



Third Party Event Guide

A Planning Guide for
Event Organizers

Thank you for your interest in raising funds for Victoria Women's Transition House!

We welcome and appreciate your efforts to raise awareness about the issue of violence against women and to support women and children who have been impacted by abuse right here in your community.

We look forward to learning more about your event and have put together this *Planning Guide* for you and your group to use.

As part of your planning process please review and complete the:

1. Tips for organizing a successful event
2. Third Party Event Template to assist in your event planning and your communication with VWTH staff.
3. Terms and conditions of holding a VWTH Third Party Event.

Once these are complete, please contact Chris Hewitt and/or Sara Park at 592-2927 or via email at chrish@vwth.bc.ca to arrange a face-to-face meeting to discuss the event details in person

Please Note: The use of the Victoria Women's Transition House name or the name of any charity, for a fundraising event implies that funds will go to that organization.

As Development staff, we have a responsibility to steward these funds and a responsibility to our donors to ensure these events will indeed raise funds for the Society. In addition, we must ensure that our name and/or logo will be associated with events that are compatible with our mission, values, and vision. Therefore, we must formally approve any Third Party fundraising events and activities using our name.

Please try to allow at least 10 – 12 business days for the review process to be completed.

Thank you!

TIPS FOR ORGANIZING A SUCCESSFUL THIRD PARTY EVENT

WOULD YOU LIKE TO HELP US FUNDRAISE?

Are you interested in holding a special event in support of Victoria Women's Transition House (VWTH). Third party fundraising events can be a great way to spread awareness about the issue of violence against women, while raising funds to support VWTH.

TEN TIPS FOR ORGANIZING A FUNDRAISER/SPECIAL EVENT . . .

1. Pick an event that fits your group's size, interests, talents, goals and availability.
Some of the Third Party Fundraisers that have been successful:
 - Community events with full or partial proceeds to VWTH
 - Staff functions and staff events that generate funds that are directed to VWTH
 - Fashion shows, dances or galas
 - In store fundraisers
 - Corporate or staff driven awareness campaigns
 - Garden or house tours
 - Performances, plays, and benefit concerts
 - Golf tournaments
 - Having guests make a donation to VWTH in lieu of gifts for birthdays, bridal showers, weddings or any other special occasion
2. We suggest you form an events committee made up of folks that are enthusiastic, dedicated and bring different skills to the table. *"Many hands make light work!"*
3. Your group should establish an achievable and measurable financial goal for your event and develop a realistic budget. Identify possible sources of income and all expenses. Be sure to talk to VWTH before approaching organizations or individuals for cash or in-kind support. We have many dedicated and supportive organizations and individuals working with us in the community and we would prefer to have one common approach in order not to overwhelm or repeatedly ask the same donors.
4. Market and promote your event. If tickets sales or attendance are important then promotions will be key to your success. Plan a strategy. We would be happy to provide you with some well-worded information about VWTH for your promotional materials.
5. Recruit volunteers. Most events or fundraising activities will require volunteers. Volunteers will be needed to perform a variety of background activities such as greeting attendees, selling ticket, collecting donations, and ultimately making the event a success.
6. Enjoy and make it fun! Remember the idea is to have fun while you are supporting VWTH.
7. Collect the funds and share your success with VWTH!
8. Say thank you! We can't stress enough the importance of thanking your donors, participants, suppliers and sponsors. Acknowledge everyone who made the event successful.

HOW TO GET STARTED . . .

Once you have an idea for an event, simply fill out the Third Party Event Template and Third Party Events Terms and Conditions Agreement and mail, e-mail or fax a copy to VWTH. When we receive your information, we will get in touch with you to discuss your proposed event and how we can support your efforts. Please allow 10-12 business days for the review process to be completed.

Please send both completed and signed forms to:

Victoria Women's Transition House
#100 – 3060 Cedar Hill Road
Victoria, B.C. V8T 3J5
Email: chrish@vwth.bc.ca
Tel: 250-592-2927
Fax: 250-592-2995

VICTORIA WOMEN'S TRANSITION HOUSE'S ROLE ...

Your support is essential to the work we are doing to stop the cycle of violence and to help abused women and children to rebuild and transform their lives. In support of your event, we can offer the following assistance:

- advertise your event on our website;
- provide a limited quantity of support materials, such as brochures, newsletters, fact sheets, or annual reports to be distributed at your event;
- provide a VWTH representative to attend your event (requires advanced notice and cannot be guaranteed);
- allow the use of VWTH's logo (requires our approval through the Third Party Event Proposal Form and Terms and Conditions Agreement).

Victoria Women' Transition House is not able to:

- provide access to donor contact information;
- guarantee a VWTH representative will be available to attend your event ;
- take any financial or legal responsibility for any expenses incurred in relation to the planning or holding of your event .

Thank you for partnering with us!

THIRD PARTY EVENTS – TERMS AND CONDITIONS

Please read the following terms and conditions,
complete the required information, and sign below.

1. I/we _____, (Organizer), is applying to organize a Third Party Fundraising Event to benefit Victoria Women's Transition House (VWTH).
****Please note that VWTH does not take an active role in planning or organizing third party events.***
2. Only events consistent with the vision and mission of VWTH will be approved.
3. Use of the VWTH name should be done in the following manner:
 - Proceeds from this event will go to Victoria Women's Transition House, or
 - Your ticket purchase helps to support Victoria Women's Transition House, or
 - The (name of your event) is a benefit for Victoria Women's Transition House.
4. The Organizer agrees to submit to VWTH all copy for advertisements and other event-related promotional materials which use the name and/or logo of VWTH, and to obtain VWTH's written permission before production and distribution. VWTH expressly reserves the right to final approval on anything that uses the name of VWTH.
5. The sponsoring organization/individual agrees to underwrite all costs of the special event/promotional campaign, or to secure such underwriting. VWTH shall incur no costs or liabilities unless otherwise agreed to, in writing, prior to the special event/promotional campaign.
6. The Organizer agrees to handle all monetary transactions for the event and will present the proceeds to VWTH within sixty (60) days along with detailed accounting. The Organizer acknowledges that VWTH adheres to the receipting policies of the Canada Revenue Agency.
****Please note that not all funds raised qualify for a tax receipt. The Canada Revenue Agency restricts the dollar amount of tax receipts to donors where a benefit or advantage accrues to the supporter. Examples include, but are not limited to, door prizes, dinner, signage/advertising, complimentary items.***
7. The Organizer agrees to receive advance written approval from VWTH before requesting any donations/sponsorships (cash or in kind) from any organization or individual.
8. The Organizer agrees not to promise charitable tax receipts for any donation, item or service without first speaking to the Development Office of VWTH.
9. VWTH accepts no legal responsibility for the event and cannot be held liable for any risk or injury, or other damages in conjunction with the event. The Organizer must obtain all necessary permits, licenses and insurance relating to the event and will provide VWTH with copies of the above at least two (2) weeks before the event start date.
10. The Organizer will arrange staff/volunteers to organize and run the fundraiser. This is an opportunity for you and your group to raise funds in support of women and children right here in your community. VWTH may be able to provide some level of assistance for events depending on timing and staffing requirements.

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11. The Organizer agrees to use its own mailing list and/or contacts. VWTH will not actively sell tickets to the event and/or purchase tickets for attendance for VWTH representatives.
 12. Approval of the Organizer's application is only valid for the event detailed in this proposal. Events held in subsequent years and/or of a different format must also be submitted for approval.
 13. The Victoria Women's Transition House reserves the right to withdraw its support of the event and the use of VWTH's name and logo at any time. If the event is cancelled, the Organizer will notify VWTH within three (3) business days.

I agree to the terms and conditions as outlined above:

Organizer's Name and Title: (Print)

Signature

Date

Approved when signed:

On behalf of Victoria Women's Transition House
(Print name)

Date

THIRD-PARTY EVENT PLAN TEMPLATE

Please complete this form in full.

PLEASE PROVIDE SOME BACKGROUND DETAILS:

Date of Request	
Project/Event Title (if applicable)	

APPLICANT OR LEAD ORGANIZATION INFORMATION:

Name of Individual/Organization/Group	
When was your organization established?	
What is your purpose?	
Do you have a connection to VWTH?	

Mailing Address:			
Telephone:		Fax:	
Email:		Website:	
Contact Person (name & position title)			

How will you publicize/promote your fundraiser?				
<input type="checkbox"/> posters/flyers	<input type="checkbox"/> newspaper ads	<input type="checkbox"/> website	<input type="checkbox"/> radio	<input type="checkbox"/> other
Will there be printed materials produced in conjunction with this event?				
<input type="checkbox"/> Yes	<input type="checkbox"/> No			
Do you intend to use the VWTH logo or our name on your advertising?				
<input type="checkbox"/> Yes	<input type="checkbox"/> No			
How will the VWTH logo be used?				

***Please note that all materials to contain the VWTH logo must be approved by VWTH prior to production. The logo and name cannot be used without permission.**

PLEASE TELL US WHAT YOU ARE EXPECTING FROM VWTH?

Tour of our facilities/visit from staff member to your operation?		
<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Do you foresee the use of VWTH materials?		
<input type="checkbox"/> Yes	<input type="checkbox"/> No	
If yes, please provide details:		
<input type="checkbox"/> print materials will be required	Estimated quantity:	
<input type="checkbox"/> a representative from VWTH is requested to		
<input type="checkbox"/> other		

***Please note that we may or may not be able to provide a representative at your event.**

Please provide a description of your event: (including logistics, venue, numbers of attendees, costs, etc. – please use additional space if necessary)

PLEASE PROVIDE US WITH SOME FINANCIAL INFORMATION:

Will other charitable organizations benefit from this fundraiser?		
<input type="checkbox"/> Yes	<input type="checkbox"/> No	
If yes, please list the names:		
Will you require tax receipts?		
<input type="checkbox"/> Yes	<input type="checkbox"/> No	

***Please note that tax receipts are issued in accordance with CANADA REVENUE AGENCY guidelines and must be pre-approved by VWTH.**

We suggest that you take some time to plan your event's revenues and expenses. Please fill out the following to the best of your ability.

Revenues		Expenditures	
Cash Sponsorships:		Venue:	
Ticket Sales:		Food/Beverage:	
Auction:		Printing/Advertising:	
Misc. Sales:		Entertainment:	
Other: (specify)		Décor:	
Other: (specify)		Other: (specify)	
TOTAL:		TOTAL:	

Expected Net Revenue: (revenues – expenditures)	
Amount to be given to VWTH:	

REFERENCES:

Please list at least one reference (professional contact or previous fundraising recipient organization and contact) below that VWTH can contact if this is your first time conducting a fundraiser in support of VWTH.

Organization Name:			
Contact Person:		Title:	
Telephone:		Email:	
Relationship:			

Please complete this form and return with necessary attachments (budget, additional information) by mail, email or fax to:

Victoria Women's Transition House
 #100 – 3060 Cedar Hill Road
 Victoria, B.C. V8T 3J5
 Email: chrish@vwth.bc.ca
 Tel: 250-592-2927
 Fax: 250-592-2995

****Please allow at least 10 – 12 business days for the review process to be completed.***

For internal VWTH use only:			
Date received:			
Date reviewed:		Reviewed by:	
<input type="checkbox"/> Approved	<input type="checkbox"/> Declined		
Notes:			