



Third Party Event Guidebook

Contents include:

- Ideas
- Asking for sponsorship & in-kind donations
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- Promotions & publicity
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- Charitable tax receipts

First things, first...

Thank you! Thank you! Thank you!

**We really appreciate your support
and we hope you have a very successful event!**

The Victoria Women's Transition House Society (VWTH) encourages special fundraising events and campaigns carried out to benefit the work of our organization – this is what we call a third party event/campaign.

We want to help you in any way we can. We must also exercise care to ensure that your event falls within our organizational and legal guidelines. This guidebook was created to support you with your project as well as to help you understand our needs around third party events.

IMPORTANT - To conduct a fundraising event to benefit the Victoria Women's Transition House, we ask that a Third Party Agreement be completed and submitted to us for acceptance before any work on the event or campaign begins. This allows us to be aware of your plans and to know how best we can assist you. Now let's get started....

What might you need?

Ideas

You probably already have a great idea for a third party event or campaign and want to get started. We are grateful for your support and enthusiasm. If you do require some help with your event concept, please let us know and we would be happy to brainstorm some ideas with you. It is important to us that all projects associated with our organization be consistent with our philosophy, objectives and public image. If you are unsure if your event is appropriate, please contact us right away.

Information about our Organization

Information about VWTH can be easily found online at www.transitionhouse.net or you can contact us directly if you can't find what you are looking for on our website. If you wish to have our brochures or banner at your event, please let us know so we can arrange a time for you to pick them up. We rely on our banner and unfortunately in the past, we have had our banners mysteriously disappear. To ensure its safety, we now ask that a credit card imprint be left with us. This will be destroyed once the banner is returned in the same condition as when you received it. If it is not returned in the same condition, \$75 will be charged to your credit card. Also, as we only have a limited supply of organizational brochures, we need two weeks notice if you require more than 50 copies.

Sponsorships & Asking for In-Kind Donations

We are pleased to say that over the years we have received generous donations of goods and services from the community. As you can imagine, we need to take great care to foster our relationships with our supporters. To avoid duplicate solicitations, we ask that you get prior approval from us before asking a business or company for a donation of goods or services for your event.

Once we have had a chance to discuss who you plan to approach for support, we can provide you with a third party request letter. This letter states that we are aware that you are raising funds or awareness in support of our organization.

Publicity

You have worked hard, so try to get some publicity! If your event is benefiting a charity, you are able to promote it for free in the local media. There are a variety of avenues that you can follow:

- **Newspaper & TV community calendars:** community calendars require a sentence or two about the event. Make sure the important information is included (event name, date, time, location, charity & contact). The deadline for the newspapers is usually around a week before the print date. You can phone them directly to find out. The deadline for television is three weeks prior to the event date. Make sure you provide your contact information so they know how to reach you if they have questions.

- **Online community calendars:** some of the television stations have online calendars and anyone is welcome to post event information on their website.

- **Radio mentions:** many of the local radio stations will try to air community announcements that benefit a charity. Email or fax a short description of your event or a public service announcement three weeks ahead of time and it may get picked up.

- **Press releases:** If you are doing something really unique or creative, you could get a story in the paper. Write a press release about your event and email or fax it to the appropriate media and/or reporter at least a week before the event. Press releases are written in a special format so we have included a sample for your use (**Appendix A**).

We have compiled a list of some of the Victoria media deadlines for you (**Appendix B**) to give you an idea of how soon to start your publicity.

If you have any questions about promoting your event, please contact our Development Office at (250) 592-2927 Ext. 24 or email elissab@vwth.bc.ca.

What do we need?

VWTH Representation

If you wish to have a representative from our organization at your event, please let us know in advance. We are grateful for your support and we would like to be there to say thank you. However, in order to ensure that someone can attend, we require **at least** one week's notice. Please also let us know the details of our attendance and your expectations of us (times, date, location, if you require a presentation, if we need to bring anything, etc.).

Liability & Responsibility

The individual or group that is organizing the event/promotional campaign is responsible for all costs associated with the project. The Victoria Women's Transition House cannot incur any costs or liabilities unless otherwise agreed to in writing prior to the event/promotional campaign.

If acquiring licenses and/or insurance for an event, it is the responsibility of the third party to apply, pay for and obtain the aforementioned document(s). Two examples: a license to conduct a raffle, or liability insurance if required.

Using the VWTH Name and Logo

Once the Third Party Event Agreement is completed and approved, we are happy to provide you with the use of our name and our logo. Please let us know that you would like a digital copy of our logo and we will email it to you. We do ask that we have the chance to approve all materials containing our name and logo prior to print and that you are careful not to distort the image. Logo usage is limited to the approved third-party event and cannot be used for any other purposes.

When promoting that you are raising awareness/funds for VWTH, you may want to use one of the following phrases:

- "Proceeds from this event will go to the Victoria Women's Transition House Society." (You can also use the term "partial proceeds" if appropriate.)
- "Your ticket purchase helps us support the Victoria Women's Transition House Society."
- "The {name of your event} will benefit the Victoria Women's Transition House Society."

Games of Chance

Any games of chance, such as a raffle or 50/50 draw, require a special license and require that special guidelines be followed. Please advise us in advance if you are planning on holding any such games.

If you have questions about this topic, the Canada Revenue Agency has a bilingual toll-free telephone service that provides information about registered charities. Please call 1-800-267-2384 (English) or 1-888-892-5667 (bilingual). You can also visit <http://www.hsd.gov.bc.ca/gaming/> to find out about gaming licenses in BC or you can call the Victoria office directly at (250) 387-5311.

Charitable Tax Receipts

The Canada Revenue Agency has many complex and changing regulations around 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 in jeopardy so **please do not promise any kind of receipt to anyone.**

The VWTH will be responsible for the distribution of charitable receipts in the appropriate circumstances. In-kind services do not qualify for a charitable receipt. Just for your information - we can issue tax receipts for monetary donations of \$10 or more if we have the full name and address for each donor and if the donation is made **directly** to our organization. Please contact the Society's Development Office to discuss charitable tax receipts.

Thank you Letters

It is important to thank everyone who was involved with your event, especially donors and volunteers. We suggest that you send thank you letters or cards out within one week of your event. If you would like a sample thank you letter, please let us know.

Contact Us

We really appreciate your support and your hard work!

If you have any questions surrounding your event, please contact our Development Office at (250) 592-2729 Ext. 24, or you can email our Development Associate, Elissa Bergman at elissab@vwth.bc.ca

Thank you again & good luck!

*{Include your
company or group
logo here if you have
one}*

Appendix A Press Release Sample

NEWS RELEASE

For Immediate Release

{ Insert date }

Media Contact:

*{ Insert the contact information
of your representative – including phone number }*

{INSERT HEADLINE}

{Make it short and catchy while giving an accurate snapshot of your project}

VICTORIA, BC – *{ Insert the body of your press release here. Include a brief description of event. Touch on the Who, What, Where, When & Why. Please note: Your press release should be no longer than one page. }*

The *{ include name of your event }* will benefit the Victoria Women's Transition House.

On any given day in our community, hundreds of women and their children are living with abuse at home. The Victoria Women's Transition House is a charitable organization that provides safe shelter, respectful counselling, support and advocacy for women and children. To find out more about the Victoria Women's Transition House, please visit www.transitionhouse.net.

For details about the event, please contact *{ include your contact name and phone number }*.

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Appendix B: Community Listing Deadlines

Community Calendar Submissions:

| Media Outlet | Length of Submission | Distribution | Deadline |
|--|--|--|--|
| Times Colonist | 1-2 short sentences | Fax or email: dcastle@tc.canwest.com | Friday before the Thursday publication |
| News Group Papers (i.e. Victoria News) | 1-2 short sentences | Must be dropped off at 818 Broughton St. (* call to confirm if this is still the case) | Tuesday at 4:30pm for Friday's paper |
| Peninsula News Review | 1-2 short sentences | Fax or email: editorpr@vnewsgroup.com | Friday noon for Wednesday's paper |
| Goldstream Gazette | 1-2 short sentences | Fax or email: GnGprod@vnewsgroup.com | Fridays at noon for the Wednesday paper |
| Sooke News Mirror | 1-2 short sentences (local events only) | Fax: 250-642-4767 | Friday noon for Wednesday's paper |
| Monday Magazine | 1-2 short sentences | Email: bills@mondaymag.com | Previous Thursday for Thursday's paper |
| Focus | 1-2 short sentences | Email: focusedit@shaw.ca | 10 th of the month previous |
| Island Parent | 1-2 short sentences | Fax or email: mail@islandparent.ca | 5 th of the month previous |
| SHAW Cable | 2-3 sentences | Fax: 475-7257 | Ongoing (published at their discretion) |
| A Channel | As per online template | Online community calendar: www.achannel.ca/victoria/ | Ongoing |
| Coffee News | 25 words or less | Email: cofnews@shaw.ca | Wednesdays for next week's issue |

PUBLIC SERVICE ANNOUNCEMENT SUBMISSIONS:

| Media Outlet | Length of Submission | Distribution | Deadline |
|---|-----------------------------|---|----------------------------|
| CH TV: Island Beat | One-two paragraphs max. | Fax or email: ch@chtv.ca | 3 weeks ahead of time |
| A Channel: "Stuff You Should Do" Calendar | One-two paragraphs max. | Fax: 381-2485 | 3 weeks ahead of time |
| CFAX/ Kool 107.3 | One-two paragraphs max. | Contact: Shannon Kowalko, Promotions Director shannon@cfax1070.com | Min. 3 weeks ahead of time |
| CBC Radio One | Short paragraph | Attn. Community notes Fax: 360-2600 | Min. 3 weeks ahead of time |

**We encourage you to call each outlet to ensure this information is still up to date. Please note that this list does not include all of the Victoria media outlets.*