

# Living Rock Ministries

## Third Party Fundraising Guide

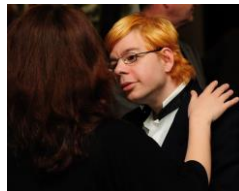
*A guide to help you fundraise on behalf of*

*Living Rock Ministries*

*“28 years of serving youth-at-risk”*



Updated 2014



**TABLE OF CONTENTS**

**1.0 Letter to the Fundraiser ..... 2**

**2.0 How to Fundraise for Living Rock Ministries ..... 4**

**3.0 Third Party Fundraising Checklist ..... 5**

**4.0 \* Third Party Guidelines ..... 6**

**5.0 \* Limitations/Restrictions ..... 7**

**6.0 How Living Rock Ministries can help ..... 7**

**7.0 Use of the Living Rock Ministries Name, Logo & Emblem ..... 8**

**8.0 Tax Receipting Information ..... 8**

**9.0 Living Rock Ministries Online Donation Portal ..... 9**

**10.0 Additional Living Rock Ministries Opportunities ..... 10**

**Appendix I: Donor Form ..... 11**

**Appendix II: Third Party Application Form ..... 12**



# 1.0 Letter to the Fundraiser

Dear Supporter,

Thank you for inquiring about fundraising or hosting an event that will bring support to Living Rock Ministries. We appreciate your consideration.

For more than 28 years people have trusted Living Rock Ministries to transform their financial contributions into meaningful assistance for youth-at-risk.

## **Mission**

Living Rock Ministries is a 28-year-old, non-profit youth resource centre founded in 1985. The Living Rock is located in downtown Hamilton and serves youth-at-risk (ages 13-25) from all over Hamilton and the surrounding areas that frequent the core. Living Rock offers *a place of belonging, safety and a bridge to the community, while supporting youth-at-risk to develop a personal vision for their lives.*

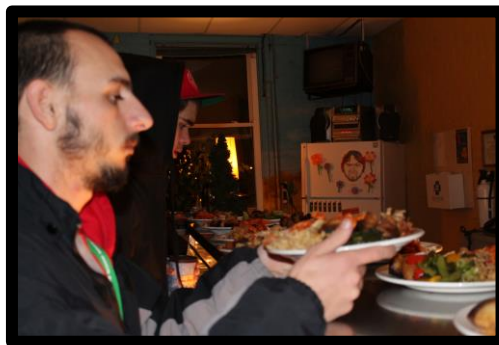
By raising funds you will make a difference in the lives of people who need it most. Fundraising is a fun and rewarding way to impact youth-at-risk in Hamilton. So, whether you are in a community group, school, workplace, or club, get involved and support youth obtaining a personal vision for their lives!

This fundraising guide will assist you in getting started in organising your own fundraising activity. It outlines what you will need to know before you start planning and how we can help you. Thank you and best wishes.

Charity Registration Number: 88345 8812 RR0001

*"I never cared about street-involved youth, until my daughter became one. Now I am so glad there is a safety net for youth in our city."*

- A Father



## 2.0 How to Fundraise for Living Rock Ministries

To be an official Third Party registered with Living Rock Ministries, you will first have to be approved. To do so, please follow these three easy steps:

### 2.1 Read & Review

This booklet contains all the information you would need to operate a successful fundraising event. Read and review the relevant sections to your organization

### 2.2 Fill out the Third Party Fundraising Application Form

The *Third Party Fundraising Application Form* (see Appendix II) is signed to show that the **Third Party has read and agreed to the Living Rock Ministries 4.0 Guidelines and 5.0 Restrictions/Limitations** (see page 6&7). Submit the form to Living Rock Ministries and wait for approval **prior** to initializing your fundraising activity.

### 2.3 Get Approval from your Living Rock Ministries Contact

Once Living Rock has received your *Third Party Fundraising Application Form* and is satisfied that the fundraising activity/event fits with Living Rock's Guidelines and principles, we will countersign the form and return it to your organization. This process may be completed by e-mail, fax, mail or in person.

### Once Approved...

The fundraising/event coordinator will take full responsibility for all organizational aspects of the activity/event. This may include soliciting prizes, publicity, and providing goods or services. Living Rock Ministries is here to provide advice and guidance when needed.

The group/school/business holding the fundraising event on behalf of Living Rock Ministries do not represent Living Rock Ministries but are acting on Living Rock's behalf to raise funds. Fundraisers must make this clear in all dealings with the public, sponsors, and supporters.

## 3.0 Third Party Fundraising Checklist

Here is a checklist of some questions you should ask yourself when organizing a fundraising event or activity:

### 3.1 Contact Your Local Living Rock Ministries

- Did you contact Living Rock Ministries? [www.livingrock.ca](http://www.livingrock.ca), email: [clint@livingrock.ca](mailto:clint@livingrock.ca), or call 905-528-7625 (ext.224 ).
- Have you submitted a Third Party Application Form?
- Have you received approval?

### 3.3 Promoting the Event or to Media (for more information , or if you answer yes to any question in this section contact:

- Do you require a Living Rock logo for your promotions? \*
- Will you be inviting the media or issuing a press release? \*
- Did the Living Rock Ministries see and approve all your promotional and communications materials? \*
- Do you need any Living Rock Ministries material (brochures, display booth, video.)?

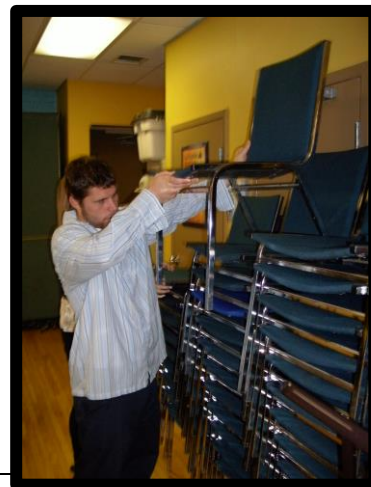
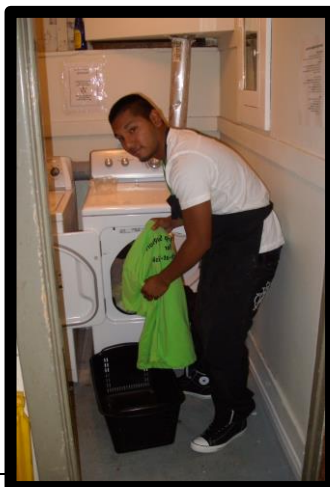
### 3.4 Legal

- Did you sign a Third Party Fundraising Application Form (see Appendix I) with Living Rock Ministries? \*
- Do you need any special permits, licenses, insurance coverage or permissions for your fundraising event? \*

### 3.6 Finances / Receipting

- Are you ready to keep good records of your event finances and those who request a tax receipt at your event? \*
- Are you able to give Living Rock the funds raised within 10 days of the event?

\*Important Notes for working with Living Rock



## 4.0 Third Party Guidelines

### 4.1 What is a “Third Party Fundraising Application Form”?

A Third Party Fundraising Application Form is an agreement between Living Rock Ministries and a “Third Party” (a member of the public or a group) who wants to conduct a fundraising activity to benefit Living Rock Ministries.

### 4.2 Who can sign a Third Party Fundraising Application Form?

**X** Living Rock Ministries cannot enter into a Third Party Agreement with an individual.

**✓** The Third Party Representative must be 18+ years of age and must have authorization to sign on behalf of their company/group (i.e. board/staff member, in the case of a school, a member of the school faculty must co-sign for campus activities).

### 4.3 When signed by the Third Party and Living Rock Ministries, it is contractual.

Once both parties sign the Third Party Fundraising Application Form (Third Party Representative and Living Rock Ministries Representative) it is considered to be a signed contract. If the agreement is not signed and dated by both parties, the form is not valid. The Living Rock Ministries also reserves the right to withdraw its support for the fundraising activity/event at any time if it appears that there is a likelihood of the organiser failing to adhere to any of its responsibilities.

### 4.4 Fundraising activity aligns with the Living Rock Ministries’ Mission

#### Mission

Living Rock Ministries is a 28-year-old, non-profit youth resource centre founded in 1985. The Living Rock is located in downtown Hamilton and serves youth-at-risk (ages 13-25) from all over Hamilton and the surrounding areas that frequent the core. Living Rock offers “ *a place of belonging, safety and a bridge to the community, while supporting youth-at-risk to develop a personal vision for their lives.*”



## 5.0 Limitations/Restrictions

Please note the following before signing a Third Party Fundraising Application Form:

<b>How will you submit the funds you raise?</b>	<u>Funds can be submitted in the form of cash, cheque or money order.</u> All coin or collection must be counted by you or a representative from the event. Cash, cheques or money orders are to be given to the Living Rock Ministries. Tax receipts will be issued with (if required). <b>Cash, cheque(s) and money order(s) should be submitted within 10 days after the event is completed.</b>
<b>Credit Card Policy</b>	For security reasons <u>Third Party fundraisers CANNOT collect credit card information from donors.</u> If you are running a campaign and think your donors will most likely give by credit card than any other means, please talk to your Living Rock Ministries representative about activating an online credit card donation portal for your use.
<b>Marketing and Media</b>	<u>All</u> advertising, event-related promotional materials, and releases to the media which include the Living Rock Ministries name or emblem <b>must be approved by the Living Rock Ministries prior to use.</b> It must be made clear to the public that this fundraising activity is not being conducted by the Living Rock Ministries but has been initiated by you, and that all funds raised are to be donated to Living Rock Ministries.
<b>Insurance and Licences</b>	Living Rock Ministries cannot provide public or property insurance nor licences (raffles, alcohol etc.). Please contact your insurance provider, or the Alcohol and Gaming Commission of Ontario and for further information.
<b>Costs/Responsibility</b>	<u>Living Rock Ministries assumes no responsibility or liability</u> for the operation of the special event or promotional campaign. It is the responsibility of the Third Party organization to secure volunteers and staff required to operate the activity/event and to receive the correct licences and insurance.

## 6.0 How Living Rock Ministries can help

Living Rock Ministries can help support your fundraiser in the following ways:

Resources	Guidelines
<b>Pre-Event Support</b>	Pre-event support will be provided by your Living Rock Ministries contact. <i>E.g. Assistance with approval and registration of your Third Party Event</i>
<b>Promotional Materials</b>	Promotional materials can be provided by your Living Rock Ministries contact. <i>E.g. Electronic posters, appeal statements etc.</i>
<b>Event Support</b>	Living Rock Ministries will try to support an event if given advance notice and if resources and personnel are available. <i>E.g. Booth display, volunteer, delegate, cheque presentations etc.</i>

<b>Use of the Living Rock Ministries Name &amp; Logo</b>	Your Living Rock Ministries contact can provide you with an electronic emblem to be used to promote your fundraising event. However, all advertising, event-related promotional materials and releases to the media which include the Living Rock Ministries name or emblem <u>must be approved by Living Rock Ministries prior to use.</u>
<b>Issuing Tax Receipts</b>	Living Rock Ministries will follow-up with the issuing of all tax receipts. Please see section 8.0 for further information.

Please note it is the responsibility of the Third Party organization to secure volunteers/staff, insurance and licences required to operate the activity. Living Rock Ministries will incur no costs associated with outside fundraising events, nor responsibility for the operation of the event or promotional campaign.

## 7.0 Use of the Living Rock Ministries Name, Logo

Organisers are not allowed to manufacture, sell or license any goods with the Living Rock Ministries name, emblem or logo (called unofficial merchandise), unless authorized.

You can use our name while promoting your event, but it can not be used as part of your event's name. This is because it is not an event facilitated by Living Rock Ministries, but rather, an activity run to support Living Rock Ministries. Below are some examples of how you can use our name in your promotions.

Acceptable	Not Acceptable
✓ Proudly supporting Living Rock Ministries	✗ Living Rock Ministries Walkathon
✓ Art Auction, net proceeds to Living Rock Ministries	✗ Living Rock Ministries Art Auction

## 8.0 Tax Receipt Information

**8.1 Obtaining Tax Receipts:** If you are inquiring about tax receipts you will have to review this with your Living Rock Ministries Representative before signing on as a Third Party. The Living Rock Ministries will not guarantee tax receipts. A tax receipt is issued only when a donation has been made voluntarily and the individual does not receive any goods or services in return. Tax receipts are only issued to qualifying donations defined by the Canadian Revenue Agency guidelines.

**8.2 Event Donors:** If there are a number of donors, a LIST of the names, addresses, phone numbers, e-mail addresses, amounts and dates must be provided, even if the Third Party is submitting personal cheques. This list is crucial for ensuring your organization or business and Living Rock Ministries have the same donor information if/when donors inquire about their tax



receipts. When the gift is in cash, it is particularly important. Only one tax receipt will be issued by Living Rock- not any other party.

### **8.3 Information Living Rock Ministries requires for issuing receipts:**

- Legible writing or printing
- Full name, including their title (Mr., Mrs., Dr., etc.)
- Full home mailing address, including postal code
- Telephone number (and e-mail address if available)
- Amount of the donation, the method of payment (cash/cheque)
- If it is a designated donation, write the designation (e.g. Food Bank, Christmas, Programming for Youth-at-Risk)

A “Donor Form” to list donations is included in this package (*see Appendix I*). You can photocopy more or request an Excel spreadsheet version from your Living Rock Ministries contact. Cheques must be equal to (or more than) the total amount on the Donor Forms. If this is not the case, Living Rock Ministries will not close your event file, nor issue tax receipts until the discrepancy has been resolved.

Please print clearly and return with your donations for all donors requiring tax receipts. Cheques should be made payable to Living Rock Ministries and earmarked with the appeal name you are supporting. **THIRD PARTY FUNDRAISERS CANNOT COLLECT CREDIT CARD INFORMATION FOR DONATIONS.**

### **8.4 Prizes, Gifts-in-Kind & Services Rendered**

Living Rock Ministries will issue tax receipts for gifts-in-kind such as prizes provided to the third party fundraiser for the event, if there is an invoice or certificate of “Fair Market Value” of the donated items or services to acquire a tax receipt. A Living Rock Staff Member will confirm that the items were received and a tax receipt will be issued.

As per Revenue Canada, if a service is rendered for the event, and a tax receipt is desired, then the business must issue an invoice. The Living Rock will then pay the service provider. The provider can then return the money as a donation and a tax receipt will be issued.

## **9.0 Living Rock Ministries Online Donation Portal**

The web portal option is the easiest and most cost effective way to facilitate giving. Donors can donate via credit card in a secure online area at [www.livingrock.ca](http://www.livingrock.ca) through the CanadaHelps.org portal.

Portals are an efficient and effective way to communicate to your audience and to have them donate quickly. It also decreases the amount of human resources required to process a donation by both the Third Party and Living Rock Ministries. After making their donation, they

will instantly receive an official tax receipt from CanadaHelps and thank you letter delivered to the e-mail address provided by the donor.

## 10.0 Additional Living Rock Ministries Opportunities

There are plenty of ways you can get more involved with Living Rock Ministries:

### 11.1 Become a volunteer

Living Rock Ministries has a wide variety of community services and special events. Contact Karen Craig, Program Director to find out the various volunteer opportunities available.

### 11.3 Make a donation

You can make either a one-time donation, or set up a monthly gift pre-authorized donation from your credit card or bank account card, or have it taken pre-tax from your salary. These are especially valuable to us since it allows us to plan ahead for vital services & keeps our administration costs down.

### 11.4 Consider a “In Honour of”/ Memorial gift

Your gift through your Will, life insurance or property will ensure that Living Rock Ministries is able to help youth-at-risk, for generations to come. For more information on how to make your “In Honour of” or Memorial gift, please call Eudora at: 905-528-7625 ext. 239.

*More information on these opportunities can be found at [www.livingrock.ca](http://www.livingrock.ca)*

Thank you again for your interest in fundraising for Living Rock Ministries.



## Appendix I

### Donor Form – Tax Receipt Template

Please print clearly and return with your donations for all donors requiring tax receipts if you have received confirmation that your event qualifies for tax receipts. Cheques should be made payable to Living Rock Ministries and earmarked with the appeal/designation name you are supporting. **THIRD PARTY FUNDRAISERS CANNOT COLLECT CREDIT CARD INFORMATION FOR DONATIONS.** To request an Excel version of this template, please contact your local Living Rock Ministries representative.

**Fundraiser Name:** \_\_\_\_\_ **Contact:** \_\_\_\_\_

NAME (include title -Dr, Mrs, Rev.)	MAILING ADDRESS (including postal code)	PHONE NUMBER	E-MAIL ADDRESS	AMOUNT DONATED	CASH/ CHEQUE	DATE

## Appendix II

### Third Party Fundraising Application Form

Before you start organizing your fundraising activity, you need to complete & return a signed copy of the Third Party Fundraising Application Form to the Living Rock Ministries to receive approval.

Contact's First Name (please print)		Contact's Last Name (please print)

With respect to raising revenue for Living Rock Ministries, the contact's name listed above will be the representative that acts of behalf of:

Group/School/Company											
Street Address											
City						Postal Code					
			-						-		
Phone						Fax					
E-mail Address											

**Fundraising Details:**

Start Date	End Date	Tax Receipts Required? (If applicable).	
		YES	NO
Proposed Name of Activity/Event			
Description of Activity/Event (please be detailed)			

Address of Activity/Event if different than above	
Describe how funds will be raised from this Activity/Event	
Appeal/Designation Name	
Proportion of funds raised that you expect to be donated to the Living Rock Ministries	%

I/We have read the Third Party Guidelines, Restrictions/Limitations and Tax Receipting Information, and agree to all herein. I/We agree to act in a professional manner in conducting the fundraising event/activity and uphold the integrity and values of the Living Rock Ministries. I also accept my obligation to remit the funds raised to Living Rock Ministries with 10 business days of the conclusion of the activity/event.

<b>Third Party Representative</b> (must be 18+ years of age and have authorization to act on behalf of the organization)		
<b>Signature</b>	<b>Title/Position</b>	<b>Date</b>

<b>Living Rock Ministries Representative</b>		
<b>Signature</b>	<b>Title/Position</b>	<b>Date</b>

Disclaimer: Living Rock Ministries reserves its right to withdraw its support for the fundraising activity/event at any time if it appears that there is a likelihood of the organiser failing to adhere to any of its responsibilities. Your privacy is our priority. Your details are confidential and will not be disclosed to any other organisation.

**Net Revenue Received:** \_\_\_\_\_ **Date Received:** \_\_\_\_\_

*To be filled in by Living Rock Ministries after the activity*

**PLEASE RETURN COMPLETED FORM TO:  
A Living Rock Ministries Representative for Approval**