



Third Party Fundraising Events Manual

Your Guide to fun and effective ways that can raise money to help children, youth, and adults living with hydrocephalus and/or spina bifida in your community

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Thank You and Getting Started

Thank you for your interest in supporting Hydrocephalus Canada through your very own fundraising event. We are excited and appreciate your enthusiasm. We would also like to do everything we can to make your fundraising effort a success. This package has been put together to help get you on the right path.

Fundraising is an important part of Hydrocephalus Canada activities. Every dollar raised helps to maintain the programs we run, educate the public about the conditions, support those in need, and supports advances in research.

Hydrocephalus Canada is the voice of Canadians living with hydrocephalus and spina bifida and works to empower those impacted by these conditions to experience the best life possible. We do this by establishing environments that protect, support and enhance the lives of those living with, or at risk of developing, the conditions. The money you raise will help support our programs and services.

**WE PUT THE
FUN!**
IN FUNDRAISING



Thank you and good luck! We wish you great success! Please let us know what else we can do to help.

Ideas and Brainstorming

Not sure what kind of event you'd like to run? Here are some ideas that have worked in the past



SERVICES | *Car washes, maid services, shoveling snow, raking lawns, gardening...*

Providing a service requires little more than a few able and willing participants, and some well targeted promotions. The most common is the fundraising car wash, but there are lots of other ways to offer your services in exchange for a donation.

SALES | *Art, garage, used book or toys, bake sale, raffle*

Having a product sale is another great way to raise funds! Ask friends, family, colleagues and local retailers and restaurants to donate items or look around your house or business for items that would be valuable to others.

TICKETED EVENTS | *Dinner Dance, Gala, Magic Show, Fashion Show, Theatre Night, Casino Night*

Ticketed events are one of the most popular types of fundraisers! You need a date, a venue and an event that is popular for your audience. When planning your ticketed event, it is important to remember that, unless you get everything required for the event donated, the cost of the event is subtracted from what you raise. Ticketed events remain one of the most popular fundraisers because they usually create a lot of interest, which makes promoting them easier.

CELEBRATIONS | *Community Picnic, Family Reunion, Birthday, Wedding, Anniversary*

A touching way to raise funds for Hydrocephalus Canada is to make us a part of a celebration you are already planning. Asking for donations instead of gifts, or making a pledge in honour of your event, is are great ways to raise awareness and make a difference in the lives of people living with hydrocephalus or spina bifida.

ATHLETIC EVENTS | *a-thon (bike, skip, run), sport tournament (baseball, golf...), attend a pro game.*

Healthy Competition is always a fun way to get people interested in your event. Organizing a sports tournament or challenging people to beat personal bests can be a fun way to raise pledges, per team or per person. Organizing an outing to a professional sports game is another fabulous athletic events.



A-thon's

- Bowl
- Dance
- Run
- Skate
- Swim
- Walk

Auctions

- Art Auction
- Live Auction
- Online Auction
- Silent Auction

Contests & Games

- Bean Bag Toss
- Bingo
- Chili Cook-off/ BBQ
- Eating Contest
- Dunk Tank
- Easter Egg Hunt
- Gaming Contest
- Costume Contest
- Pumpkin Carving Contest
- Singing Contest
- Trivia

Sales and Concessions

- Art Sale
- Bake Sale
- Book Sale
- Concession Stand/Lemonade

- Cookbook Sale
- Craft Sale
- Garage Sale
- Popcorn Sale
- Re-gifting Sale

Social Events

- Barbecue
- Birthday
- Carnival
- Fair
- Picnic
- Retirement
- Wedding/Anniversary

Tournaments

- All-Sports; Olympics
- Board Games
- Cards
- Bowling
- Dodge Ball
- Golf
- Hockey
- Paintball
- Volleyball
- Billiards
- Basketball
- Curling
- Football
- Tennis

Other Ideas

- Antique Car Show

- Appreciation Day
- Battle of the Bands
- Battle of the Sexes
- Brown Bag Lunch Day
- Car Wash
- Carnival
- Concerts
- Dances
- Donate In-lieu of Gifts and/or Staff Birthday Cake
- Fashion Show
- Garden Party
- Golf Challenge/Marathon
- Head/Beard Shave
- Holiday Flower Sale
- Jeans Day/Casual Day
- Jewelry Party
- Karaoke Night
- Miles for Miracles
- Motorcycle Rides
- Parking Spot Auction
- Pie Toss
- Potluck
- Potluck Theme Party
- Round-up
- Run / Walk 5km's
- Spirit Chains
- Super Bowl Party
- Sporting Events
- Talent Show

The Ask

One of the things people find most difficult with fundraising is “the ask.” This is the time when you have done all your planning and organization and now you can go out in search of donors or sponsors to get involved by giving to you, Hydrocephalus Canada and the thousands of people we support. This may be to collect prizes, get items or money needed for the event donated, or raise pledges as a part of the event. Asking people for money can seem like a daunting task but remember that people will believe in you and the cause you want them to support. They, like you, are happy to help make a difference in the lives of people who need the support. You may even find people who thank you for the opportunity to do some good.

We suggest you write out the key messages you would like to communicate to potential donors. These should include the goal of your event, the value of their donation to HC and the benefits they will receive for their donation. Work on the wording of your ask and practice. This will make you more comfortable when approaching potential donors and ensure that you get the most important information across.

If you need help creating your message, don't hesitate to reach out to us. We're here to help.

The number one reason that people don't give is because they are not asked. So go ahead....ask!

Who to Ask For a Donation

Those who are closest to you should be the first people you speak with and then expand your enthusiasm to others in your community...

Family	Local Businesses	Customers/Clients
Friends	Neighbors	Place of Worship
Co-workers	Classmates	Gym members
Veterinarian	Hairdresser	Accountant
Doctor	Dentist	Suppliers

Getting Your Message Out

Share your passion! Tell people why you care about this cause! Use your energy and enthusiasm to show others why they should care too. These days there are loads of ways to reach your audience. Combining any of these options will multiply your exposure and impact.

- **Face to Face:** Meet potential donors in person to tell them about your plan and invite them to get involved through participation or donating – or both!
- **E-mail Campaigns:** Write about your personal connection to the cause and what your inspiration is for wanting to be involved in a fundraiser. Then, send it via e-mail to everyone in your contacts with instructions on how they can go about donating to you.
- Call or write **personal letters** to family and friends (see our sample)
- **Social Media:** Choose your platform – Facebook, Instagram, Twitter, Pinterest.... it's endless!

Collecting Donations

Online Donations

Let your donors know that donations can be made securely online at www.MyBrainWaves.ca. Click on the big “Donate” button and this will send your donors to an on-line fundraising page. If you’d like a personalized event page specifically for your event, just let us know. We’re happy to create a unique website just for you and your donors.

Telephone Donations

Your donors can call the HC office to make a donation using Visa, MasterCard or American Express. All online and credit card donations will be added to your pledge total.

Pledge Forms

We can create or provide samples of pledge forms for your event. Make sure to record all pledges made by cash/cheque on your pledge forms. Ensure that complete donor information is recorded so that tax receipts can be issued correctly.

All cheques must be payable to: HYDROCEPHALUS CANADA.

Please do not send cash in the mail. If you have received a cash donation, keep it and write a cheque to HC or obtain a money order for the total cash received. Pledge forms can be mailed along with cheques to: Hydrocephalus Canada, 16 Four Seasons Place, Suite 111, Toronto, ON M9B 6E5.

Sponsorship Strategy

DEVELOP A LIST OF POTENTIAL SPONSORS:

- Companies who might have a vested interest in your event or cause
- Local businesses who have been active within the community in the past
- Those businesses who provide goods or services which you might need for your event (tables and chairs, food, printing etc.)

DEVELOP A PROPOSAL INCLUDING:

- Introductory letter signed by an HC representative or influential business colleague
- Summary of the event, its history and impact on the community
- Literature on HC
- What you are hoping to get from the sponsor
- Benefits specific to this sponsor for the event (confirm options with HC)
- What is expected of the sponsor

POSSIBLE BENEFITS TO A SPONSOR:

- Point of sale promotions of their product
- Media exposure
- HC newsletter article about their support and sponsorship
- Corporate logo on printed material and/or on the HC website
- Complimentary or discounted group tickets to event
- Event acknowledgement
- Opportunity to develop potential client/customer relationships

REQUIREMENTS OF A SPONSOR:

Any reference by the sponsor to their relationship with Hydrocephalus Canada must be pre-approved in writing by an official representative of HC.

WORKING WITH A SPONSORS:

- If the sponsorship is a large dollar amount, a letter detailing responsibilities and expectations of the sponsor, event organizer and HC should be drawn up and signed by the sponsor and HC representative.
- Any alterations to this agreement that become necessary as the event unfolds should be agreed upon by all parties
- Samples of posters and any other promotional material using sponsor and HC's logo should be approved prior to print by sponsor and HC.
- Any unforeseen problems should be brought to the attention of the sponsor. They have a stake in the success of the event as well and may be able to assist with difficulties.

THANKING YOUR SPONSORS:

- Immediately following the event, a thank you letter signed by the event chairperson should be sent to the CEO of the sponsoring company. Be sure to include highlights of the event and let your sponsors know how their involvement benefited the event and HC.
- Thank you letters should also be sent to company employees that helped directly with the event

Donor Letter Template

Date
Contact Name
Title
Donor/Company Name
Address

Dear Donor (*Name/Organization*),

Hydrocephalus Canada (HC) is the voice of Canadians living with hydrocephalus and/or spina bifida. HC is empowering thousands of Canadians impacted by these neurological conditions experience the best life possible.

We are proud to help the national charity establish environments that protect, support and enhance the thousands of people living with, or at risk of developing, hydrocephalus and those born with spina bifida through NAME OF YOUR EVENT. The funds we are raising will help support awareness, education, support programs and advance research.

We will be holding the (*event name and type*) on (*date of event*). Proceeds will go to maintaining HC programs and services, which for many are a lifeline of support. (Insert your personal story here of why you want to support HC and why the event is important to you.)

Your (*pledge/donation/support/involvement*) would go a long way to making this fundraising event (*event name/type*) a success. Any contribution you make will be greatly appreciated. (*If you are looking for a specific type or amount of contribution please specify here.*)

If you have any questions, please don't hesitate to reach out to me.
Thank you very much for your interest and support!

(*sign your name here*)
Name
Phone number and/or email

Ideas for Recruiting Volunteers

- Register with your local volunteer association
- Contact clubs and organizations in your community, particularly those which are service oriented or those that attract people with the skills and interests you are looking for
- Pin up recruitment notices in grocery stores, community centres, bowling alleys etc.
- Use bulletin boards in public libraries, churches and home and school associations
- Professional associations such as accountants, bank managers and public relations people are all potential sources of volunteer help
- Use your local newspaper, and radio/television station as a possible recruitment source
- Approach high schools where students are required to complete 40 hours of community service
- Your best source for help is friends and family. Have your friends and family approach their acquaintances as well

How to Advertise Your Event

When planning a public event the more awareness you can create the better. An important part of running a successful event is making sure the right people know about it and how to get involved. Properly publicizing your event is the best way to reach people and raise awareness for your cause. Here are some ideas on how to get publicity for your event:

- Send a press release/PSA to local radios/ TV outlets
- Put posters up in busy areas, such as grocery stores and community centres
- Place flyers in the mailboxes of the surrounding area
- Put a story in your office, church or community newsletter
- Send invitations to community leaders
- Use the Internet to your advantage! Create a Facebook group or blog, design a web page for your event or send out a mass email

News Release Template

NEWS RELEASE

Attention: Insert the editor you feel your story would most interest i.e. Lifestyle/Entertainment editor. If you are unsure which editor to target address the release to the assignment desk.

Date: the day you send the release to them

MEDIA CONTACT:

Insert your name and contact info. here

ATTENTION GETTING HEADLINE

You Can Also Include a Sub-heading in Italics here

PLACELINE (*City, Prov*): The first paragraph of your story should include the most important information, such as the name of the event, where and when it is being held, and how the proceeds will be helping. Keep this paragraph short and to the point.

The second paragraph of a news release is often a quote. Look for a community leader or expert to quote about your event or charity in a positive and meaningful way. It's ok to write the quote yourself, but make sure the person you are 'quoting' approves it.

All following paragraphs should include any further information you think is important or interesting. Keep a news release under two pages and always remember to double space it.

What is Tax Deductible?

UNDERSTANDING REVENUE CANADA REGULATIONS:

In providing receipts for most donations of in-kind terms, we can receipt donors for the “fair market value”. That’s what the item would usually sell for. You may need to get outside estimates. At an auction, or for art, the receipt may be provided for the actual amount paid.

Please remember gifts of goods are tax deductible, but gifts of services are not. Raffle ticket purchases are not tax deductible either.

In the case of gala event tickets including dinner the tax deductible portion is the difference in the actual cost and “fair market value.” This means that if the fair market value of the dinner is \$25 and the event ticket costs \$35 the tax receipt amount would be \$10.

For all pledges/donations of \$10 or more, a tax receipt will be issued by HC. Donations can be made online at www.mybrainwaves.ca or call 1-800-387-1575 to make a donation. Donations by cheque or money order is made payable to Hydrocephalus Canada and can be mailed to the office address below. If you receive cash donations, please collect all monies and write a personal cheque, obtain a money order, or donate the amount online by credit card for the total and send it to us. Be sure to collect name and contact information for all donors requiring a receipt. You may use our pledge form or develop your own method for obtaining this information.

Send the information to:

Hydrocephalus Canada
16 Four Seasons Place, Suite 111
Toronto, Ontario, M9B 6E5

We will issue receipts within 60 days of receiving the payment and information. In the case of an event with many participants, this process will take longer.

How We Can Support Your Event

Hydrocephalus Canada CAN:

- Offer you an online fundraising page for your event.
- Offer you advice on how to organize your event. We are happy to help guide your fundraising initiative by discussing your ideas with you. Feel free to direct any questions about the Third Party Event process to us.
- Help you promote your event by posting on our social media platforms (Twitter and Facebook).
- Send a Hydrocephalus Canada representative to attend your event, if available/possible.
- Provide you with Hydrocephalus Canada marketing materials such as brochures and posters. (Please give us notice of one month prior to the event to account for shipping time.)
- Issue tax receipts, subject to Canada Revenue Guidelines.
- Authorize the use of our name and logo at your fundraising event for Hydrocephalus Canada.
- Apply for gaming licenses (e.g. bingo, raffles, liquor, and insurance) for your event.

Hydrocephalus Canada CANNOT:

- Fund or reimburse any event expenses.
- Provide Hydrocephalus Canada donor or sponsor lists.
- Guarantee attendance of staff or volunteers at your event.
- Solicit individuals or companies to acquire donations or sponsorship for auctions or raffles. The event organizer is responsible for any canvassing.
- Provide tax receipts for cash or in-kind goods that were not directly received by the Hydrocephalus Canada (please see information on tax receipting)

Third Party Fundraising Guidelines

To help your event run smoothly, we have created guidelines for fundraising held on behalf of Hydrocephalus Canada. We ask that you read these guidelines carefully before proceeding with your plan.

The following types of fundraisers (in a third party context) are NOT permitted:

- Programs that raise money on commission.
- Events that do not comply with the Hydrocephalus Canada mission and/or activities.
- Events that involve the promotion or support of a political party or candidate, or those which appear to endorse a political activity.
- Direct solicitation (including but not limited to door-to-door canvassing, telemarketing or internet).

What Hydrocephalus Canada requests of third party fundraisers:

- Please register new initiatives or update us on continuing events or promotions. It is important that our office is aware of all initiatives that are held in support of our programs.
- It is the organizer's responsibility to communicate to sponsors, participants and the general public that Hydrocephalus Canada is not conducting the event or promotion, but is the beneficiary.

Event Guidelines:

- All publicity (including media releases, print/promotional materials, etc.) for the proposed event or promotion must be approved by Hydrocephalus Canada prior to being printed, released, etc.
- The Hydrocephalus Canada name and logo may not be used by a third party on an ongoing basis (e.g. on a website or on promotional material), unless permission in writing has been granted to the third party by Hydrocephalus Canada.
- Mention of Hydrocephalus Canada in connection with the promotion and funds raised must be approved by Hydrocephalus Canada. Generally, the approved wording is "Proceeds from this initiative/event will be donated to Hydrocephalus Canada."
- The public should be informed how Hydrocephalus Canada will benefit from the event or promotion. If Hydrocephalus Canada will not receive all the proceeds, then the exact percentage that benefits Hydrocephalus Canada must be stated clearly on all related materials.
- Hydrocephalus Canada must be notified if other organizations will benefit from the event or promotion.
- All funds and tax receipt information (if approved to issue receipts) i.e. contact information for receipting, must be received by Hydrocephalus Canada no later than 60 days after closing the event or promotion.
- It is recommended that the third party organizer make themselves familiar with the receipting policies of the Canada Revenue Agency (CRA):

<http://www.cra-arc.gc.ca/chrts-gvng/chrts/prtng/rcpts/fndrsng-eng.html>

- If the event or promotion is cancelled, Hydrocephalus Canada must be given at least 24 hours' notice. Please try to return to us all unused Hydrocephalus Canada materials.
- Hydrocephalus Canada shall have the right at any time and for any reason to request that the Third Party Organizer cease use of the name of Hydrocephalus Canada in connection with the event or promotion and the Third Party Organizer must comply with such request.
- Hydrocephalus Canada will not assume any legal or financial liability at an event or in conjunction with a promotion.
- Hydrocephalus Canada is not responsible for any damage, accidents to persons or property at an event.

How to Get Started

- People give to people. Personalize your event by highlighting those your event will help.
- Events are good, not only for raising funds, but also for raising awareness. Get the word of what you're doing out there to enjoy a more successful event.
- Building on a past event, or basing your idea on past experience, is a good idea. What worked before will usually work again
- Establish a goal. How much do you hope to raise? Who do you want to reach? This will help give your event direction and coherence (**Sample Budget Sheet**).
- Communicate your passion. You care about this cause! Use your energy and enthusiasm to show others why they should care too.
- 80% of running an event is in the planning (Use the *Planning questions* and *Events checklist* to guide you in the right direction).
 - Give yourself ample time to implement your plan and make adjustments as necessary, especially if this is your first time organizing an event.
 - ALWAYS HAVE A BACKUP PLAN!!!!

Planning

Use the Planning checklists on the following pages and you will be well on your way to planning a successful event. For each statement, write out a detailed and specific response that includes all the things you can think of related to your event and the answer to the question.

Event Planning Checklist: **Before the Event**

- Choose an event to host.
 - *What is the goal of our event?*
- Select a date for your event that is appropriate for your estimated scale and venue requirements.
 - *When are we holding this event? Does the date and time make sense for our audience?*
- Select a location for your event that is appropriate for your estimated scale and venue requirements.
 - *Do we need special permits? Do we have access to a free venue?*
- Create a timeline / workback schedule to keep your event organized and on track.
 - *Are we serving any food or refreshments? What would we serve? Where could we get it donated from?*
 - *How will we go about raising money or pledges? Do we need sponsors?*
 - *Do we need any kind of special equipment or supplies? Can we get them loaned/donated?*
- Set your fundraising goal and determine a budget for your event (Sample Budget Sheet).
- Recruit volunteers, if needed.
 - *How many people will we need to run this event? Do we need anyone with special skills?*
- Find sponsors for your event to offset some of the costs you will incur.
- Advertise your event! Spread the word through social media, newspapers and media stations to increase attendance and support of your event.
- Organize to have all necessary materials available to you at your event at least one week in advance of the event day.
- Conduct an onsite run through the day before the event

Event Planning Checklist: **During the Event**

- Ensure that your volunteers have been clearly instructed on what their roles will be at your event.
- [Assign someone to handle donations and to ensure donation pledge forms (page 23) are completed correctly.
- Display and distribute Hydrocephalus Canada brochures for those attending the event
- Have FUN!

Event Planning Checklist: **After the Event**

- Thank everyone who was involved in the event's execution (participants, volunteers, sponsors and donors).
- Submit all raised funds and pledge forms to be submitted to Hydrocephalus Canada as soon as possible.
- Consider hosting the event annually. The first year is always the hardest but you can use what you learned to improve and grow!

Event Budget Sheet

Income			
<i>Item (e.g. donations, ticket sales, etc.)</i>	<i>Estimated Quantity</i>	<i>Estimated Income</i>	<i>Actual Income</i>
1.			
2.			
3.			
4.			
5.			
6.			
7.			
Total Income:			
Expenses			
<i>Item (e.g. donations, ticket sales, etc.)</i>	<i>Estimated Quantity</i>	<i>Estimated Income</i>	<i>Actual Income</i>
1.			
2.			
3.			
4.			
5.			
6.			
7.			
Total Expenses:			
Net Income <i>(Total Income – Total Expenses):</i>			

Community Fundraising Event General Policy

Approval and Compliance

Hydrocephalus Canada is proud to be the recipient of funds raised by individuals, organizations and businesses who engage in fundraising activities. Such events must promote and maintain the positive image of Hydrocephalus Canada and the use of the organization's name and/or logo must have prior approval.

HC staff shall determine if the event is appropriate. When in doubt, the proposed event will be submitted to the HC office for review. No person involved in a fundraising event on behalf of Hydrocephalus Canada directly solicit funds door-to-door or through telemarketing. Hydrocephalus Canada reserves the right not to accept any fundraising proposal that does not fall within its mandate.

Fundraising Proposal Form

Hydrocephalus Canada named as the recipient of proceeds must complete the attached Fundraising Application Form and Agreement. Please return completed forms to Hydrocephalus Canada's office.

Please fill out as much information as you can so we can help you promote your event.

Hydrocephalus Canada will not be responsible for the debts incurred by those using the Hydrocephalus Canada name for fundraising events. In addition, the organization does not obtain third party lottery licenses and tax receipts will not be issued for funds raised through any form of gaming.

Publicity and Material Approval

All publicity, communication materials, press releases and letters to sponsors and individuals must first be approved by Hydrocephalus Canada. Assistance with such materials is available from the organization's office. In signing this agreement, you agree to send samples of all materials using the Hydrocephalus Canada name to the organization's office for approval prior to distribution.

Alcohol Policy

Any third party event wishing to sell alcohol at their event must obtain all necessary permits as required by their local governing bodies. All laws and bylaws must be observed with regard to age of majority, server training, insurance, hours of service, etc. Under no circumstance is alcohol to be made available free of charge at any event.

Privacy

Hydrocephalus Canada respects your privacy. We protect your personal information and adhere to all legislative requirements with respect to privacy. We do not rent, sell, or trade our mailing lists. The information you provide will be used to complete your request, deliver services and to keep you informed about the activities of Hydrocephalus Canada, including programs, services, special events, funding needs, and opportunities to volunteer or to give. If at any time you wish to be removed from any of these lists, simply notify us by phone at 416.214.1056, or via e-mail at info@hydrocephalus.ca, and we will gladly accommodate your request.

Charitable Registration # 10799 9310 RR0001

Community Fundraising Event

Terms and Conditions

The individual, organization or business must understand and agree to be bound by the general policy set by the following terms and conditions, as indicated by their signature below. Once completed, please return to us by one of the methods noted on page 1 of this document.

1. All promotional items such as flyers, brochures, letters, and tickets that contain the Hydrocephalus Canada name and/or logo must be approved by Hydrocephalus Canada.
2. All publicity containing the Hydrocephalus Canada name and/or logo must be approved by Hydrocephalus Canada.
3. The individual, organization, or business coordinating and/or sponsoring the event may not contract any goods or services under the name of Hydrocephalus Canada.
4. If any licenses or permits are required for the event, it will be applied for and obtained in the name of the individual, organization or business that is coordinating and/or sponsoring the event.
5. The individual, organization or business coordinating and/or sponsoring the event will arrange for any necessary insurance in conjunction with Hydrocephalus Canada, and provide proof of insurance if requested.
6. The organizer will indemnify and save harmless Hydrocephalus Canada and its servants, agents, employees, officers and directors from and against all claims, suits, actions and proceedings arising out of any claim arising from the fundraising event.
7. It is agreed the organizer of the event will pay all expenses related to the event. Hydrocephalus Canada will not be responsible for any expenses incurred in carrying out the fundraising event unless previously agreed to in writing by Hydrocephalus Canada.
8. It is agreed that all remaining proceeds (after expenses outlined in Term #7) will be forwarded to Hydrocephalus Canada within 60 days of the event. Cheques/money orders are to be made payable to Hydrocephalus Canada.
9. No portion of any cost to a participant of a third party fundraising event will be assumed to be tax deductible without prior authorization from Hydrocephalus Canada.
10. I also give full permission for the use of my name and/or photo(s) from this event. Please refer to the organization's Photo Release Form. HC is committed to the privacy principles contained within the Canadian Standards Association Model Code for the Protection of Personal Information.

BRAINWAVES HYDROCEPHALUS CANADA |

PHOTO RELEASE FORM

I, (please print) _____
hereby, grant HYDROCEPHALUS CANADA the right to publish and otherwise use photographic reproductions or likeness of me for use on promotional material.

Signature _____
(of person in the picture or parent/guardian if model is under 18 years of age)

Date _____

Address _____

Phone number _____ **E-mail** _____

Note: a separate release form is required for each person appearing in the photograph. A parent or guardian is required to sign the form for anyone under the age of 18.

Please return to:

Steve Kean

Programs & Services Coordinator

HYDROCEPHALUS CANADA

16 Four Seasons Place, Suite 111

Toronto, Ontario

M9B 6E5

Telephone: 800-387-1575 or 416-214-1056 ext. 226, fax: 416-214-1446, e-mail: skean@hydrocephalus.ca



Community Fundraising Event Application Form and Agreement

**This form must be completed in full before the acceptance of this event
by Hydrocephalus Canada.**

Fundraising Event Coordinator Information:

Name: _____

Email Address: _____ Phone: _____

Street Address: _____

City: _____ Prov: _____ Postal Code: _____

The following information helps us best serve the Hydrocephalus Canada community:

I have been affected by Hydrocephalus OR spina bifida as a:
Patient/ Family Member/Friend/ Health Care Professional Other (specify if
possible) _____

Age Range: 19 and younger 20-39 40-59 60+

How did you hear about Hydrocephalus Canada?

Advertising Poster Referral from Doctor/HCP/Treatment Centre (specify if possible) _____
Friend or Family Member Online Other (specify if possible) _____

Fundraising Event Details: (This information will be used to help promote your event on <http://mybrainwaves.ca/> and the organization's social media tools)

Event Name: _____

In Memory () or Honour () of: _____

Feel free to email us a photo of this person to include on our Community Events Calendar

Proposed Date of Event: _____

Timing of Event: (Example, Registration time, Doors Open, Tee off Time, etc)

Location (Name of venue/park/ building name and address):

If annual event, number of years held: _____



Description of Event: (Activities, music, guest speakers, auctions, raffles, food, etc; Cost of tickets, where to buy tickets and get more information)

Fundraising Event Goals:

Fundraising goal: \$ _____

Percentage of proceeds to be donated to Hydrocephalus Canada: _____

Attendance goal: _____

Will alcohol be served at this event? _____ Yes _____ No

How will you promote/publicize this event? _____

Do you require any of the following resources from Hydrocephalus Canada? Please indicate quantity where applicable:

Logo _____

Banner / signage _____

Awareness Display _____

Event Calendar Listing on www.hydrocephalus.ca _____

Web page for ticket sales / collection of pledges etc _____

Other items such as Hydrocephalus Canada Handbooks and branded items for sale may be available – *please contact Hydrocephalus Canada Foundation of Canada for details and information*

Would you like a Hydrocephalus Canada representative at the event? _____ Yes _____ No

If yes, please indicate your expectations of time and activity for the representative:

Speaking on behalf Hydrocephalus Canada: _____ Time: _____

Cheque acceptance _____ Time: _____

Other (please describe): _____ Time: _____

Please note: While we are not able to attend every event to which we are invited, we do our very best to accommodate your request.



COMMUNITY FUNDRAISING EVENT AGREEMENT

I have read and agree to the general policy and above terms and conditions in order to conduct an event on behalf of and in support of Hydrocephalus Canada.

Dated this _____ day of _____, 20 _____

Signature: _____

Name (please print): _____