

THIRD PARTY FUNDRAISING GUIDELINES

Anything for Alzheimer's is the name of our third party event program. Anyone can fundraise on behalf of the Alzheimer Society of Manitoba. Third party events are conducted by individuals, families, groups, and workplaces in the community who take on all aspects of the event organization. Everyone who fundraises on the Society's behalf must agree to adhere to the following Anything for Alzheimer's fundraising terms and conditions:

RESPONSIBILITY

Event Host

- Ensures their idea or event is compatible with the Alzheimer Society of Manitoba's mission and vision.
 - The Society reserves the right to choose not to approve a particular event if it is deemed counter to our mission and vision.
 - The Society reserves the right to withdraw previously approved support (which includes removing fundraising pages, content and images) at any time from any third party event which we believe conflicts with our mission, guiding principles and/or policies.
 - If you are not sure if your event fits with our goals, objectives and guidelines, feel free to call us with any questions or to explore your idea further.
- Organizes and coordinates all aspects of event organization, logistics and expenses, including but not limited to the following:
 - arrangements for travel, if required
 - securing accommodations or venues
 - printing and advertising costs
 - obtaining prizes
 - contacting media
 - personal expenses incurred

The Alzheimer Society of Manitoba will not pay or reimburse fees for any expenses, nor will the Society be responsible for coordinating event logistics.

- Will not act as representatives of the Alzheimer Society of Manitoba
- Will not pay event expenses using tax receiptable donations. All donations requiring a charitable tax receipt must be submitted to the Society in full.

Alzheimer Society of Manitoba

- Supports third party events in the following ways:
 - Create a dedicated event web page with online donation capabilities
 - Create a process for collection of offline donations
 - Develop promotional print materials
 - Promote the event on social media
 - Supply various ASM-related materials for the event, such as coin boxes, donation forms, education materials, brochures, banner, etc.
 - Produce tax receipts where CRA guidelines allow (see below for more detail)
- The Society does not guarantee volunteers or attendance at any third party events. This must be negotiated at the time of event approval.

PRIOR APPROVAL

Prior approval to hold a third party event is required. Register your event at alzheimer.mb.ca/anythingforalz.

Approval is based on the type and theme of the event and whether it supports the ASM vision and mission.

BRAND INTEGRITY

It is important for the Alzheimer Society of Manitoba to maintain brand integrity when dealing with the public.

We ask that third party event organizers follow these branding guidelines:

- The Alzheimer Society of Manitoba must approve all promotional/advertising featuring the Alzheimer Society of Manitoba's name and logo.
- All promotional material must state that your event is "in support of" or "proceeds to" The Alzheimer Society of Manitoba and not an official Alzheimer Society of Manitoba event.
- The Alzheimer Society of Manitoba reserves the right to withhold the use of its name and logo from any event.

PROMOTION AND SALES

When speaking with media, you should speak on your own behalf not on behalf of the Alzheimer Society of Manitoba

We do not expect you to be an expert about the Society or the disease. If media asks you questions about Alzheimer's disease, medical treatments, the Alzheimer Society of Manitoba or anything that is not within the realm of your knowledge, please ask the reporter to call the Alzheimer Society Manitoba. They should ask to speak with someone in our Communications Department.

We will not write or send out media releases and we will not share our media contact lists. However, we can provide a news release template.

DONATIONS AND SPONSORSHIPS

The Alzheimer Society of Manitoba will not solicit sponsors on behalf of a third party event organizer, nor will they provide contacts for sponsorship.

Any third party event organizer contacting potential sponsors must disclose the nature of the third party arrangement and must position the Alzheimer Society of Manitoba as a recipient of the event proceeds, not the host or sponsor of the event.

TAX RECEIPTS

As a registered charitable organization, the Alzheimer Society of Manitoba will issue official tax receipts according to the rules set out in the Income Tax Act (Canada) and according to the guidance of the Charities Directorate of the Canada Revenue Agency (CRA).

For third party events, official tax receipts will be issued for **cash gifts only**, which qualify as charitable gifts, in accordance with CRA guidelines. Tax receipts will not be issued for offline cash gifts less than \$15 unless specifically requested to do so.

Online cash donations will receive automatic tax receipts by email for donations \$15 or more. If someone requires a tax receipt for an online donation less than \$15 they need to contact the Alzheimer Society office and one will be produced.

To issue official tax receipts, the Alzheimer Society of Manitoba must receive a list (by donor) including the full name, address, phone number or email, method of payment and donation amount, from the event organizer, within 30 business days following a third party event date.

General guidelines for issuing official tax receipts applicable to third party events:

- An official tax receipt cannot be issued to the organizer of a third party event for the lump sum raised at a third party event.
- An official tax receipt cannot be issued for a gift of service
- An official tax receipt cannot be issued when the Fair Market Value (FMV) of a benefit received for a gift is more than 20%.
- Official tax receipts cannot be given to anyone who has received something in return for their money. For example: raffle tickets, sponsorship, event tickets, or products such as from a garage sale or silent auction.
- Official tax receipts can only be issued to the person who made the donation.
- The Society will not send tax receipts to the event host to be then forwarded to the donor.

If you have any questions or concerns regarding charitable tax receipting please see the Canadian Revenue Agency website <http://www.cra-arc.gc.ca/chrts-gvng/chrts/prtnng/rcpts/menu-eng.html> or contact the Alzheimer Society of Manitoba.

STAFF AND VOLUNTEERS

The Alzheimer Society of Manitoba appreciates the invitation to attend third party events. However, the Society cannot guarantee their staff, volunteers or board members will participate or attend a third party event.

FINANCING AND INSURANCE

The Alzheimer Society of Manitoba assumes no legal or financial liability associated with a third party event. Third party event organizers are required to underwrite all costs and the Alzheimer Society of Manitoba will not incur any costs.

Third party event organizers are responsible for filing any necessary permits (gaming or liquor licenses) or insurance coverage needed to hold a local third party fundraising event. The Alzheimer Society of Manitoba will not pay or reimburse fees for such permits or coverage.

The Alzheimer Society of Manitoba will not be held responsible for casualties, thefts or accidents that occur at a third party event.

ACCOUNTABILITY

As a registered charitable organization, the Alzheimer Society of Manitoba must comply with the Canada Revenue Agency (CRA) rules and regulations; therefore, we reserve the right to audit all records pertaining to a third party event to ensure compliance with the CRA and to maintain transparency with our donors and stakeholders.

The Alzheimer Society of Manitoba requires that event organizers use strict financial controls, and funds raised must be sent to the Alzheimer Society of Manitoba within 30 business days following the event date (unless otherwise agreed upon in writing).

Taking commission, for any purpose, on funds raised as part of a third party event is prohibited unless there is a mutual written agreement in place between the event organizer and the Alzheimer Society of Manitoba.

PRIVACY

Information obtained and used by the third party event organizer will be treated with the utmost confidentiality and security.

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ACCEPTANCE OF THESE TERMS AND CONDITIONS

In signing this release, I acknowledge that I have read, understand and hereby agree to the above terms and conditions. As well, I absolve and hold harmless the Alzheimer Society of Manitoba and any and all other organizers, their personnel – whether staff, volunteer or otherwise - from and against blame and liability for any injury, misadventure, harm, loss, inconvenience or damage hereby suffered or sustained as a result of participation in my Anything for Alzheimer's Third Party Event or any activities herewith. As part of this Waiver and Release, I acknowledge that I have read and understood all of the above.

Signature

Date

Note – if you have registered your event on our Anything for Alzheimer's website you have agreed to adhere to these terms and conditions by accepting the waiver during the registration process.