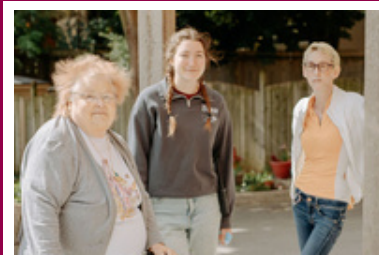


# THIRD PARTY FUNDRAISING TOOLKIT



**Help Build a Stronger Waterloo Region!**



## **RAISE FUNDS AND HELP CHANGE LIVES!**

Thousands of people in Waterloo Region face challenges such as poverty, hunger, homelessness and addiction. Your fundraising efforts make a difference, opening doors and offering hope-filled solutions. You are helping create a community where everyone can belong and thrive.

You are joining with other amazing community members to help people, children and families who come through the doors at House of Friendship. You are needed more than ever right now, so thank you for your care, creativity and compassion!

By starting something special and committing to raise funds, you are supporting Waterloo Region's most vulnerable residents – those who need food, housing, community resources or addiction treatment.

You can choose to designate the funds you raise to a particular area of service, or apply the funds to where it is most needed.

## **INCLUDED IN THIS TOOLKIT:**

- About House of Friendship: Our vision, values and overview of programs
- How third-party fundraising works
- Fundraising guidelines
- Tax receipting
- How to donate money raised or items collected
- FAQ's
- Appendix A: Donation Tracking Sheet
- Appendix B: Social media cheat sheet

## OUR VISION. OUR DREAM

A healthy community where everyone can belong and thrive!

## OUR CORE VALUES. OUR COMMON GROUND

Compassion - extend the hand of friendship

Inclusion - We believe everyone has a seat at the table

Justice - We value a society where all have a voice

Dignity - We honour the self-respect of each person

Hope - We always see hope, even in times of trouble

## OUR PROGRAMS

### NEIGHBOURHOODS

**Vital programs and services for adults, children and families living on low income**

- 11,300 children helped each year
- 8% of residents of Waterloo Region struggle to overcome the barriers of poverty

### FOOD

**Emergency food for individuals and families in Kitchener-Waterloo**

- 93,000 food hampers provided in 2023, nearly 13,400 households
- 1 in 10 households in Waterloo Region receive food assistance

### HOUSING

**Providing shelter, affordable and supportive housing to overcome homelessness**

- ShelterCare has capacity for 100 men and includes wrap-around healthcare supports
- 7,500 households are on the waiting list for affordable housing in Waterloo Region

### ADDICTION TREATMENT

**A range of treatment options to meet the continuum of needs**

- 1,600 adults supported each year
- 21% of Canadians will struggle with addiction during their lifetime

## HOW HOUSE OF FRIENDSHIP THIRD PARTY FUNDRAISING WORKS

At House of Friendship, Third Party Fundraising is an event organized and promoted by an individual, group or company. The organizers act independently, but with House of Friendship's approval of beneficiary and advertising.

Third party events are an essential resource for helping raise funds and awareness that help us carry out our work in the community.

- 1. Come up with your idea! This is the fun part – how do you want to raise money for House of Friendship?**
- 2. Fill out the online event request form. Our Special Events & Donor Relations Officer will get back to you within two business days to chat about your event.**
- 3. Coordinate pick up or digital promotional materials from House of Friendship.**
- 4. Have your event! Have fun, take pics, and share online – show the community how much you care by using the power of social media, and tag us!**
- 5. Report back – tell us how it went, share your photos and total amount raised!**
- 6. Coordinate your donation drop-off with our Special Events & Donor Relations Officer! Option to include a photo op with our large cheque (*photo op not required - but a fun way for us to say thank you!*)**

*\*Please note that due to a high-demand of requests, we are not able to provide speakers or staff representation at third-part events. Thank you for understanding.\**

## FUNDRAISING GUIDELINES

1. We encourage fundraising events that are compatible with our mission, vision and values. Approval must be received before advertising is permitted. Approval is based on the type and theme of the event. House of Friendship reserves the right to decline events and withhold the use of its name and logo from any event, initiative, promotion, performance or presentation it feels is inappropriate.
2. To conduct a fundraising event, we ask that you complete and send in the Third Party Event Application Form ([on our website](#)) at least 15 days prior to your event.
3. Any organization/group wishing to use the House of Friendship name or logo on any materials, including advertising, must receive prior approval from House of Friendship. House of Friendship cannot promote or assist with sales for any business, product or service.
4. All promotional materials must state that your event is “in support” of House of Friendship and is not an official House of Friendship event.
5. Taking commission, for any purpose, on funds raised as part of a third party event is prohibited.
6. The third party organizer is responsible for meeting all municipal/provincial or federal standards and fulfill all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. House of Friendship must not be party to any liability coverage. House of Friendship accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.
7. The third party event organizer will be responsible for all costs related to the event and will handle all monies until the official donation is submitted to House of Friendship. Event expenses are to be deducted before sending proceeds to House of Friendship. House of Friendship shall incur no costs unless otherwise agreed in writing prior to the event or promotion.
8. The sponsoring organization/group agrees to handle all monetary transactions for the special event or promotion and to present the proceeds to House of Friendship within 30 days of the event or as agreed in writing with House of Friendship
9. By publicly naming House of Friendship as the beneficiary of your initiative, you are required to donate the net proceeds to us within 30 days of the event completion.
10. When tax receipts are requested, the third party event organizer is responsible for collecting the names, addresses and contact information of all donors, and is required to submit the appropriate materials to House of Friendship within 30 days of the conclusion of the event, as per CRA requirements.
11. House of Friendship official income tax receipts in accordance with Canada Revenue Agency guidelines. Refer to Tax Receipting for details.
12. The third party event organizer agrees to ensure that all materials borrowed are returned promptly and in the same condition they were received.

## TAX RECEIPTING

House of Friendship adheres to the Canada Revenue Agency (CRA) Income Tax Act when issuing charitable tax receipts. To learn more about charitable tax receipts, please visit <http://cra-arc.gc.ca>. *Issuing inappropriate charitable tax receipts can put our charitable status in jeopardy.*

### House of Friendship will provide a tax receipt for the following:

- Direct personal or corporate donations of \$20 or over (unless declined by the donor)
- Donations of needed items, only for brand-new items received with a copy of your paid invoice
- Gifts of shares
- Legacy gifts
- Monthly Donations (donor receives one cumulative income tax receipt in February)

### House of Friendship cannot provide a tax receipt for the following:

- Name of true donor(s) cannot be determined (for example, collection from several parties, donation bins, etc.) – one person cannot benefit from gifts made by multiple donors
- Gifts of promises or pledges
- Payment of fees for an event
- Donations of services (time, skills, or efforts)
- Sponsorships
- Donations of items for an auction

### EXAMPLES:

**My friends Jane, John and Pat each gave me \$20 in cash, and I put their money in my bank account and wrote a cheque to House of Friendship for \$60. Do I get a tax receipt for \$60?**

No. The original source donors are Jane, John and Pat. If we receive their full name, address and contact information, we will send them tax receipts for their \$20 donations.

**I held a bake sale to raise money for House of Friendship. I made brownies and sold them to 40 people and raised \$80. Do I get a tax receipt for \$80?**

Yes! You are donating your earned revenue, and we will send you a tax receipt.

## HOW TO DONATE MONEY RAISED OR ITEMS COLLECTED

### CHEQUES AND CASH

- Mail to our main office (address below)
- Drop off at our Main Office! Please coordinate with our Special Events & Donor Relations offer if dropping by - we love to schedule time to meet our compassionate donors!

### CREDIT CARD

- Online at <https://houseoffriendship.donorsupport.co/page/donatetoday>
- Contact us at 519-742-8327 x 131 or [fundraising@houseoffriendship.org](mailto:fundraising@houseoffriendship.org)

### E-TRANSFER

- Please contact us at 519-742-8327 x 131 to learn how to make an e-transfer.

### DONATED ITEMS:

- Donation drop-offs are pre-scheduled at most of our locations. Please coordinate with our Special Events & Donor Relations Officer.
- Items accepted through donation must match current program needs. See our website for current list of needs: <https://houseoffriendship.org/donations/>

## OUR MAIN OFFICE

House of Friendship  
3A-236 Victoria St. N.  
Kitchener, ON N2H 5C8

Phone: 519-742-8327

Office Hours: Monday – Friday

8:30 a.m. – 4:30 p.m.

## FREQUENTLY ASKED QUESTIONS

### **Will House of Friendship help organize my event?**

We have created this Third Party Fundraising Toolkit to guide you through hosting a successful event. If you have any further specific questions, please ask our Special Events & Donor Relations Officer.

### **Is House of Friendship able to support any third party event expenses?**

It is the responsibility of the event organizers to create a budget and manage it accordingly for all expenses. We encourage you to keep it simple.

### **Can House of Friendship provide volunteers for a third party event?**

It is the responsibility of the event organizers to recruit, train and manage all volunteers.

### **Do you have flyers, brochures and promotional materials we can use?**

Yes! On the Event Application Form you can request use of our logo or other promotional materials. In lieu of representation we are able to share videos that can be played at your event!

### **Can House of Friendship provide liability insurance or raffle license, etc.?**

No. Event organizers are responsible for obtaining any required event permits or licenses.

### **Will House of Friendship help sell tickets or promote third party events?**

House of Friendship cannot promote or assist with sales for any business, product or service. All publicity for the proposed event must be approved by House of Friendship prior to being printed and/or released. Please forward all content for approval at minimum 10 days in advance of release to our Special Events & Donor Relations Officer. We will share post-event photos/cheque presentations on our socials, when possible!



## APPENDIX A: DONATION TRACKING SHEET

Full Name	Street Address	City	Province	Postal Code	Phone Number	Email	Donation Amount	Cash or Cheque

## APPENDIX B: SOCIAL MEDIA CHEAT SHEET

Thank you for hosting a fundraiser for House of Friendship! We have created a couple social media posts ready for you to use to promote your event and celebrate giving back to your community. We recommend you use images where possible and attach your poster with all the event details or a short video!

Please note that in the samples we have left place markers for information related to your event. Also make sure to post during your event, everyone loves to see live action!

Want to make your own posts? Here are some common Hashtags that we use:  
#HouseofFriendship, #StrongerTogether, #KWAwsome

### Don't forget to tag us in your posts:

X (Twitter): @HOFwatreg

Facebook: @houseoffriendshipwr

LinkedIn: @houseoffriendshipwr

Join us in support of @hofwatreg! Together, we can help provide vital programs for those in need in our community. ❤️

Let's build a Stronger Waterloo Region!

Learn more: [Event Link] #HouseofFriendship #StrongerTogether

Join us for a special fundraiser to support @houseoffriendshipwr

Your generosity helps provide life-changing programs! Let's make a difference together!

 [Event Date]

 [Event Location]

 [Link to Event]

#HouseOfFriendship #Fundraiser #StrongerTogether