



THIRD PARTY FUNDRAISING PACKAGE

Dan's Legacy Foundation
CRA Registered Charity #84162 1154 RR0001
www.danslegacy.com



On behalf of Dan's Legacy, thank you for considering us as the beneficiary of your fundraising initiative. Your support directly enables Dan's Legacy to provide critical therapeutic counselling and life-skills programs to at-risk youth in our community.

Third-party events are an essential resource for raising funds and creating awareness that help us carry out our work in the community. We're honoured to have you on our team, working together to expand our reach to help vulnerable youth.

We appreciate your valuable contribution of time and energy and most of all, your commitment to our organization. Dan's Legacy is fortunate to benefit from events organized by forward-thinking supporters like you.

Thank you for your support and we look forward to working with you as you plan your event.

Barbara Coates
Executive Director

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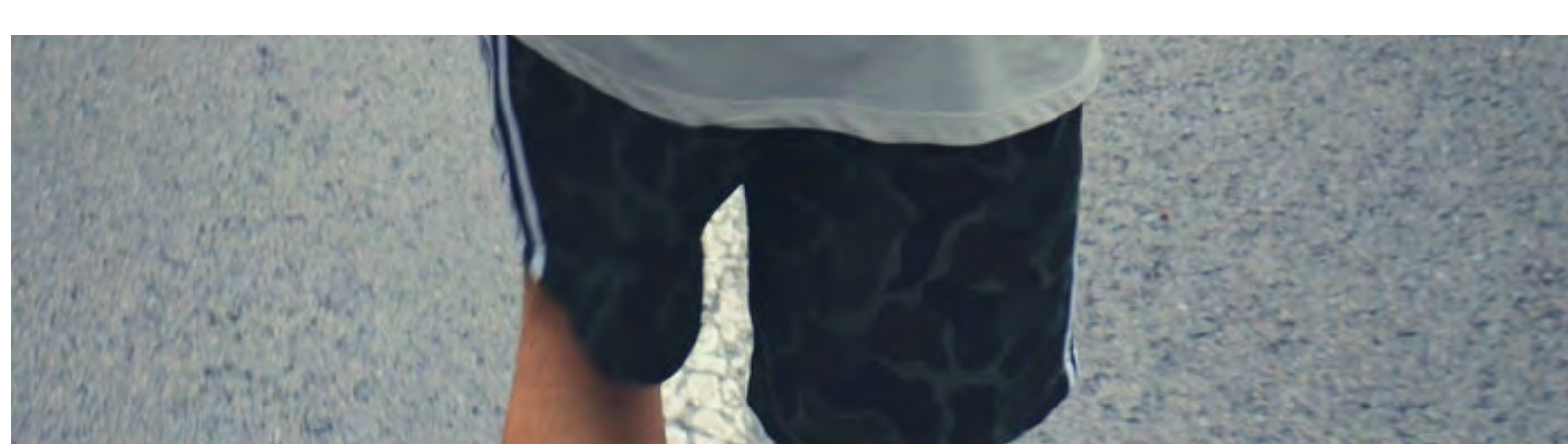
ABOUT DAN'S LEGACY

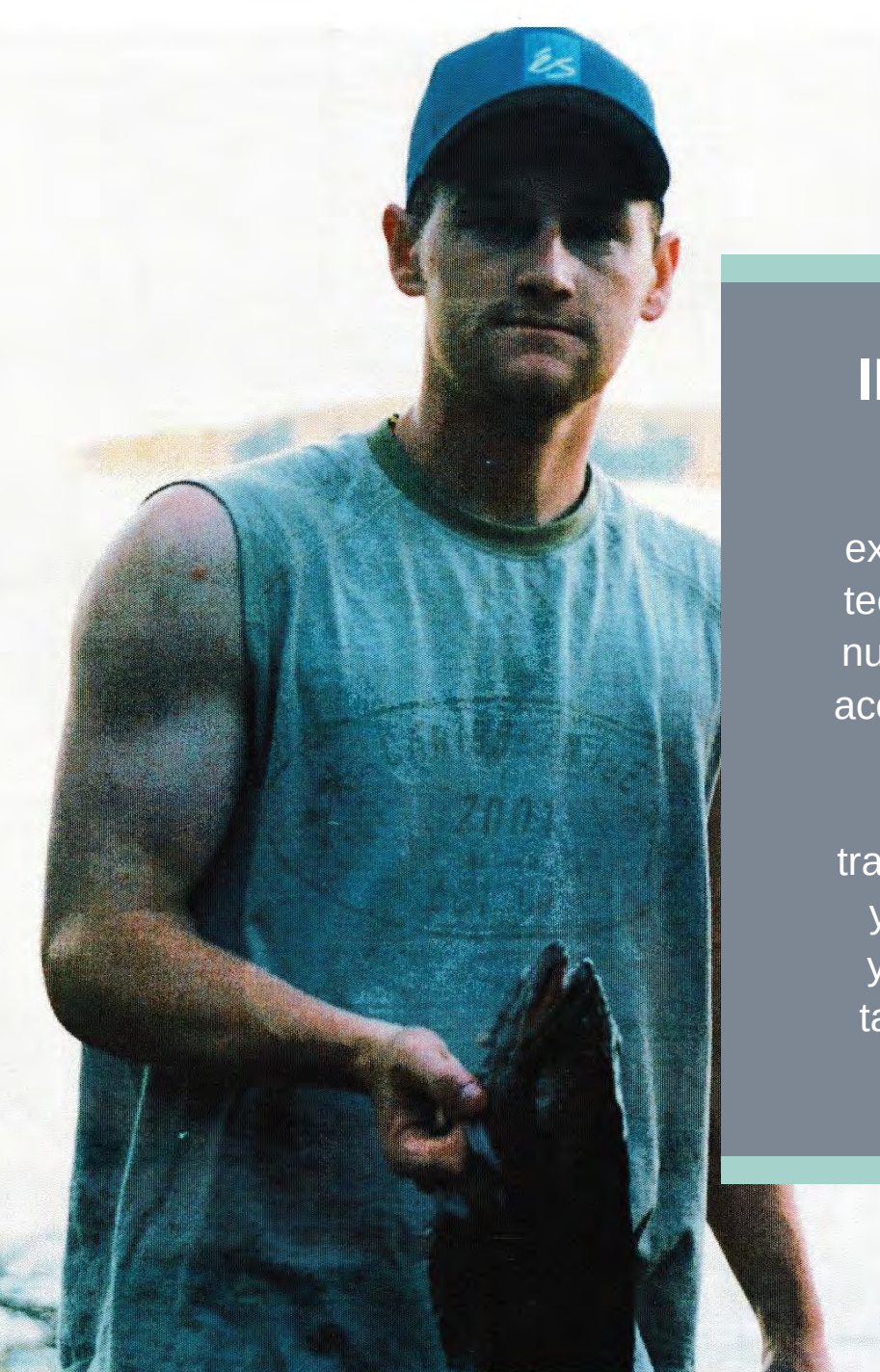
Dan's Legacy provides therapeutic counselling and life-skills intervention programs to youth battling mental health and addictions issues resulting from childhood trauma and abuse. Our clients are youth aged 15 - 25 who struggle with depression, anxiety, eating and sleeping disorders, and addiction issues and are at significant risk of overdose, self-harm, homelessness and suicide.

We offer Mindfulness Cognitive Behavioral Therapy (MCBT), diet, exercise and life-skills over a four-month term. We work with youth clients to identify skill deficits and then help them acquire the skills they need to meet their immediate goals, as well as achieve long-term success. We also provide counselling and life-skills intervention to private clients and work one-on-one with our clients who are referred to us through a variety of channels including professional organizations, government ministries and word of mouth recommendations.

Harm prevention is the main emphasis of Dan's Legacy. Our purpose is to help our clients discover the insight and empowerment to succeed in their education, housing and recovery goals, avoid life-long mental health issues, homelessness and the prospect of entrenched addiction. In the past three years, we have helped over 400 youth overcome their challenges to lead productive and fulfilling lives.

For more information, please visit www.danslegacy.com.





IN MEMORY OF DAN

Dan was a young man who experienced sexual assault as a teenager, and turned to drugs to numb the psychological pain. An accidental overdose took his life - he was only 19. Today we remember Dan by providing trauma-informed therapy to other youth in crisis, ensuring more young people get a chance to take back their lives and reach their full potential.

MISSION: “To provide youth who have experienced trauma, with effective counselling, education, vocational and other support programming.”

VISION: “At risk youth, through insight and empowerment, have the opportunity to achieve their full potential and contribute to their community.”

THIRD-PARTY FUNDRAISER TOOLKIT

If you are interested in hosting your own event to support Dan's Legacy, we can help! Our Third-Party Event Toolkit includes helpful information for organizing a successful fundraising event.

Here are a few fundraising ideas to consider and creative ways to raise money for Dan's Legacy:

- Bake sale
- Benefit Dinner or BBQ
- Car wash
- Donations in lieu of gifts for birthday or wedding
- Golf tournament
- Holiday Giving Campaign
- Keynote-speaker event
- Merchandise sales
- Proceeds from sale raffle or silent auction
- Sports Tournament
- Team building activities
- Ticketed events
- Workplace fundraiser

Host a Virtual Event!

Food or Supply Drive
Online Yard Sale
Start a Facebook Fundraiser
Game or Fitness Challenge
Social Distance Walk, Run or Hike Fundraiser
Virtual Talent Show or Benefit Concert
Virtual Craft or Paint Night

Before the event:

- Complete and submit the event request form and get approval from Dan's Legacy
- Form a team to execute your event and outline their responsibilities
- Create an event timeline to track tasks leading up to event and assign tasks to your team
- Create a budget
- Confirm venue and book equipment rentals
- Determine if you need any licenses or special insurance (liquor or raffle)
- Promote your event through social media, posters, newspapers, radio, and event listings. **Note:** For all event promotion, please consult Dan's Legacy for proper logos and information.
- Seek sponsorship from local businesses, etc.
- Check if your employers have a matching gift program. Many employers sponsor matching gift programs and will match any charitable contributions made by their employees.
- Recruit and train volunteers
- Printing (be sure to get approval on all printed materials from Dan's Legacy)

At the event:

- During your event, assign a designated person to be responsible for handling the donations
- Have Dan's Legacy donation forms available to collect donor information
- Take pictures and spread the word on social media - don't forget to tag us!

After the event:

- Send total funds collected to Dan's Legacy within 30 days of the event
- Submit donor information to Dan's Legacy to ensure tax receipts are issued to donors
- Send thank-you cards to volunteers, sponsors and others who helped make your event a success
- Compile photos and send to Dan's Legacy



POLICIES AND GUIDELINES FOR THIRD-PARTY EVENTS

Third-party fundraising is an event organized and promoted by an individual, organization or business wishing to conduct a fundraising initiative on behalf of Dan's Legacy. This document outlines the policies and guidelines for organizing your third-party event and defines how Dan's Legacy can support your fundraising goals throughout the process.

Please read through this package prior to completing the enclosed Third-Party Event Application. Dan's Legacy requires 3 weeks advance notice of third-party fundraising events.

Licenses and Insurance

- Third-party event organizers must ensure their event is held in accordance with municipal, provincial and federal law and are responsible for obtaining and paying for appropriate licenses and insurance (i.e. gaming licenses, liquor permits, special event insurance).
- A gaming license is required for raffles and 50/50 draws in British Columbia. For information about Gaming Laws in BC, please visit: www.gaming.gov.bc.ca

Staffing and Volunteers

- Third-party event organizers will provide all staffing and volunteers for the event. It is the responsibility of the third-party event organizers to recruit, train and manage all volunteers.
- We are happy to provide a representative to speak at the event on behalf of Dan's Legacy at the advanced request of the third-party event organizer. While we cannot guarantee a representative will be available, we will make every effort to attend your event.

Media and Promotional Materials

It is important for Dan's Legacy to maintain brand integrity and consistency in dealing with the public, and asks third-party event organizers to follow these branding guidelines:

- Third-party event organizers must have approval for the event before any announcements are released (media and/or social media).
- Dan's Legacy will provide a "Proudly supporting Dan's Legacy" logo for you to use. This must be used appropriately in conjunction with the event and may not be altered in any way.
- Any promotional materials must clearly state that your event is raising funds 'in support' of Dan's Legacy, and must specify whether full or partial proceeds will be donated.
- Any promotional materials featuring the name and logo of Dan's Legacy must be reviewed and approved prior to publication or distribution, including but not limited to: press releases, invitations, brochures, letters and flyers.
- Dan's Legacy reserves the right to use event photos publically for planning and promotion including images and video used in print and online publications, websites, media and social media.
- Please direct any media inquiries concerning Dan's Legacy to Barbara Coates at 604.329.9186, barb@danslegacy.com

Media and Promotional Materials (*continued...*)

Dan's Legacy can help promote and support your event, when appropriate, in the following ways:

- Provide you with our "Supporting Dan's Legacy" logo, printable brochures and information about the organization.
- Provide a letter of support to demonstrate the authenticity of the event if requested.
- Post information about your event and organization on our website's event page and social media accounts.
- Acknowledge your donation and fundraising efforts on our website's event page and social media accounts.

Planning and Fundraising

- Third-party event organizers are responsible for the complete planning, coordination and execution of the event, from conception to completion, including promotion, staffing and liability. Dan's Legacy staff are available to answer your questions and provide support where we can, but please remember that our staff resources are limited.
- Once Dan's Legacy approves your event request, we can provide you with an endorsement letter, which is a letter of support to be used to validate the authenticity of the event and its organizers. This endorsement letter may help you with sponsorship and other donations for your event.
- It is the responsibility of the third-party event organizers to acquire donors and secure prizes.
- Dan's Legacy is unable to fundraise for any third-party events including selling tickets or raffles.
- Dan's Legacy is not responsible or liable for any action, obligation or commitment arising from a third-party fundraising event.
- Dan's Legacy is not responsible for any damage or accidents to any persons or property; we will not assume any legal or financial liability caused before, during or after the event. In acquiring insurance for an event, it is the responsibility of the third-party event organizers to apply and obtain such documents in the name of the individual, organization or business coordinating the event.
- All expenses related to the event must be paid directly by the event organizer or come out of the proceeds. Dan's Legacy is not responsible for the costs, debts or any other liabilities incurred related to a third-party event.
- Third-party event organizers will handle all monetary transactions for the event and present the official donation to Dan's Legacy within **30 days of completion of the event**. Only the final net proceeds of the event will be processed by Dan's Legacy as a donation.
- It is the responsibility of the event organizers to create a budget and manage it accordingly for all expenses.

Donations and Sponsorships

- Dan's Legacy will provide donation forms to accompany all donations related to the event. Please forward completed forms to Amy Mildenerger at amy@danslegacy.com within 30 days of the event.
- If cash or in-kind sponsors are contributing to Dan's Legacy during the event, please provide a list of the sponsors, contact information, and include a value or description of their donation.
- Third-party event organizers must ensure accurate record keeping for issuing of official charitable tax receipts. Personal information collected from donors at an event must be kept confidential and secure.
- Third-party event organizers will provide Dan's Legacy with a full accounting of the funds donated to Dan's Legacy and disclose the amount of the advantage received by the participants as a result of their involvement in the fundraising event.
- If possible, please avoid submitting donations in cash. Cheque is the preferred method for submitting donations. Final net proceeds from the event should be made payable and received by Dan's Legacy within 30 days of the event. Please mail a cheque to:

Dan's Legacy Foundation
311 - 815 5th Avenue
New Westminster, British Columbia
V3M 1Y1



Tax Receipting

- Official receipts for income tax purposes will be issued by Dan's Legacy upon request in accordance with Canada Revenue Agency (CRA) guidelines.
- All gifts must meet the conditions defined by Canada Revenue Agency (CRA). Not all donations are tax receiptable according to CRA and Dan's Legacy reserves the right to determine whether a charitable tax receipt will be issued.
- Dan's Legacy will issue official charitable tax receipts once the following information is provided:
 - A full accounting of the revenues and expenses of the event
 - A complete list of individuals who made a donation, including:
 - Full name
 - Mailing address with postal code
 - Phone number or email address
 - Amount of donation
 - Method of payment
- Official charitable tax receipts can only be issued in the name of the person or company who made the donation (i.e. person who is named on the cheque), and for donations in which nothing was received in return (i.e. product or tangible item).
- Funds raised through the following means may be accepted as a donation, however, because of the nature of the fundraising method, Dan's Legacy is unable to issue an official charitable tax receipt:
 - Ticket purchase or entrance fee
 - Raffle ticket purchase
 - Green fees
 - Auction items
 - Donated services
 - Gift-in-kind donations
 - Sponsorships (a contribution made by a business for recognition and promotional purposes)



Third-Party Event Application

Event Organizer

Name of Business or Individual: _____

Contact Person: _____ Title: _____

Address: _____
Street Address

City Province Postal Code

Phone: _____ Email: _____

Event Information

Event Name: _____

Date: _____ Time: _____

Event Location: _____

Anticipated Attendance: _____

Overview *(brief description of event):*

Fundraising Goal \$ _____

How are you raising funds? *(i.e. tickets sales, donations, selling merchandise, etc.)*

Please specify what percentage of proceeds or dollar value you will be donating from your event?

Would you like a representative of Dan's Legacy to attend and speak at the event?

Yes

No

Additional Comments:



By signing this agreement, I hereby acknowledge to have read, understand and agree to the guidelines and conditions for third-party events as outlined in this document. All third-party events must align with Dan's Legacy's mission, vision and values and adhere to branding guidelines. Dan's Legacy reserves the right to decline participation and support for any fundraising initiative that does not fall within our mandate. Dan's Legacy may also, at any time, relinquish support and the use of its name and logo, of any third-party event that does not abide by the policies, criteria, and guidelines set out in this document without any liability or obligation.

Name: _____

Signature: _____ **Date:** _____

Please complete and return this form at least **3 weeks prior to your event** to Amy Mildenberger, Manager, Administration & Special Events at amy@danslegacy.com.

Dan's Legacy must be notified, in advance, for all third-party fundraising initiatives held on behalf of Dan's Legacy Foundation. This is to ensure we are aware of your initiative and you receive the recognition you deserve, and for assurance that all events are in keeping with Dan's Legacy's brand and mission.

Thank you for supporting Dan's Legacy!

THANK YOU

Thank you for your interest in planning a fundraising event to benefit Dan's Legacy. We appreciate your support!

Please do not hesitate to contact us with any questions.

Dan's Legacy

311 - 815, 5th Avenue, New Westminster
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Barbara Coates

Executive Director
604.329.9186
barb@danslegacy.com

Amy Mildenberger

Manager, Administration & Special Events
604.763.6024
amy@danslegacy.com

www.danslegacy.com



DansLegacyBC



danslegacy



DansLegacyBC



Thank
you!!

We respectfully and gratefully acknowledge that our work takes place on the unceded and traditional territory of the Coast Salish people.