



Third Party Event Fundraising

Process

Thank you for your interest in supporting SOWINS by organizing a third party event. “Third party fundraising involves independent projects undertaken by an individual, affiliated group or organization, for the purpose of raising funds for, or on behalf of, a chosen charity.” There are countless ways to raise funds - fashion shows, golf tournaments, barbecues, auctions, wellness activities, etc. SOWINS PR/Fundraising Coordinator would be pleased to explore ideas with you. The funds generated from your Third Party Event will help support SOWINS’ programs and services for abused women and their children.

Submission – the Third Party event organizers must submit a signed copy of the Third Party Event Application & Agreement form (Appendix I). Prior to signing please review the Event Guidelines (Appendix II) and the support SOWINS can provide for your event (Appendix III). Forward the completed form (Appendix I) to: Attention: Samarpan Faasse, Fundraising/Public Relations Coordinator: SOWINS, 218-246 Martin Street, Penticton V2A 5K3

Review – SOWINS will review the Application & Agreement form using the following criteria:

- Has the Third Party provided sufficient information in the proposal?
- Does the fundraising initiative fit within SOWINS’ mission and strategic direction?
- Does the initiative contravene any SOWINS or CRA policy?

Approval – Upon review of your application, a Letter of Agreement will be provided (within two weeks of receiving the application). The Letter of Agreement may be shown to your potential event donors, sponsors, and volunteers.

Event Completion – the Third Party must submit the funds raised within 30 days of your event. SOWINS will strive to provide thank you to Third Party event organizers and post thank you on SOWINS’ Social Media and website within 72 hours of the event taking place. SOWINS will submit a thank you announcement and photograph upon receipt of funds to local media (publication at their discretion, SOWINS can not promise they will publish).

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Third Party Event Application & Agreement Form

(Appendix I)

Application & Agreement

Contact Information:

Today's Date: _____

Name of Organization or Individual: _____

Contact Person: _____

Address: _____

Telephone: _____ Cell Phone: _____

Email: _____ Fax: _____

Website (if applicable) _____

Event Information:

Date of Activity/Event: _____

Activity/Event Name: _____

Location of Activity/Event: _____

Type of Activity/Event: _____

Description of Activity/Event: _____

Anticipated \$ Donation to SOWINS _____ (net \$ revenue or % \$ raised)

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Third Party Event Agreement Form

Agreement

(Appendix I)

I have read and agree to abide by the Third Party Event Guidelines. I agree that SOWINS has no financial or legal responsibilities for this event.

Third Party Activity/Event: _____

Name of Organizer: _____

Signature: _____ Date: _____

For office use only:

Date received: _____ Received by: _____

Approved _____ Not approved _____

SOWINS signature: _____ Date: _____

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Third Party Event Guidelines

(Appendix II)

Guidelines

1. Third Party event parameters will be reviewed for type of activity, profit potential and SOWINS involvement.
2. Third Party event will generate a positive image for the event and SOWINS.
3. SOWINS must authorize use of its name and/or logo in promotional materials before its use. This includes, but is not limited to, brochures, fliers and advertisements. Third Party event's name may identify the relationship with SOWINS, but not incorporate SOWINS name. i.e. "Memorial Golf Tournament" in support of SOWINS, not "SOWINS' Golf Tournament".
4. All costs associated with the event are the responsibility of the Third Party event organizers.
5. The Third Party event organizers will obtain all necessary permits, licenses, and other approvals required prior to their event. All requirements involving licenses and fees must conform to government regulations.
6. The Third Party event organizers will ensure Liability Insurance and Waivers are in place. SOWINS is in no way responsible for any injury or damage to persons or property associated with the event.
7. All funds, records and requests for charitable donation receipts must be submitted to the SOWINS within 30 days of the event.
8. Where Third Party event organizers designate proceeds to a specific project or fund, SOWINS will ensure that the funds are dispersed as per the organizer's direction.

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What SOWINS Can Do To Support Your Event

(Appendix III)

Support

Attention to detail is essential for the success of your event. While we do not have the personnel to assist with the organizational & administrative tasks associated with Third-party events, we are happy to provide guidance for your event.

How can SOWINS support your event? Please check all that apply.

- Provide SOWINS logo (electronic copy) for your promotional materials.
 Yes No If yes, please indicate the preferred file format: _____
- Provide SOWINS promotional materials (i.e. pamphlets, brochures)
 Yes No Quantity _____
- Provide SOWINS Newsletter (most recent edition):
 Yes No Quantity _____ or _____ Electronic to circulate to your contact list.
- Provide SOWINS Banner for display Yes No
- Provide SOWINS Speaker at your event Yes No Time allotted: _____
- Provide SOWINS Representative (s) at your event Yes No
- Would you like your event to be advertised on SOWINS's website? Yes No
 Social Media? Yes No
 If yes, please provide poster or short description of the event along with any important information such as location, date, time, contact name

- Provide tax receipts for donors to be generated by SOWINS? Yes _____ No _____

If yes, please explain: _____

Any additional requirements from SOWINS for your event?

(Please note: we will do our best to support your event, but ask for your understanding that our resources are limited and we may not be able to meet all of your requests):

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Feedback Form

Thank you for hosting a Third Party event on behalf of SOWINS. We want to ensure that this initiative was a positive experience for the organizers. We will also use your feedback to assist others with future Third-party event planning.

Third Party Event Name and Date: _____

Comments you would like to share:

Are you planning to host another event for SOWINS in the future?

- Yes
 No
 Maybe

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