



## THIRD PARTY FUNDRAISING GUIDELINES

Centre Wellington Community Foundation (*CWCF*) welcomes local community groups, individuals and others who wish to host fundraising events (“*Third Party Fundraising*”) where all or a portion of the proceeds goes to the Foundation generally or one of our funds with a specific focus. This is a very effective way to help fund the many worthwhile charities and other community projects supported by *CWCF*.

It is important to have a clear understanding between the organizer of *Third Party Fundraising* and *CWCF* of our operating policies, many a requirement of Canada Revenue Agency. Upon successful application by a *Third Party Organization*, *CWCF* will consider this application and if successful grant an *Endorsement Letter* with the understanding that you adhere to the following *Fundraising Guidelines*:

- All fundraising activity must be endorsed by *CWCF*. Donations will only be accepted from individuals, organizations, and companies whose image supports the values, mission and strategic objectives of *CWCF*.
- Once we have received your signed **Third Party Fundraising Agreement** and **Third Party Fundraising Application** and we are satisfied that the fundraising activity fits with the values, mission and strategic objectives of the Foundation, we will forward you an *Endorsement Letter*.
- If an event or activity, which is to benefit the Foundation, is approved, it must be stated that proceeds will be directed to Centre Wellington Community Foundation.
- All fundraising activities must be undertaken to promote the community standing, good name and services of *CWCF*.
- Monies raised via fundraising activities must be for the stated purpose of the appeal.
- An event or activity organized by a *Third Party Organization* is not an official *CWCF* event or activity.
- No statement in third party advertising should imply that a product or service is recommended or endorsed by the Foundation.
- All events and/or activities must be held for the stated purpose and within the timeline outlined in the completed third party application.
- *Third Party* organizers must take sole responsibility and liability for the planning, promotion and management of an event or activity. This may include soliciting prizes, organizing publicity and providing goods and services. *CWCF* may provide guidance and support when needed.



- The *Third Party* must ensure that its officers, employees, agents, partners, volunteers, contractors and associates do not represent or hold themselves out as having any authority to act on behalf of CWCF.
- Any intellectual property, including the Centre Wellington Community Foundation name, trademarks, logo, and other branded materials must not be used in any way for awareness or fundraising or on any merchandise without the prior written consent of CWCF.
- CWCF reserves the right to approve any media release, artwork, description of an event or activity and wording before it is published or distributed.
- CWCF's Public Liability Insurance does not cover *Third Party Fundraisers*.
- CWCF recommends that *Third Party* events or activities encourage members of the public who wish to make a donation, to do so directly to Centre Wellington Community Foundation on the web at <http://cwcfoundation.ca> or by contacting [info@cwcfoundation.ca](mailto:info@cwcfoundation.ca)
- Receipts for tax purposes can only be issued to people giving donations of money (above \$20.00). The following are not tax deductible: raffle ticket purchases, purchases of goods (e.g. chocolates, merchandise) or services, purchases of goods and services at an auction.
- Total income and expenditure reports for the event or activity should be submitted along with a cheque or money order within 28 days of the end of the event or activity.
- CWCF reserves the right to withdraw its approval for the fundraiser/event at anytime if it appears that there is a likelihood of the fundraiser failing to adhere to any of the above Guidelines. Further to this, *Endorsement Letters* will not be issued where the viability of the fundraising activity is in doubt.



CENTRE  
WELLINGTON  
COMMUNITY  
FOUNDATION

PO Box 436  
Fergus, Ontario  
N1M 3E2

1-888-713-4083  
www.cwcfoundation.ca

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## THIRD PARTY FUNDRAISING AGREEMENT

I,

\_\_\_\_\_  
*(Coordinator's Name)*

accept the terms and conditions of the Fundraising Agreement set out in the Centre Wellington Community Foundation' Third Party Fundraising Guidelines. I agree to conduct my fundraiser/event:

\_\_\_\_\_  
*(name of fundraiser/event)*

in accordance with those terms and conditions and in a manner which upholds Centre Wellington Community Foundation' integrity, professionalism and ethos.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Thank you for your support.

Please complete and return this **Third Party Fundraising Agreement** together with the attached **Third Party Fundraising Application Form** to:

**Centre Wellington Community Foundation,  
P. O. Box 436,  
Fergus, Ontario**