



**THIRD PARTY EVENTS
TOOLKIT
2018**

YSM THIRD PARTY EVENTS TOOLKIT

You've decided to hold an event to support YSM, questions on how to proceed?

Firstly, thank you for your interest in hosting an event in support of Yonge Street Mission! We are always looking for eager individuals, groups and companies who want to contribute to our cause in fun and creative ways. Your energy and financial support helps thousands of people living with poverty in Toronto. We look forward to working with you.

About YSM

Since 1896 Yonge Street Mission has faithfully served the people of Toronto with compassion and dignity, helping those in need to turn their lives around. We've grown with our city, and adapted to its changing needs.

Today, we have six locations in Toronto's downtown core including The Evergreen Centre for Street Involved Youth, and TD Computer Literacy Centre. With over 100 programs designed to help street youth, families in need and those struggling with chronically poverty build a stronger future and live independent lives. We focus on meeting such as food, access to shelter to provide stability and support long term needs like employment as we support their journey out of poverty.

What are considered third party events?

Third Party Events are organized by community groups (e.g., schools, churches, social groups, corporations, etc.) to help raise funds necessary for YSM to operate our programs. A Third Party Event is any activity by a non-affiliated group or individual where YSM has no fiduciary responsibility and little or no staff involvement. However, we are happy to provide you with a toolkit to help it be a success.

Third Party Event Ideas

Looking for ideas? Consider this list of events, but feel free to exercise your creativity, only you know your strengths, interests and resources!

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| Auction | Concert/Play | Monthly Giving Campaign |
| Arts and Craft Sale/Show | Concession stand | Pet Wash |
| Balloon Pop | Craft Sale | Pledged Events |
| Battle of the Bands | Date Auction | Photo Outing |
| Benefit Dinner | Dinner Party | Proceeds from Sales |
| BBQ | Donations in Lieu of Gifts | Raffle |
| Bingo Night | Face Painting | Run/Walk/Ride |
| Book Sale | Fashion Party | Scavenger Hunt |
| Bowling Tournament | Fishing Derby | Sporting Events |
| Casino Night | Flower Sale | Ticketed Event |
| Cocktails for a Cause | Garage Sale | Traditional Gala |
| Car Wash | Golf Tournament | Work Department Challenge |
| Carnival/Festival | Grand Opening | Work Event |

Keys to Success

Anyone who has run an event knows that they do not come together overnight - at least the successful events don't! They take hard work, detailed planning and lots of energy from many individuals. Whether your event is big or small, they all require a few key ingredients to get started:

Follow the Steps:

- Step 1: Choose your event idea
- Step 2: Pick a date, time and venue for your event
- Step 3: Create a budget
- Step 4: Create a work plan and set deadlines for tasks
- Step 5: Promote, promote, promote!

An Idea

What is the purpose of the event? What is your big idea? Why will people come? How is your event unique? These sound like such basic questions, but they set the foundation. Make sure you are focused and have a strong idea, and that it is communicated to all parties. An event with too many focuses will lack impact and an event without enough focus will seem unintentional. Once you have your big idea, hold on to it and drive it home.

Budget

When considering your budget, it is crucial to get the ground work laid before starting to plan your event. It is wise to work within your limits rather than working blindly and being surprised by the invoice at the end, or falling in love with something that you just cannot afford. Where is your revenue coming from? What are your low and high estimates for revenue? How much are estimated expenses? How much money are you looking to raise and how do you intend on reaching that goal? These are important questions to get realistic about in the beginning. Once you have your budget, it is vital that you stick to your budget throughout the process.

Venue and Date

Do you want an intimate function with family and friends? Perhaps a company golf tournament in the spring? Or perhaps a rockin' concert with the whole city? Knowing what kind of event you'd like to have, how many guests you'd like to invite and setting a date, are all vital early on. Without a date and venue, you cannot move forward with any other bookings. Venues are also where you will spend a lot of your money, and they are generally harder to book if you want to hold your event during the busy summer months. Make sure the venue you choose is reputable, has great food (if you are eating) and is within your budget. Tip: Ask non-profit rates, as some venues will give a discounted rate if the event is for charity.

Great people

Don't forget to delegate and ask for help in the planning process. When you do this, you open yourself up to more networks and ideas. Keep an open line of communication with your helpers, ask for their input and, most importantly, appreciate them for their help. A great team will be your greatest asset in planning a successful event.

Guidelines:

1. YSM encourages fundraising events that are compatible with our mission, vision and values. Prior approval to hold a third party event is required. Approval is based on the type, theme and financial viability of the event. YSM reserves the right to withhold the use of its name and logo from any event, initiative, promotion, performance or presentation if deemed inappropriate or outside our values.
2. To conduct a fundraising event, we ask that you complete and send in the Third Party Application Form at least 15 days prior to your event.
3. Any organization/group seeking to use the YSM name or logo on any materials, including advertising, must receive approval from YSM.
4. All promotional materials must state that your event is “in support” of YSM and is not an official Yonge Street Mission event.
5. Taking commission, for any purpose, on funds raised as part of the event is prohibited.
6. The third party organizer is responsible for meeting all municipal/provincial or deferral standards and fulfill all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. YSM must not be party to any liability coverage without prior knowledge and/or approval. YSM accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.
7. YSM agrees to provide the sponsoring organization/group with appropriate recognition as set forth in our Donor Recognition Policy.
8. The third party event organizer will be held responsible for all costs related to the event and will handle all monies until the official donation is submitted to YSM. Event expenses are to be deducted before sending proceeds to YSM. YSM shall incur no costs unless otherwise agreed to in writing prior to the event or promotion.
9. The sponsoring organization/group agrees to handle all monetary transactions for the event or promotion and to present the proceeds to YSM within 30 days of the event or as agreed in writing with YSM.
10. When tax receipts are requested, the third party event organizer is responsible for collecting the names, addresses and contact information of all donors, and is required to mail the appropriate materials to YSM within 30 days of the conclusion of the event.
11. YSM issues official income tax receipts in accordance with the Canada Revenue Agency guidelines. Refer to Tax Receipting (page 4) for details.
12. Involvement of YSM staff and volunteers will be at our discretion and will be based on availability, location and the nature of the event.
13. The third party event organizer agrees to ensure that all materials borrowed are returned promptly and in the same condition they were received. The organizer agrees to accept responsibility for damage or loss of materials borrowed from YSM.
14. YSM will not be responsible for mailing materials to attendees/participants or volunteers, other than the mailing of applicable tax receipts.
15. The third party event organizer must send a complete accounting of all income and expenses associated with the event to YSM. By publicly naming YSM as the beneficiary of your initiative, you are required to donate the net proceeds to us within 30 days of the event completion.

Tax Receipting

Yonge Street Mission (YSM) adheres to the Canada Revenue Agency (CRA) Income Tax Act when issuing charitable tax receipts. To learn more about charitable tax receipts, please visit <http://cra-arc.gc.ca>. Issuing inappropriate charitable tax receipts can put our charitable status in jeopardy.

Under CRA guidelines, a “gift” is a:

Voluntary Transfer of Property with a conscious desire to make a gift (as distinguished from giving something for nothing by mistake or under pressure).

- Voluntary – given of free will (not compelled, not court ordered, etc.)
- Transfer – from donor to charity/qualified done (complete transfer)
- Property – cash or gifts in kind (not services)

YSM will provide a tax receipt for the following:

- Direct personal or corporate donations of \$20 or over (unless otherwise requested by donor)
- In-kind donations where fair market value is easily determined
 - Tickets (sporting events, theatre, ballet, etc.) where the value is either noted on the ticket or a payment receipt is provided.
- Gifts of artwork provided the artwork has been appraised by a third party appraiser – appraisal must be included with the donation
- Gifts of shares
- Bequests
- Life insurance premiums
- Monthly donations (donor will receive one cumulative income tax receipt at the end of the calendar year)

YSM cannot provide a tax receipt for the following:

- Gifts of promises or pledges (i.e., gift certificates donated by the issuer, hotel accommodation)
- Payment of basic fee for an event
- Gifts where the value or benefit of the donation cannot be determined
- Lottery or raffle tickets
- Funds or gift in kind is from another qualified donor (gifts from other registered charities, or non-profit organizations)
- Name of true donor(s) cannot be determined (for example, bottle collection from several parties, donation bins, etc.) – one person cannot benefit from gifts made by multiple donors
- Court ordered donations (donations made as a condition of parole)
- Gifts intended for another organization
- Sponsorships

Obtaining a Raffle License

According to the Ontario Gaming and Liquor Commission, a raffle is a lottery event in which prizes are awarded based on a random draw of tickets purchased by players. Only licensed charitable or religious organizations can conduct raffles.

If the following three elements are present, a raffle license is required:

- Tickets are sold (consideration)
- Random chance to win (chance)
- Prizes are awarded (prize)

Some common examples of raffles requiring a license are:

- 50/50 draw
- Prize draw
- Football squares

If any of the three required elements (consideration, chance, and prize) is not present, the contest or draw may not require a license. For example, the following do not require a raffle license because skill is involved, rather than a random chance to win:

- Silent auction
- Jelly bean counting contest
- Hole-in-one putting contest

YSM is eligible to obtain a raffle license for a total ticket value to a maximum of \$10,000. YSM will supply your event with a raffle license provided your raffle has an anticipated contribution of \$5,000 or more and have given us the following information at least 45 days prior to your event:

- Draw format (i.e. 50/50, prize draw, etc.)
- Draw date
- Draw location (i.e. Hotel Arts, Toronto)
- Ticket colour
- Unit price (i.e. 1 ticket for \$3, 3 tickets for \$5)
- Ticket quantity
- Total value (amount must not exceed \$10,000)
- Prize description(s)
- Retail value of each individual prize

Please note that the Ontario Gaming and Liquor Commission requires that all raffle tickets must be collected at the event and handed in to YSM to be kept for two years after the event.

To request a raffle license, please contact the Third Party Event Coordinator by phone at 416.929.9614 or by email at info@ysm.ca

Frequently Asked Questions

Will YSM help organize events?

As proper stewards to donations generously given our human resources are kept at a minimum and our priority is to focus our resources on fundraising to support the 100+ programs we run for our community members. We have created this *Third Party Event Toolkit* to help you start planning your event.

Is YSM able to support any third party event expenses?

It is the responsibility of the event organizers to create a budget and manage it accordingly for all expenses.

Can YSM provide volunteers for a third party event?

It is the responsibility of the event organizers to recruit, train and manage all volunteers.

Can YSM provide sponsorship contacts to support third party events?

YSM cannot solicit sponsors or provide sponsor/donor lists for third party events. It is the responsibility of the event organizer to request support from individuals or businesses to underwrite costs.

Who is responsible for all liability and legal risks associated with my event?

YSM will not be responsible for any damage or accidents to any persons or property; we will not assume any legal or financial liability caused before, during or after the event. Depending upon the nature of the third party event, the organizer may be required by YSM to submit proof of general liability insurance in the amount of \$1,000,000 or such other amount which covers any damage or accidents to persons or property arising out of the third party event. In acquiring insurance for an event, it is the responsibility of the organizer to apply and obtain such documents in the name of the individual, organization or business coordinating the event. YSM will not sign any contracts with vendors or suppliers. It is advisable that you seek guidance and direction from your own insurance broker on this matter.

Will YSM help promote third party events?

Yes, we will post it on the events section of our website as well as Facebook, Twitter. Any additional promotion is up to the event organizers. All publicity for the proposed event must be approved by YSM prior to being printed and/or released, including: web content, press releases, and printed materials. Please forward all content for approval a minimum of 10 days in advance of release to YSM's Event Specialist by calling 416-929-9614 or info@ysm.ca

How do I send the proceeds of my event to YSM?

Funds raised by a third party event should be made payable and turned into YSM no later than 30 days after the event. It is preferred that all funds raised are deposited into one account and a cumulative cheque is written to YSM. If YSM provided the event with a raffle license, the license and paperwork will need to be returned to the agency immediately following the event. Funds raised by the raffle can be included in the cumulative cheque, but the agency will need to know the specific amount raised by the raffle to ensure proper reporting to the Ontario Gaming and Liquor Commission. Cash funds must be turned in to YSM no later than 3 days after the event. Cash must be in a sealed envelope, counted, with a count sheet detailing the funds included. Please send a cheque made payable to **The Yonge Street Mission** with **reference/memo of your third party event (i.e. Lion's Club Father's Day event)** and mail to:

The Yonge Street Mission

306 Gerrard St E

Toronto, ON

M5A 2G7

Can I use the YSM logo and how do I get it?

Yes, please complete the *Third Party Event Application Form*. Upon accepting your request, our logo will be emailed to you.

Do I need any licenses to host an event? (Raffle, liquor, etc.)

YSM will assist the event organizers with raffle licenses. Please see the detailed information in *Fundraising Guidelines* and *Obtaining a Raffle License*. Any additional licenses required such as liquor licenses, etc. are the responsibility of the event organizers. You must be able to provide proof of adequate licenses YSM.

If I have a silent auction at my event, how do I get items for the auction?

It is the responsibility of the event organizer to solicit for prizes to support your event. We can provide a letter from YSM authenticating your event to support your solicitation efforts. If you require a letter from YSM authenticating your event, please email your request to YSM's Event Specialist by calling 416-929-9614 or info@ysm.ca

