

## Event Fundraising Guidelines

Thank you for your interest and enthusiasm in organizing a community fundraising event to benefit The Dementia Society of Ottawa and Renfrew County. As a charity, we rely in part on community initiatives to support our work for people impacted by dementia. We appreciate that your event will require your time, energy, and personal resources. We ask you to kindly review this document in its entirety to understand your responsibilities and to ensure that your idea meets our criteria. Please keep in mind that while community events are the responsibility of the event organizer, we are always available to answer questions and provide guidance.

### Community Event Approval

- All community events must be aligned with the vision, mission, values, and privacy policy of The Dementia Society of Ottawa and Renfrew County.
- Please complete and submit a [Community Event Registration Form](#) to The Dementia Society in order to receive our support, tax receipting services, and recognition. Forms must be submitted at least 2 weeks before your initiative begins.

### Use of the Name and Logo for Promotional Purposes

- Once The Dementia Society approves the initiative, the use of its name and logo will be allowed for promotional purposes. Various formats will be made available electronically.
- The Dementia Society can provide the organizer with various support materials and promotional offerings. Contacting The Dementia Society well in advance of the initiative will enable us to better support your activity.
- The use of The Dementia Society logo on promotional materials does not automatically imply sponsorship or endorsement. The Dementia Society may provide endorsement and/or acknowledgement letters to validate your event, when requested.

### Handling Event Proceeds.

- The Dementia Society will not incur any costs or financial liabilities associated with community initiatives. All related expenses are the responsibility of the organizer.
- As the organizer, taking a commission on the funds raised for your community initiatives, for any purpose, is prohibited.
- If an organizer is donating the proceeds from the event only, please insure a responsible percentage of the gross revenues is directed to The Dementia Society. We recommend that total expenses related to event overhead do not exceed 20% of gross revenues.
- It is advised that someone is assigned the responsibility of handling donations for the initiative. Never leave cash and personal information unattended. Please use the cash collection box and donation forms for security and efficiency, provided by request.



- Please record all monies collected and ensure donation forms are filled out for participants wanting a receipt before submitting the proceeds.

### **Donations and Tax Receipting**

- The Dementia Society issues official income tax receipts in accordance with [Canada Revenue Agency \(CRA\) regulations](#). For more concrete examples of receipting and CRA regulations, please refer to [Fundraising Events – Issuing Receipts](#). The organizer must maintain complete donor records for a tax receipt to be issued (full name and mailing address at a minimum).
- In compliance with CRA, The Dementia Society cannot provide a tax receipt from cash pooled from multiple donors. Please contact The Dementia Society with inquiries on receipting rules and how to handle pooled donations. Please contact us at 613-523-4004 or at [donations@dsorc.org](mailto:donations@dsorc.org).
- The Dementia Society cannot provide tax receipts for event-based transactions which provides a benefit for the donor. Non-receiptable transactions include: entrance fees, raffle tickets, and silent auctions.
- The net proceeds and donor information should be submitted to The Dementia Society within 2 weeks of the closure of the event. This helps ensure The Dementia Society complies with CRA regulations.
- Donations can be made by cash, cheque (payable to The Dementia Society) or by credit card. Credit card forms are inside the donation envelopes, which are available by request. Please contact us at 613-523-4004 or at [donations@dsorc.org](mailto:donations@dsorc.org) for guidance on making online credit card donations for your event.
- Any cash collected may be dropped off at our Ottawa office. (500 – 2327 boul. St. Laurent Blvd. Ottawa, ON K1G 4J8) Please do not send currency by mail.

### **Licenses and Insurance**

- If you are coordinating a raffle, where tickets are sold for a chance to win a prize(s), gaming licenses may apply. It is the responsibility of organizers to obtain the appropriate license for their fundraising activity. By law, any gaming related activity (e.g. bingo, lottery) requires a license.
- Please visit the [Alcohol and Gaming Commission of Ontario \(AGCO\)](#) for more information.
- The Dementia Society is not responsible for providing any type of liability insurance for your event, including volunteer and venue insurance. We are not responsible for any damage, theft or accidents to individuals or property.

### **Consent and Use of Photos/Video**

- By the discretion of The Dementia Society, corporate social media accounts can be used promote



community fundraising events. If social media materials features identifiable photographs and videos, and personal information, it is important that we receive verification of informed consent to protect privacy. Please follow the directions of the Community Event Photo Release Form so The Dementia Society can share your event while protecting privacy.

### **Questions and Concerns**

If you have questions about planning your community fundraising initiative, please contact Houssam Belhimer by phone at 613-523-4004 x 0 or by email at [donations@dsorc.org](mailto:donations@dsorc.org).

