in writing by Women's Health Clinic. Please submit copies of publicity pieces two weeks prior to release/printing. WHC cannot be identified as an event sponsor or co-sponsor in any way. For graphics, we suggest you follow your event name with "Proudly in support of Women's Health Clinic" or "Proceeds to Women's Health Clinic".

### **Promotion**

Spread the word and get your event out there! Be sure to include the event name, date, time, location, cost, where proceeds are going, as well as a brief event description (live music, catered food, prizes, 50/50 draw, etc.). There are many ways to promote your event, including TV, radio, internet, social media newspapers, and local magazines. For more information on promotion, see Marketing in the application form.

### **Licenses**

Fundraising opportunities like 50/50 draws, live auctions, rainbow auctions, and raffles can be a fun and easy way to increase funds raised at your event. Check with Manitoba Liquor and Lotteries about any licenses you need. In Winnipeg, you may need a civic charities permit for tag days or other fundraiser. Third party event organizers are responsible for securing all applicable licenses and permits.

**Find sponsors**

Others can sponsor events in many ways, including cash donations, as well as gifts in kind. Businesses like to get involved with community events; they can promote their own products or services while supporting a great cause. Be bold and ask others to sponsor your event with the venue, food and beverages, prizes, promo materials, and of course, cash. Corporate sponsors can receive an invoice or thank you letter acknowledging their support and enabling them to claim the full amount of their sponsorship as an expense. After the event, please provide a list of all businesses and organizations you approached for sponsorship.

**Rally your volunteers**

Make a list of tasks that need to be done on the day of your event and how many people you need to help. Find a great group of volunteers who are ready to get involved and make things happen! WHC cannot provide volunteers to support a special event.

**Thank people for attending your event**

Sending your guests home with even a small gift leaves a lasting impression and maintains a connection between them and your event and cause. Find sponsors for attendee gifts to avoid adding extra costs to your event budget.

**Thank everyone who helped**

After your event, it's important to thank all those who helped out along the way: your sponsors, volunteers, staff, attendees, and other people in your community. Letting them know how much you appreciate their support may encourage them to support future events.

**Show off your success!**

We are so grateful for your support of Women's Health Clinic and would be thrilled to promote your success! Please send us photos, a review, and any fun stories from your special event so we can share them in our WHC marketing materials and on our social media channels. News of your successful event can inspire others to do the same!

# Guidelines & Policies

Thank you for considering Women's Health Clinic (WHC) as a beneficiary of your fundraising efforts. We always welcome new and innovative ventures for raising both awareness and funds. By supporting WHC, you are helping us support healthy, thriving women through health services, education, and advocacy.

WHC cannot help fund your event, but we certainly can help in other ways to make it a success. Please carefully review the following policies and guidelines, developed to protect your fundraising group, WHC, and our clients. WHC must approve events that identify us as beneficiaries and use our name and/or logo in any marketing materials.

If you have any questions, please call us at 204-947-2422 ext. 122 or email [donations@womenshealthclinic.org](mailto:donations@womenshealthclinic.org).

## What is a third party fundraising event?

Third party events are fundraisers coordinated and implemented by individuals or organizations in the community that benefit WHC. They offer great opportunities to use your creative ideas to raise support for WHC.

Events can be as simple as a:

- » ticketed event like wine tasting or a house concert with proceeds to WHC
- » dinner party where your guests donate to WHC
- » talent show
- » garage/yard sale
- » rally for community members around a shared cause

The possibilities are endless! All third party events should reflect WHC's core mission, vision and values.

## The process

1. Event organizers will review all the information in this document.
2. Event organizers will complete and submit a Third Party Fundraiser Application to WHC that includes a budget and acknowledgment of the Third Party Guidelines and Policies.
3. We confirm your application has been received.

4. We review your event and respond within one week after confirming we received your application.
5. After approval, a WHC representative will meet with you to confirm expectations and review policies and guidelines so both parties clearly understand their roles.
6. WHC must approve all events before organizers can use WHC's identity, including name or logo, for the event.

### How WHC can support your event

We can:

- » Process qualifying tax receipts.
- » Provide basic guidance on event planning (see How to Guide).
- » Provide WHC brochures and other service information for your audience.
- » Acknowledge your third party fundraiser with appropriate recognition.
- » Help promote your event through WHC's website and social media channels, and when appropriate, at WHC service sites.
- » Have a WHC staff member or volunteer attend your event, when available. Due to staffing and travel constraints, this is not always possible.

### Approval

If approved, both you and WHC will sign a letter of agreement outlining the fundraising relationship. You may show WHC's letter approving your event to potential donors, sponsors, and volunteers.

We reserve the right:

- » To decline any event or related sponsorship that may negatively reflect upon WHC or is not in keeping with our mission and values.
- » To decline any event that competes or conflicts with an already established or scheduled event that benefits WHC.
- » To cancel an activity in progress that does not project a positive image of WHC, or does not complement WHC's values, mission and vision, or conflicts with the operations of WHC.

### Privacy Policies

- » Due to privacy regulations, WHC cannot release our donor, volunteer, staff, or client mailing lists for additional solicitation by third parties.
- » WHC will not share client names or stories for promoting or staging your event.

- » WHC maintains a strict policy of respecting donor privacy. WHC will not share, trade, or sell any donor information. We will keep all donor information from your event confidential.

### Financial Policies

- » WHC is not financially liable for organizing and staging the event.
- » Third party fundraisers will provide WHC with a projected donation amount and an established budget at onset.
- » Third party fundraisers will handle all monies for the event and forward the proceeds to WHC within 30 days after the event.
- » WHC is not responsible for any financial loss incurred by the event.
- » WHC will comply with all current Canadian tax laws.
- » In keeping with CRA guidelines, WHC will issue charitable receipts (upon agreement) for personal monetary donations over \$10.00 to Women's Health Clinic. The donation must be made directly to WHC and without personal return or gain. We require the donor's name, address, including postal code, telephone number, and amount of donation. Receipts are not eligible for in-kind donations or sponsorships. If you have questions about donation receipts, please contact us for clarification before any discussions with donors.

### Publicity guidelines

- » WHC must approve all promotional materials and advertisements for the event that use Women's Health Clinic logo or identity.
- » All promotional materials must comply with WHC's Brand Standards, available to approved events.
- » Third party fundraisers are fully responsible for all event costs, including any promotional media advertisements (e.g. television, radio, outdoor, billboard, PSA, magazine, or print materials).
- » The name of any third party event may not directly identify it as a WHC event, e.g. "Women's Health Clinic Walkathon". It may include a second line that identifies the relationship to WHC, for example: "Smith Family Walkathon, proceeds to benefit Women's Health Clinic".

### When you complete your application...

To help you evaluate your plan and complete your application, we consider the following when reviewing applications for third party fundraisers:

- » Is there sufficient information for us to understand your event?
- » Does the event fit the mission and values of Women's Health Clinic?





## Third-Party Fundraisers to Benefit Women's Health Clinic

- » Does it contravene any Women's Health Clinic policies?
- » Does the timing fit with our current roster of activities?
- » Is the event plan achievable?
- » Is there a cancellation plan in place?
- » Have you or will you obtain all the necessary event licenses and/or permits (raffle, MLCC, etc.)?

The above Women's Health Clinic guidelines have been read and agreed to by:

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Thank you for choosing Women's Health Clinic for your event!

### For Office Use Only

Date Received: \_\_\_\_\_

Approved Date: \_\_\_\_\_

Declined Date: \_\_\_\_\_

Copy sent to group on \_\_\_\_\_ by \_\_\_\_\_  
(date) (name)



# Third Party Fundraiser Application

Please complete this application and forward to women's Health clinic at least six weeks before the event attention WHC Development.

419 Graham Avenue, Unit A  
Winnipeg, MB R3C 0M3  
donations@womenshealthclinic.org  
Fax: 204-943-3833

Event Name (for recognition & promotion): \_\_\_\_\_

Event Contact/Chair: \_\_\_\_\_

Name of Organization (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

Secondary Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

## Event Information

Event Date: \_\_\_\_\_ Event Time: \_\_\_\_\_

Location: \_\_\_\_\_

Type of Activity/Event: \_\_\_\_\_

Briefly describe your event: (250 characters maximum)



What inspired you to hold this event for Women's Health Clinic? (250 characters maximum)

[Empty text box for inspiration]

How do you plan to promote/advertise this event? (250 characters maximum)

[Empty text box for promotion/advertising plan]

### Promotion/Advertising

Please check off all materials you wish to use:

- WHC logos
- Posters
- Brochures
- Sample Press Release
- Sample Sponsorship Kit
- WHC banners
- Media Contacts

Please check off all WHC social media channels you wish to use (as available):

- WHC Facebook event page
- WHC's electronic newsletter Globe & Female
- WHC Facebook page
- WHC Twitter
- WHC Instagram

### Financial Information

Estimated Income for Event \$ \_\_\_\_\_

Estimated Expenses for Event \$ \_\_\_\_\_

Estimated Donation to WHC \$ \_\_\_\_\_

Please attach a complete copy of your forecast event budget. Be prepared to provide a final actual budget within one month of event.

If donating a portion of net proceeds to WHC instead of all of the net proceeds, please specify the percentage or dollar value you will be giving:

% of Proceeds: \_\_\_\_\_% **or**  Value of Proceeds: \$ \_\_\_\_\_

Tax receipts required?  Yes  No

We are very grateful to you for considering investing your time and resources to host a third-party even on behalf of WHC. We request you submit funds from your event to Women's Health Clinic no later than 30 days after the event so we can process donations and charitable receipts as needed.

To support the success of your event, we can:

- » process qualifying tax receipts for donations \$10 and over. Cheques are payable to Women's Health Clinic; complete & accurate donor information is required for receipts.
- » provide basic guidance on event planning (see How to Guide).
- » provide WHC brochures and other service information for your audience.
- » acknowledge your third party fundraiser with appropriate recognition.
- » help promote your event through WHC's website and social media channels upon request, and when appropriate, at WHC service sites.
- » have a WHC staff member or volunteer attend your event, when available. Due to staffing and travel constraints, this is not always possible.

I acknowledge that before hosting a 3rd-party fundraiser for Women's Health Clinic, I:

- » must complete and submit this Third-Party Fundraiser Application form for WHC to approve my event.
- » must be approved to use the name or logo of Women's Health Clinic on any event materials, including advertising.
- » am responsible for obtaining appropriate raffle licenses (see Manitoba Gaming Control Commission for more information).
- » must return all materials borrowed from WHC within 10 days after the event in the same condition they were received.
- » understand WHC reserves the right to deny any application for fundraising activities that do not comply with the mission and values of WHC, or project a negative image of WHC.
- » understand that tax receipts will only be issued in accordance with CRA regulations
- » agree to submit all event proceeds as agreed to WHC within 30 days of the fundraising event, along with a revenue and expense report.
- » understand WHC is not responsible for any financial losses or personal injury resulting from the event (event participants must sign a waiver).
- » commit that I, and everyone involved with the event have read and will comply with this agreement as well as the Third Party Event Policies and Guidelines.



## Third-Party Fundraisers to Benefit Women's Health Clinic

Name of Group/Organization: \_\_\_\_\_

Contact Person's Name: \_\_\_\_\_

Contact Person's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### For Office Use Only

Date Received: \_\_\_\_\_

Approved Date: \_\_\_\_\_

Declined Date: \_\_\_\_\_

Copy sent to group on \_\_\_\_\_ by \_\_\_\_\_  
(date) (name)