

COMMUNITY EVENT GUIDELINES

Every event, big or small, makes a real difference in the lives of our patients. Each year, individuals, groups and organizations approach St. Michael's Hospital Foundation about making a special contribution to *their Hospital*.

St. Michael's Hospital Foundation ("the Foundation") – a charity registered with the Canada Revenue Agency (CRA) – is responsible for raising funds to support the Hospital through fundraising appeals, campaigns and benefit events. For approved community events and promotions, the Event Host(s) ("the Event Hosts(s)") and the Foundation are required to follow all of the guidelines outlined in this document.

Thank you for your interest in organizing a benefit event in support of St. Michael's Hospital, Toronto's Urban Angel.

Foundation Approval

The Event Host(s) will ensure that fundraising events do not proceed without prior written approval of the Foundation. Contracts between the Foundation and the Event Host will reflect the requirements and principles in these guidelines.

Sponsor Solicitation

- All sponsorship solicitation lists must be reviewed and approved by the Foundation
- The Foundation will have final, signed approval of event sponsors
- The Foundation will not solicit sponsors on behalf of the Event Host(s), or provide contacts
- Any third party contacting potential sponsors must disclose the nature of the third party arrangement and position the Foundation as a recipient of the event proceeds, not as the event host or sponsor

Event Promotion

- The Foundation will have final, signed approval on ALL promotional materials including brochures, flyers, advertisements, publicity and/or media communications relating to the event
- The Event Host(s) is responsible for making all media contacts and must ensure it is clear that the Foundation is not the organization requesting media coverage and/or participation
- The Foundation will provide promotional materials at its discretion and as available
- The Foundation will not provide any donor contact lists
- The Foundation will not provide any door prizes, raffle prizes, silent auction items or gift bags

Use of Foundation Name & Logo

- The Foundation will, at its discretion and upon prior written approval, allow the Event Host(s) to use its name and logo to promote the event
- The Foundation reserves the right to withdraw the use of its name at any time and will not assume any costs or liabilities that may be involved in doing so

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Liability and Accountability

The Event Host(s) will:

- Provide a record of revenues and expenses, and copies of all receipts to the Foundation
- The Foundation will not be responsible for financial losses or unsettled accounts associated with the event
- The Foundation will be advised if the event will benefit other nonprofit organizations, the names of the nonprofit(s), and the percentage of the final net revenue they will receive
- The Foundation will be provided with reasonable prior notice of any event cancellation
- No oral or written commitments will be entered into by the Event Host on behalf of or in the name of the Foundation
- All contracts of the Event Host relating to the Foundation must be submitted to the Foundation for review and approval prior to signature
- Provide updates to the Foundation on an agreed-upon basis

Insurance

- The Foundation will not provide insurance coverage for community events
- The Foundation will not assume any legal or financial responsibility relating to the event
- The Foundation is not responsible for any damage, theft or accidents to individuals or property

Licenses and Fees

- The Event Host(s) will abide by all government regulations and applicable laws when organizing an event to benefit St. Michael's Hospital
- The Event Host(s) will obtain and pay for all applicable licensing and/or permit fees and costs

Event Staffing

- The Event Host(s) will provide all staffing for the event unless otherwise agreed in a contract with the Foundation
- The Foundation will not guarantee staff representatives to attend or participate in the event

Privacy

- The Foundation adheres to the Federal Privacy legislation ([PIPEDA](#)) and requires the Event Host(s), associated employees, contractors, agents and volunteers to adhere to PIPEDA as well
- All information obtained and used by the Foundation will be treated with the utmost confidentiality and security in accordance with Foundation policies

Tax Receipts and Acknowledgements

The Foundation will issue tax receipts in accordance with CRA regulations. Tax receipting must be discussed and approved by the Foundation well in advance of the event date.

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Donations

- The Foundation cannot provide a tax receipt to the Event Host(s) for the proceeds of an event
- The Foundation will issue tax receipts to individual donors for donations to the Hospital where the donor receives no benefit for the contribution
- The Foundation will issue acknowledgement letters for corporate donations and sponsorships
- The Foundation cannot issue receipts for donations associated with an event in excess of the net revenue received from the event

Benefits & Gifts-in-Kind

- Sales of raffle tickets, admission tickets, green fees, auction items and other goods that provide a benefit to donors are not eligible for a tax receipt, except when an admission fee exceeds the Fair Market Value (FMV) of the benefits received
- Tax receipts cannot be issued for personal, professional or legal services
- The Foundation will issue charitable tax receipts to individuals for the donation of a gift-in-kind (a gift of property other than cash) if provided with adequate documentation
- The Foundation will issue an acknowledgement letter for gifts-in-kind from businesses if provided with adequate documentation

Documentation

Within 30 days of the event date, the Event Host(s) must provide the Foundation with the following documentation, including:

- The first and last names of all donors
 - Mailing addresses, including city and postal code
 - List and value of benefits the donors received (if any)
 - Amount eligible for tax receipt for each donor
 - A completed CRA three-year holding declaration from the donor (for gifts-in-kind)
- To establish FMV for benefits and gifts-in-kind, please provide one of the following:
- A purchase invoice or other proof of purchase of the item
 - An independent third-party appraisal (at the expense of the Event Host(s) or donor)
 - Current price from a recognized commercial enterprise operating independently of the donor

Financing

In accordance with the Foundation's legal obligation to comply with CRA guidelines, the Foundation will not underwrite any third party event.

Revenues

10% of net revenues from all events will be allocated towards the highest priorities at St. Michael's Hospital.

Post-Event Reconciliation

Within 30 days of the Event date, the Event Host(s) must submit the net proceeds from the event with a financial report to the Foundation outlining total proceeds and expenses.

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Authorized Signature of Event Host(s)

I have read, understand and agree to be bound by the guidelines as identified in this document.

Signature

Day/Month/Year

I have read, understand and agree to be bound by the guidelines as identified in this document.

Signature

Day/Month/Year