

Mercy Ships Canada Third Party Fundraising Event Package



YOU CAN MAKE A DIFFERENCE

HOST AN EVENT TO HELP BRING HOPE AND HEALING TO PEOPLE IN GREAT NEED
OF FREE, LIFE TRANSFORMING SURGERIES

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Mercy Ships Canada - Third Party Fundraising Event Package

Thank you for choosing to support Mercy Ships Canada (registered Canada Revenue Agency Charity #89064-8249-RR0001) through your event. Mercy Ships Canada relies wholly on the generosity of the community and people like you to support our work. When you fundraise for Mercy Ships Canada, your efforts will ensure that hope and healing is more available to people in great need, through the work of our volunteer crew and the use of hospital ships.

Included in this Mercy Ships Canada fundraising event package are:

1. Third Party Fundraising Event Guidelines
2. Third Party Fundraising Event Application
3. Third Party Fundraising Event Agreement
4. Third Party Fundraising Event Summary & Survey
5. Third Party Event Cash Form
6. Third Party Event Cheque Form

We want you to have a successful event. Please read the guidelines below carefully prior to submitting your Third-Party Fundraising Event Application. Please note the Application must be completed and all fundraising event activities are in the name of Mercy Ships Canada or for the benefit of Mercy Ships Canada and must be endorsed by Mercy Ships Canada prior to organizing or hosting your event.

While you may already have an event or initiative planned, here are some other ideas you might consider: a bake sale, barbecue, bowling night, can/bottle drive, picnic, dress down day; employer matched donations, theme party or create a Giving Circle.

Should you have questions about holding an event, please contact us at Kornelia.eisfeld@mercyships.ca or phone (250) 940-7716 or (250) 381 2160, extension 109.

1. MERCY SHIPS CANADA THIRD PARTY FUNDRAISING EVENTS

A) What is a Third Party Fundraising Event?

Third party events are fundraisers that in whole or in part benefit Mercy Ships Canada, its mission, and its goals, and are organized and executed by an individual or organization external to the charity and little or no support is required from Mercy Ships Canada.

B) How Mercy Ships Canada May Help

- Provide information about Mercy Ships Canada (e.g., brochures, pop-up banners).
- Provide you with a Letter of Support for your event.
- Promote your event through Mercy Ships Canada's social media channels, based on availability and appropriateness.
- Issue official donation receipts in accordance with Canada Revenue Agency (CRA).

C) Application Process

- Organizers must complete and submit the Third-Party Fundraising Application to Mercy Ships Canada, preferably no less than four weeks prior to the date of the proposed fundraising activity. The application must be received before advertising is permitted.
- Applications are valid for one event only. Annual event organizers are required to submit a new application each year (per event).
- Mercy Ships Canada must be notified in advance if you plan to share proceeds with another charity or person.
- Mercy Ships Canada must be notified in advance of any event sponsors you have secured or will be approaching.
- Mercy Ships Canada reserves the right to refuse funds raised from a fundraising activity that is not in accordance with Mercy Ships Canada's mission, goals, or which is contrary to the image and/or brand of Mercy Ships Canada.

D) Getting Started Checklist

- ✓ Seek approval from Mercy Ships Canada to hold the Third-Party Event. Once approved Mercy Ships Canada will provide you with the Cash and Cheque Forms.
- ✓ Manage your event logistics (e.g., choosing a venue, theme, ticket sales, invitations, promotion, collecting donations securely, protecting donor information).
- ✓ Acquire any licences, permits, and/or liability insurance required for your event.
- ✓ Request advance permission to use Mercy Ships Canada's name and/or logo for anything to do with your event.
- ✓ If you are going to publish pictures/videos online (Facebook, Twitter, Instagram), make sure you get advance permission from attendees beforehand.
- ✓ Collect donations from event participants. Fill out the Cash and Cheque Forms and submit them along with the donation receipts, and the cash and cheques collected through your event from event donors. Mercy Ships Canada will send official donation receipts as per Section G above.
- ✓ Please ensure you read the section in this document titled "Official Donation Receipts" as not all gifts may qualify.

E) Event Promotion and Use of the Mercy Ships Canada's Name and Logo

- Please request advance permission from Mercy Ships Canada prior to using our name and/or logo in conjunction with your event. Mercy Ships Canada requests that all promotional materials be submitted to Kornelia.eisfeld@mercyships.ca for approval prior to distribution. High-resolution files of the Mercy Ships Canada logo will be provided upon request. Please allow five business days for prior approval of all promotional materials.
- Please note that the Mercy Ships Canada logo cannot be used for purposes other than those described in the Third-Party Fundraising Event Application.
- All promotional materials must clearly state that the activity or event is "In Support of" or "Proceeds to" followed by the Mercy Ships Canada logo. Materials must NOT state that Mercy Ships Canada is a sponsor or co-sponsor of an activity or event unless otherwise approved by Mercy Ships Canada in writing.

F) Proceeds from the Event

Mercy Ships Canada receives annually requests from various types of organizations, registered charities, Churches, and individuals who wish to hold an event to support our mission to help those adults and children who need free surgeries, or other medical procedures. Below is some guidelines on how to transfer the funds from your third party event to Mercy Ships Canada:

- If you want to collect credit card donations through your event, after the Third Party Fundraising Application is received and endorsed by Mercy Ships Canada, you can direct your participants to www.mercyships.ca and the donate link, and they can make a donation by credit card directly to Mercy Ships Canada. An alternative is that we can provide to you a link to an on-line crowd fundraising platform called “AKA raisin” that Mercy Ships Canada subscribes to.
- If the event includes the collection of cash, please ensure that you have two people accepting the cash, issue a receipt and keep a copy for Mercy Ships Canada, fill out the Cash Form and send it along with the proceeds of the Event. Please ensure you include the donor’s name, address, email address (if agreed to by the participant), and the amount of cash donated by each individual. If possible, deposit the cash to a trusted bank account, and forward a cheque, along with the Cash Form to Mercy Ships Canada, 5-3318 Oak Street, Victoria, BC, V8X 1R1 Canada. Sending cash through the mail is not recommended, but if this is the only way to transfer the proceeds of the event, it is recommended that the money be double enveloped, and sent by registered mail along with the Cash Form. Mercy Ships Canada will issue official donation receipts for gifts over and including \$10.00.
- If you are a CRA registered Charity, Church, or Foundation, we would suggest that you gather the proceeds from the event directly and issue the official donation receipt to the donors. You then send a cheque directly to Mercy Ships Canada as a qualified donee (registered Canada Revenue Agency Charity #89064-8249-RR0001). Please note to not put any information in the memo line of the cheque but include in your covering letter that the proceeds were from your event.
- If you are a corporation or an individual you can send the proceeds of the event by way of a cheque along with the participant information by filling out the Cash Form or the Cheque Form containing the names, addresses, emails, (if agreed upon by the participants). Mercy Ships Mercy Ships Canada will issue official donation receipts for gifts over and including \$10.00. Please note not to put any information in the memo line of the cheque but include in your covering letter that the proceeds were from your event.

G) Official Donation Receipts

Mercy Ships Canada is delighted to accept qualifying donations of all amounts in support of our mission. According to Canada Revenue Agency (CRA), any gift can be charitably receipted for tax purposes if it is given without an expectation of anything in return. Please note that official donation receipts are issued to the person who gives the money. If you have any questions regarding official donation receipt issuance, please contact our office. Mercy Ships will issue an official donation receipt if:

- Your qualifying donation is \$10 or

- You do not want any public recognition for your gift (e.g. naming, logo placement).
- You've provided us with your (the donor's) full name and mailing address or email address.

How and when you **"will"** receive an official donation receipt:

- Online donations (via credit card): Your official donation receipt will be issued within 10 days in PDF format to the email address you provided when you made your gift.
- Cheques and cash: Your official donation receipt will be mailed to you within 10 days of the date Mercy Ships Canada has received it.

Examples where **"no"** official donation receipt will be issued:

- Time or labour costs.
- Purchasing a raffle ticket, or anywhere you might win a prize (draw, 50/50, etc.).
- A fee or ticket for entry or participating in an event (unless the fee is identified as qualifying for an official donation receipt).
- You (or your company) receive recognition, advertising, or logo placement in return for your investment (e.g., sponsorship).

H) Liability & Licences

- Raffles, lottery sales or any other type of sales (gaming) requires a special licence or permit. Please make sure you take the necessary steps to obtain these. Mercy Ships Canada will not provide licences or permits for third party activities or events and will not be held liable should your event or activity be found in violation.
- Mercy Ships Canada does not provide insurance coverage for third party events or activities. Event organizers must take the necessary steps to obtain proper insurance if/as required by the venue. If insurance is required, you must add Mercy Ships Canada as 'Additional Insured' to your liability insurance and a certificate of insurance must be provided to Mercy Ships Canada prior to the event date.
- The event organizer and other related parties (including donors and sponsors) agree to indemnify and hold harmless Mercy Ships Canada and its Directors, employees, and volunteers from any and all claims and liabilities in any way related to the event.

2. MERCY SHIPS CANADA THIRD PARTY FUNDRAISING EVENT APPLICATION



Please return this completed Application to Mercy Ships Canada at: Kornelia.eisfeld@mercyships.ca

A. Your Contact Information (Event Organizer/ Host)

First Name:	Last Name:
Daytime Phone:	Email:
Mailing Address:	Website:
City, Province:	Postal Code:

B. Organization Information (If Applicable)

Organization Name:	
Daytime Phone:	Email:
Mailing Address:	Website:
City, Province:	Postal Code:

C. Tell Us about Your Event

Event Name	
What Kind of Event is this? <i>(eg headshave, birthday, dance, golf)</i>	
Event Description/ Summary <i>(tell us about your event, why you are holding it)</i>	
Event Date	Event Start Time
Location / Address	
Expected # of Attendees	Fundraising Goal
How will you promote your event?	

D. Financial Information

a) How will funds be raised?

b) Are you approaching sponsors? Yes /No

If YES, please list the organizations being approached below (to avoid potential conflicts with current or potential Mercy Ships Canada sponsors)

c) Will the proceeds of your event/activity be donated only to Mercy Ships Canada? Yes /No
If NO, who else will benefit from your event? (list all)

d) What percentage of proceeds will Mercy Ships Canada receive?

E. Event Social Media Accounts

Mercy Ships Canada uses the following social media platforms and can help promote your event on; Facebook, Twitter, and Instagram.

If possible, please provide an example of a social media post you would like us to share.

F. Mercy Ships Canada Involvement

We will do our best to support your event, but we may not be able to meet requests for speakers, representatives, and/or volunteers.

a) Will you require the Mercy Ships Canada name and logo for promotional use? Yes/ No
If YES, please indicate what type of materials you will be producing (e.g. posters, tickets, webpage):

b) If you would like promotional materials from Mercy Ships Canada, please indicate quantities required:

Brochures _____
Banner _____
Annual Reports _____

G. Other Information

Is there any other important information Mercy Ships Canada should know regarding your event?

H. Reminder- Mercy Ships Canada Third Party Fundraising Agreement

Please review and sign the Mercy Ships Canada Third Party Fundraising Agreement form and return it with the Mercy Ships Canada Third Party Fundraising Application. This form is due four weeks prior to the proposed event. Completion of this form does not guarantee endorsement. Upon endorsement, you will receive an approved signed copy of the application for your records.

3. MERCY SHIPS CANADA THIRD PARTY FUNDRAISING EVENT AGREEMENT



By signing this document, I/we acknowledge receipt of Mercy Ships Canada's Guidelines for Third Party Fundraising Events and agree to comply with all provisions in organizing and holding our fundraising event.

I/we also agree with the collection of any and all information Mercy Ships Canada deems necessary to evaluate the event. I/we further attest that all information provided on this form is correct and accurately describes the proposed event.

I/we agree to indemnify and hold harmless Mercy Ships Canada for any expenses, losses, claims, or damages resulting from the fundraising event or the noncompliance with any terms or provisions of Mercy Ships Canada's Third-Party Fundraising Event Package.

The event organizer and other related parties (including donors and sponsors) agree to indemnify and hold harmless Mercy Ships Canada and its Directors, employees, and volunteers from any and all claims and liabilities in any way related to the event.

Signature _____

PRINT NAME _____

Date Signed _____

Approved by Mercy Ships Canada:

Darryl Anderson
Executive Director

Date

Please return this signed Agreement to Mercy Ships Canada at Kornelia.eisfeld@mercyships.ca.

**4. MERCY SHIPS CANADA THIRD PARTY FUNDRAISING EVENT
SUMMARY & SURVEY**



Please take a few minutes to fill out this survey and send it back to us. Feedback on how we can improve is always welcome.

1. Please provide us with a brief financial summary of your event:

Total amount raised from the event:

Total expenses:

Total donation to Mercy Ships Canada:

2. How successful did you feel your event was? (Please circle one)
(lowest) 1 2 3 4 5 (highest)

3. Did you meet your financial goals? Yes/ No

4. Are you planning on hosting this event again? Yes/ No

5. If so, how often? One-time/ Annually /To be determined

6. How satisfied were you with the amount of support you received from Mercy Ships Canada for your event? (Please circle one)
(lowest) 1 2 3 4 5 (highest)

7. Do you have any suggestions to help Mercy Ships Canada make the process of hosting an officially endorsed event better?

Please return this Third-Party Fundraising Event Summary and Survey to Mercy Ships Canada at Kornelia.eisfeld@mercyships.ca within 30 days following the published date of your event, along with any remaining cash and cheques collected.