

What is a third party event?

MitoCanada relies on the generous support of individuals and our community to help raise awareness and funds, and we are extremely grateful to those who wish to organize third party events. A third party event is any fundraising activity by a non-affiliated group or individual where MitoCanada has no legal responsibilities and little or no staff involvement.

No idea is too big or too small when coming up with a fundraising event - consider the time, goals and promotion you will need. It could be an “a-thon” (i.e. walk, run, read, scrap, ski, dance, skip or clean, etc.), a sale (i.e. garage, BBQ, bake, craft or car wash), a tournament (any kind of sport), 50/50 raffle, auction, staff dress-down day, a dinner/dance or even a concert.

How will MitoCanada support you?

It is important to us that all events associated with MitoCanada are consistent with our vision and mission.

MitoCanada provides support and awareness to Canadians affected by Mitochondrial Disease while also supporting the advance of research in the field of Mitochondrial Disease.

Please call or email our **Fundraising Committee Chair** (fund.chair@mitocanada.org) to book an appointment and tell us about your event.

INFORMATION ABOUT MITOCANADA FOR YOUR EVENT

If you wish to have our brochures or banner at your event, please let us know so that we can arrange a time for you to pick them up. We need at least 4 week’s notice to ensure we have enough supplies for you and to enable adequate time for delivery / shipping.

LIABILITY & RESPONSIBILITY

MitoCanada will not incur any costs or liabilities associated with a third party event. If acquiring licenses and/or insurance for the event, it is the responsibility of the third party to apply, pay for and obtain necessary documents.

REPRESENTATION

If you wish to have a representative from MitCanada at your event, please make arrangements with our **Fundraising Committee Chair** (fund.chair@mitocanada.org). We are grateful for your support and we would like to say thank you; however, in order to ensure that someone can attend, we require at least 4 weeks notice. We will also need to know the details of our attendance and your expectations of us.

NAME & LOGO USE

We are happy to support third party event holders by authorizing the use of our name and logo. MitoCanada’s name should only be used to announce that we are the recipients of the proceeds from the event. Please let us know if you would like a digital copy of our logo and we will email it to you. We ask for a copy of all literature and promotional materials that will bear our name and logo prior to distribution.

SPONSORSHIP

MitoCanada cannot solicit sponsorships for Third Party Events. It is the responsibility of the Event Organizer to request support from individuals and businesses. As sponsorships may affect MitoCanada's general fundraising campaign, MitoCanada requires that the Event Organizer seek approval from MitoCanada's **Fundraising Committee Chair** (fund.chair@mitocanada.org) prior to any solicitation of sponsorships. This will ensure that a wider variety of businesses are asked for donations rather than always utilizing the same sources.

Tax receipts are not issued to event sponsors if there is advertising or promotion associated with the sponsorship. Event organizers are responsible for seeking corporate sponsor support, with sponsor agreements and payments directed to the event.

CHARITABLE TAX RECEIPTS AND DONATIONS

The Canada Revenue Agency has many regulations governing the distribution of charitable tax receipts. This includes the donations of money, in-kind items and services. Issuing an inappropriate charitable tax receipt can put our charitable tax status at risk, so please do not promise any kind of receipt to anyone.

Within 30 days of the event, MitoCanada asks that you send in the net proceeds and provide all donor information as agreed between both parties prior to the event to the **Treasurer** (treasurer@mitocanada.org).

MitoCanada reserves the right to audit the financial records pertaining to your event, should you request income tax receipts. Should they be requested, tax receipts can be issued for event attendees' cash contributions over \$20.00 (this is for cash donations only, no product sales, ticket purchases, raffle/auction draws, etc.) if full names and addresses are provided for each donated amount. If you anticipate donations at the event, questions regarding tax receipts can be directed to our Treasurer at treasurer@mitocanada.org.

Tax receipts requested for gifts in kind will be handled on a case-by-case basis prior to the event by our Treasurer and/or Executive Committee.

PUBLICITY

Getting the word out about your event is important! There are various methods you can use for free publicity:

- social networking: Facebook, Twitter, etc.
- MitoCanada website (email web.committee@mitocanada.org)
- Other websites
- Print media: newspapers, magazines, etc.
- Radio
- Television

Please contact our **PR / Communications Committee Chair** (pr.chair@mitocanada.org) regarding your strategy for promoting your event or if you have questions.

Agreement Form

We ask that you complete this application form and submit it to MitoCanada's **Fundraising Committee Chair** (fund.chair@mitocanada.org) for approval a minimum of 8 weeks prior to your proposed fundraiser. **Your application must be approved by MitoCanada PRIOR to publicizing or holding an activity on our behalf.**

Contact Information

Name of organizer(s): _____

Organization: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Daytime Phone: _____ Email: _____ Fax: _____

Fundraising Activity Information

Activity Name: _____

Description: _____

Date & Time: _____ Location: _____

Anticipated Attendance: _____

How will you raise funds through your activity (ticket sales, donations, auction, etc.)?

How will you promote your activity?

Does your organization plan to use MitoCanada's name in your printed material and in your publicity?

YES

NO

Financial Information

A. What is your **fundraising goal (revenue)**? A \$

B. What are your total expected **expenses**? B \$

C. What are your anticipated **net proceeds**? (A - B = C) C \$

D. Will 100% of the net funds be **donated**? Yes No (If no, why?)

E. What monetary value of these funds will be **donated?** \$

MitoCanada is pleased to support your fundraising initiative. Please indicate with a checkmark if you require any of the following:

- | | |
|---|--|
| <input type="checkbox"/> Banner (subject to availability) | <input type="checkbox"/> Fact Sheet Handout |
| <input type="checkbox"/> PDF of MitoCanada Poster | <input type="checkbox"/> PowerPoint or Video Presentations |
| <input type="checkbox"/> Brochures | <input type="checkbox"/> A Representative from MitoCanada |
| <input type="checkbox"/> Other, please specify: | |

Agreement Signatures

All materials featuring the name and/or logo of MitoCanada must be approved by MitoCanada PRIOR to publication.

By publicly naming MitoCanada as the beneficiary of my event, I agree to donate the monetary net proceeds raised as indicated above **within 30 days following the event**. MitoCanada reserves the right to cancel this agreement at any time should the activities of _____ undermine MitoCanada's work and/or reputation. I agree and understand the terms of this agreement.

Signature of Applicant NAME: _____ **DATE:** _____

MitoCanada Approval NAME: _____ **DATE:** _____

Submission

Your completed application can be submitted to:

Fundraising Committee Chair (fund.chair@mitocanada.org)

Thank you!

We recognize how much time and energy it takes to create a successful fundraising event. Thanks to your efforts, MitoCanada is raising awareness about mitochondrial disease, supporting those affected and raising funds for research. Your support helps to fund research, support initiatives, and educate the medical community and general public.