

Third Party Event Application

Look Good Feel Better® (LGFB) mission statement:

To provide resources, tools and education that support a woman's social and emotional needs at every step of her cancer journey. Our vision is to ensure that no woman has to face cancer alone.



Thank you for your interest in supporting Look Good Feel Better (LGFB) and your desire to support women with cancer.

We are very fortunate to receive the many proposals that we do from across the country from individuals and organizations that would like to stage their own fundraising and awareness building events in support of our Mission. It is committed volunteers, such as you, who run these Third Party Events' independently and without involvement from national office.

The path to launching a Third Party Event typically begins with the Organizer completing an **Event Application Form**, which also includes the necessary **Third Party Event Terms and Conditions**, and reading our **Tax Receipt Policies and Procedures**. The Application is then submitted to LGFB for review. Each Application is carefully reviewed (within 2 weeks of submission) and evaluated by us to determine feasibility and suitability with Look Good Feel Better's overall goals and objectives. Ultimately it is our wish to partner with individuals and organizations in good standing whose goals closely match ours to raise awareness and funds for Look Good Feel Better.

We appreciate your interest in fundraising for Look Good Feel Better and we look forward to working with you!

Third Party Event Application Form:

NOTE: For consideration, all Event Proposals must be submitted at least 2 months from the event date

Date of Application: _____

Organizer/Company Name: _____

Organizer/Company Contact: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____

Describe your relationship to Look Good Feel Better: _____

Event Date and Time: _____

Please describe this special event and it's fundraising activity:

(This information allows us to track our relationship with you as an active fundraiser. Additionally, it alerts our Accounting Department that a cheque will be received in a given period of time, ensuring that the money you worked so hard to raise is received and accounted for properly)

Is a timeline, action plan and/or itinerary available for this event?

Yes If yes, please include with your application No

Event Location: _____

Maximum Event Capacity: _____

Estimated Event Attendance: _____

The event is: Open to the public By invitation only
If by invitation only, please indicated the number of invitations distributed _____

Is there a cost to attend the event? Yes If yes, please note cost _____
 No

Funds for this fundraiser will be generated by:

Ticket Sales/Entry Fee Raffle
 Silent Auction Donations
 Vendor Sales

What % or amount of the funds raised will LGFB receive? _____

Will any other charities receive proceeds from the event? Yes No
If yes, who _____

Is there a sponsoring organization? Yes No
If yes, who _____

Will alcohol be served at the event? Yes No
If yes, please provide details _____

Has this event taken place before? Yes No
If yes, when _____

What was the net donation to the charitable organization? _____

Marketing and Promotions:

LGFB can play a complimentary role in planning your event, but typically the third party primarily plans third party events. If your event is open to the public we would be happy to list your event on our website. Unfortunately, due to our limited resources, we cannot often support these events as much as we'd like to. To help us determine your LGFB needs, please supply us with the following information:

Will you require a LGFB representative to attend the event (for a cheque presentation, speaking engagement, photo opportunity etc.)? If so, please describe the role the individual will play and the length of time they will be needed. Also include any special dress requirements:

How will the event be publicized (invitations, press releases, advertisements, PSA's, promotional flyer etc.)? Where will LGFB branding (logo) appear? Please attach any samples to your application:

Will the media attend/cover the event? If so, please identify the media you anticipate will attend:

Will you require any LGFB print material (magazine, brochures, displays)?

Third Party Event Terms and Conditions:

To safeguard and preserve the integrity of Look Good Feel Better (LGFB) and our commitment to donors, all Organizers must adhere to the following terms and conditions. Please review the following guidelines carefully, initial each point and sign the completed form. Your signature means that you have read the guidelines and your proposal complies with each point.

_____The terms of this agreement shall be from the date that LGFB approves the Organizer’s proposal until the end of the event date. LGFB has the right to terminate this agreement at any time if it determines that the event is likely to be injurious to the image of LGFB, or if the Terms and Conditions of this agreement are not followed.

_____The Organizer understands and agrees that the LGFB logo (a) may not be altered in any way, nor may it be sublicensed to any other person (b) may not be used in connection with any telemarketing or door-to-door solicitations, and/or (c) may not be used in conjunction with terminology that is contrary to the mission of LGFB. The Organizer agrees to abide by the *LGFB Brand Toolkit* guidelines in the development of any collateral bearing the LGFB logo.

_____The Organizer will submit to LGFB for approval all promotional materials for the event including, but not limited to, advertising, invitations, letters, brochures, flyers and press releases prior to production or distribution. All event materials should state that “Proceeds / A portion of the proceeds – benefit(s) LGFB.

_____I have read and understand the tax receipting guidelines as stated in the *Tax Receipt Policies and Procedures* document included at the back of this application.

_____A tax receipt can be issued by LGFB to the direct donor only for monetary donations received either via cash or cheque. Tax receipts cannot be issued for services donated.

_____The Organizer will: (a) comply with all applicable laws while planning, promoting and conducting the event (b) obtain all necessary insurance and permits to be in force through the conclusion of the event (c) indemnify and hold LGFB harmless from any and all claims of any kind or nature whatsoever arising out of, or in any way related to, the event.

_____The Organizer understands that LGFB is not financially liable for the promotion and or staging of a Third Party Event

_____The Organizer understands that LGFB cannot partner with any promotion for health-related products.

_____The Organizer understands that the promotion will not be based on acquiring, using the names of, or soliciting LGFB donors or employees. LGFB does not promote outside products or services to raise funds.

_____LGFB will not endorse or recommend products or services.

_____The Organizer agrees to submit to LGFB any proceeds from the event within 60 days of the event date.

NOTE:

This agreement will not become effective unless and until it is approved by LGFB, as evidenced by the signature of an authorized LGFB representative below. By signing, the Organizer agrees to the Terms and Conditions above.

The above guidelines have been read and agreed to by: The Third Party Event has been approved by:

Name of Organizer

Name of LGFB Staff

Signature of Organizer

Signature of LGFB Staff

Date:

Date:

Email:

Telephone:

Once you have completed the form, please fax to 905.890.2607

**Many thanks for your interest in supporting Look Good Feel Better.
We will be in touch with you within 2 weeks of receiving your application!**

Third Party Tax Receipt Policies & Procedures



We receive more questions about receipts than about almost any other matter. In order to ensure our status as a charitable organization with the Canadian Revenue Agency, it is imperative that we all handle matters around receipting in an appropriate, timely, efficient and legal manner.

It is very important that you understand the rules about tax receipts BEFORE you plan your event.

The requirements for receipting are extensive and time consuming. You may decide, in the end, that if only a small tax receipt can be issued, it may be better not to offer them at all.

It is **your responsibility** to communicate decisions surrounding tax receipting to the participants of the event, so please be sure you are clear about what you can and cannot offer.

In general, if an individual or corporation is receiving any benefit for their donation or contribution, then a tax receipt is not usually issued. Benefits could include: dinner, alcohol, chance to bid on auction items, entertainment, parking, etc.

It is very important to first ask yourself:

Is receiving a tax receipt important to the people participating in my event?

If the answer is NO, you will be saving yourself and Look Good Feel Better many hours of work by deciding not to offer them. Look Good Feel Better would be pleased to provide a thank you letter confirming any gift rather than issuing a tax receipt.

If the answer is YES, then be sure to review the following information about tax receipts.

General Tax Receipt Information:

1. Look Good Feel Better will not issue receipts for in-kind donations for third party fundraising initiatives.
2. Look Good Feel Better can provide tax receipts only if you have submitted an Event Proposal Form and been given approval from Look Good Feel Better to run the event in support of Look Good Feel Better. All other tax receipting rules must apply.
3. Look Good Feel Better can issue tax receipts of \$25 or more only to individuals or organizations that make a cash donation without receiving any advantage such as a product or tangible item in return. Purchases of raffle tickets, event admission tickets, green fees, live and silent auction items are **NOT** eligible for tax receipts.
4. As per Revenue Canada guidelines, **Look Good Feel Better is able to provide gift in kind letters for the donations of goods** from businesses or individuals. These letters can be used as business promotion expenses. Gift-In-Kind receipts will only be issued to individuals for material goods, if the goods are new and a receipt or invoice from the purchase accompanies the request for a receipt. Gifts of artwork, wine, collectibles, or items of a unique nature must be accompanied by a recent

independent appraisal, regardless of value. Gifts of art donated by artists and art dealers are seen as disposition from their inventory.

5. We strongly encourage all event organizers to **remit the proceeds from their event within 90 days** of the event taking place in order to ensure proper stewardship of donors. Additionally, under Canada Revenue Agency Canada guidelines, in order for cash gifts to be eligible for income tax receipting in any given calendar year; **Look Good Feel Better must have received the cash gift by the last business day of December; or a donation must be postmarked prior to December 31st.**
6. **Look Good Feel Better is not responsible for expenses.** Under no circumstances is Look Good Feel Better able to offer funding or reimbursement for event expenses.
7. Tax receipts cannot be issued for the costs of a donated service. This includes but is not limited to special services that necessitate hiring someone/thing for an event (e.g. tent set-up, website creation or entertainment). We can however issue a gift in kind letter to acknowledge the donation.
8. Donation of a gift certificate is not eligible for a tax receipt if the donor is the issuer of the gift certificate.
9. Sponsorships are not eligible to a tax receipt if the sponsor receives any advertising, marketing or promotional value, as these would be considered a business expense. Sponsors can receive a letter of acknowledgment for the value of their sponsorship, which can be used to book the business expense.
10. Look Good Feel Better will not sign any application of gaming and lottery licenses. Gaming and lotteries including bingos, gambling, raffles or games of chance often have special considerations that require permits and legal reporting that Look Good Feel Better will not be responsible for. Legally all raffles must be registered with your local municipality. There is a processing time of approximately 8-10 weeks to receive a raffle license and your prize cannot change afterwards. We recommend that instead, you hold a **Promotional Draw**. You can run a draw without acquiring a license, but you must offer the tickets for free, asking instead for a donation for the ticket.