



Fundraising Event Guidelines and Application

- *Thank you for your interest in hosting an event to benefit Hospice Renfrew.*
- *We are truly grateful for your support and ask that you follow these guidelines as you plan your event.*
- *Our goal is to ensure the best possible outcome for your event.*

GUIDELINES

- Until the event has been approved, no public announcements can be made, and the event may not be promoted in any way.
- Applications must be submitted at least **6-8 weeks** in advance of the proposed event date.
- Applicants must reapply annually for approval.
- Events must fit the mission and values of Hospice Renfrew.
- All event materials that include the Hospice Renfrew name and/or logo must be reviewed and approved in advance by Hospice Renfrew. This includes, but is not limited to, advertising, press releases, posters, flyers, and t-shirts.
- Hospice Renfrew is the beneficiary—**not** the sponsor or host—of any benefit events. Publicity should list the name of the event followed by “...benefiting Hospice Renfrew.”
- The public must be informed how Hospice Renfrew will benefit from the event. If the Hospice will not receive 100 percent of the proceeds, an exact percentage or amount must be stated on all related publicity.
- Hospice Renfrew must receive a minimum **20%** of the proceeds from events benefiting our charity. This can be reviewed on an individual basis.
- If another organization will benefit from the event, Hospice Renfrew must be notified when applying to host an event.
- Solicitation of businesses involving the direct or implied use of the Hospice Renfrew name and/or logo must be approved in advance by Hospice Renfrew. Many businesses already support the Hospice and may not wish to make additional donations.



- If event expenses are greater than the money raised by the event, the event organizer is responsible for those expenses.
- Proceeds must be received by Hospice Renfrew within **30 days** of the fundraising event or campaign.
- The event organizer must obtain any necessary permits, licenses, and insurance.
- Hospice Renfrew shall not assume any type of liability for your event.
- Should Hospice Renfrew decline the application or choose not to be affiliated with the third-party event in question, reference to Hospice Renfrew in any form (i.e., use of name or logos, etc.) will not be permitted. Failure to adhere to this stipulation will be cited as fraud.

How Hospice Renfrew CAN support your event:

- Provide a letter of authorization to be used to validate the authenticity of the event.
- Provide and approve use of logos.
- Promote the event on the Hospice Renfrew website, Facebook and Twitter.
- Provide a tax receipt to donors who make contributions payable to Hospice Renfrew.

How Hospice Renfrew CANNOT support your event:

- Provide on-site staff or volunteer support at your event. *Exceptions MAY be granted on a case by-case basis (e.g., staff may attend events planning to raise \$20,000+).*
- Extend our tax exemption to you.
- Provide assistance with promotional material development or printing
- Provide giveaways or prizes for silent auctions.
- Provide funding or reimbursement for event expenses.
- Solicit sponsorship revenue for the event.
- Provide hospice and/or donor mailing lists.
- Provide insurance coverage.

If you have any questions or would like more information about organizing a fundraising please contact info@hospicerenfrew.ca or 613-433-3993.

PLEASE RETAIN PAGES 1 AND 2 FOR YOUR FILES AND RETURN COMPLETED APPLICATION TO HOSPICE RENFREW.



Fundraising Event Application Form

Sponsor Information

Contact Name

Title

Company Name/Organization

Address

City _____ Province _____ PC _____
Telephone _____ Fax _____ Email _____
Company Web site

Event Information

Name of Event

Date(s)/Time(s) of Event

Description of Event

Location of Event



Is this a first-time event? _____ If no, how many years has the event been held?

Are there any other beneficiaries? Yes _____ No _____

If yes, please name _____

Expected Date of Donation _____

I agree that until written permission has been granted, contributions may **not** be solicited in the name of Hospice Renfrew and the Hospice Renfrew name/logo may not be used for any other purpose.

Once final approval has been granted, I agree to adhere to the guidelines provided by the Hospice Renfrew

I have read,fully understand and agree to Hospice Renfrew Fundraising Event Guidelines.

Signature/Name

Date

Please mail, email and/or fax completed application to:

**459 ALBERT STREET RENFREW ON K7V 1V8
Fax 613-432-3618 info@hospicerenfrew.ca**

Hospice Renfrew Representative

Date