



440 JARVIS STREET  
TORONTO, ONTARIO  
M4Y 2H4  
416.924.1164  
EXTENSION 3340

## THIRD PARTY FUNDRAISING AND EVENT PROPOSAL FORM

*Thank you! We are grateful for your inspired support of children and families' mental health, and making Hincks-Dellcrest your charity of choice! The Hincks-Dellcrest Foundation encourages individuals, organizations, and businesses who want to make a difference, and who have an initiative that is aligned with the positive image of Hincks-Dellcrest.*

### **CONTACT**

*We would like to know about you and your plans!*

*Please fill in this proposal form for approval so that we can understand your vision. We respectfully ask that you complete this form, and send to Shannon Holcomb at [sholcomb@hincksdellcrest.org](mailto:sholcomb@hincksdellcrest.org) or call at 416.924.1164 extension 3340.*

*In order for us to assist with the success of your initiative, we will need you to send it in at least one month ahead of your event. Once approved, we will send you an agreement to sign and return to us prior to your initiative.*

*If you need to use our logo, we will need to approve your application. We will send you our fundraising and use of logo guidelines. This application and the guidelines will serve as an agreement will become our agreement for you to become an official third party fundraiser for Hincks-Dellcrest.*

*Please note that Revenue Canada requires us to have a signed agreement with you (as the third party fundraiser) and us (as the charity) to issue official charitable tax receipts.*

## TELL US ABOUT YOURSELF OR YOUR ORGANIZATION

1. (a) Name of organizer(s): \_\_\_\_\_

(b) Title(s): \_\_\_\_\_

2. Company: \_\_\_\_\_

3. Address: \_\_\_\_\_  
(Street)

\_\_\_\_\_  
(City) (Province) (Postal Code)

4. Phones: \_\_\_\_\_  
(Business) (Mobile)

5. Fax: \_\_\_\_\_

6. Email(s): \_\_\_\_\_ Website: \_\_\_\_\_

7. Category: Corporate \_\_\_\_ School \_\_\_\_ Community \_\_\_\_  
Organization \_\_\_\_ Service Club \_\_\_\_ Religious Group \_\_\_\_  
Other \_\_\_\_

8. How You Know About Hincks-Dellcrest: \_\_\_\_\_  
\_\_\_\_\_

9. Your Inspiration to Raise Funds: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## TELL US ABOUT YOUR EVENT OR PROMOTION

(Please attach any related materials.)

10. Name of Initiative: \_\_\_\_\_

11. Vision: \_\_\_\_\_

\_\_\_\_\_

12. Impact You Envision: \_\_\_\_\_

\_\_\_\_\_

13. Event Date: \_\_\_\_\_ Event Time: \_\_\_\_\_

14. Event Location: \_\_\_\_\_

15. Target Audience: \_\_\_\_\_

16. Do You Need Any  
Licences (e.g. gaming  
or alcohol)                      Yes    \_\_\_                      No    \_\_\_

17. How You Plan to  
Promote Your Event: \_\_\_\_\_

\_\_\_\_\_

18. How You Want  
to Use Our Logo: \_\_\_\_\_

19. How You Plan to  
Raise Funds: \_\_\_\_\_

\_\_\_\_\_

20. Financial:                      How Much Do You Hope to Raise?    \_\_\_\_\_

Any Expenses?                      \_\_\_\_\_

Anticipated Donation:                      \_\_\_\_\_

21. Do You Plan to  
Donate Proceeds  
to Other Charities?                      If yes, please indicate name(s)    \_\_\_\_\_

TELL US WHAT YOU NEED FROM US

22. (a) Do You Wish to Have a Hincks-Dellcrest Representative Attend?      Yes    \_\_\_                      No    \_\_\_                      Other    \_\_\_

(b) For What Purpose? \_\_\_\_\_

23. Do You Need Signage?                      Yes    \_\_\_                      No    \_\_\_

24. Please elaborate on what you believe will make your event a success, and what support you might require:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**OFFICE USE ONLY:**

Date Approved: \_\_\_\_\_                      Approved By: \_\_\_\_\_

Foundation Support (if any): \_\_\_\_\_



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## THIRD PARTY FUNDRAISING GUIDELINES

a. BRAND

The Hincks-Dellcrest Foundation supports and encourages third party fundraising and awareness building initiatives that are consistent with the positive brand and image of The Hincks-Dellcrest Centre for Children’s Mental Health (hereafter called “The Centre”), The Gail Appel Training Institute (hereafter called “The Institute”), and The Hincks-Dellcrest Foundation (hereafter called “The Foundation”).

b. LOGO

As a registered charity, the logos belonging to The Centre, The Institute, and The Foundation are property of the organization. As such, the logo has standards that govern its use and promotion. Any third party fundraising and/or awareness building organizers must:

- i. Use the logo according to The Foundation’s guidelines;
- ii. Gain express approval for its use(s).

The Foundation will review applications and intended uses of the corporate logo in accordance with Hincks-Dellcrest’s corporate policies. Where permission is granted to a third party organizer to use the logo and/or name in support of an external initiative, any information/promotional materials must be approved by The Foundation in advance of their production and distribution.

c. SPOKESPEOPLE

For the purposes of media representation, in particular, staff from The Centre, The Institute, or The Foundation must act as official spokespeople regarding any information relating to Hincks-Dellcrest. Hincks-Dellcrest makes it a requirement that our third party partners consult with The Foundation regarding any institutional information, and the approval of media spokespeople.

d. TRANSPARENCY OF FUNDRAISING INFORMATION

In order to be as transparent as possible with the giving public, if fundraising is a publicized element in your initiative, you must clearly articulate the part of the initiative that will raise funds for Hincks-Dellcrest in terms of percentage or actual dollar amounts. This information must be detailed expressly in any promotional materials. As a commitment and statement of excellence, fundraising initiatives ought to provide at least 50% of gross funds raised to the charitable beneficiary, ie. Hincks-Dellcrest.

If you publicly name Hincks-Dellcrest as the beneficiary of your third party initiative, you are required to give The Foundation the full amount of funds raised.

e. FINANCIAL MANAGEMENT

As the third party fundraiser, you agree to handle and manage all monetary transactions, and to present any and all proceeds to The Foundation within 30 days of your initiative (or as agreed to in writing ahead of time).

Hincks-Dellcrest is not responsible for any potential financial losses incurred in relation to the third party initiative that you organize. It is understood that as the organizing body, you are responsible for underwriting any and all costs associated with the initiative. No costs will be incurred by Hincks-Dellcrest unless otherwise agreed to in writing prior to the initiative.

f. LIABILITIES

The Centre, The Foundation, and The Institute are not responsible for any liability associated with the third party initiative unless there is prior knowledge and consent that is approved in written form authorized persons. Hincks-Dellcrest accepts no legal responsibility for the success or failure or any other liabilities associated with the initiative, or for any risk, injury or other damages potentially incurred with the initiative.

g. TAX RECEIPTING

The President and CEO of The Foundation (and where appropriate, the President and CEO of The Centre) will review the proposed initiatives in accordance with the policies and guidelines of the Canada Revenue Agency to determine the eligibility of tax receipting for proceeds raised. Not all funds raised may qualify for official charitable tax receipts. Upon request, The Foundation is pleased to share information on tax receipting.

The Foundation is not permitted to issue tax receipts to sponsors that the third party organizer recruits; however, can issue thank you letters, which can be used as proof of sponsorship.

h. DONOR RECOGNITION

Any donor recognition to celebrate the initiative and its organizers will be provided in accordance with Hincks-Dellcrest policies and guidelines, and will be available to you in a signed agreement ahead of the initiative's execution.