



Our vision is a world where everyone has a safe and decent place to live.



YOUR GUIDE TO HOSTING A THIRD PARTY SPECIAL EVENT



OUR STEP BY STEP GUIDE

You can make a difference and change lives!

INTRODUCTION

Since 2005, seventeen Habitat for Humanity Huron County families have had their dreams come true due to the generosity of our donors. We believe that everyone has the right to a safe and decent place to live. Families are given a hand-up and not a hand-out. Habitat looks beyond the build. For every dollar raised, it is estimated that \$4 in social benefits are returned into our community. We all benefit.

We appreciate the commitment and investment of time and financial resources that go into creating an event that supports our work. We have created this Step By Step Guide to help you turn your idea into a fundraising plan. It also includes the documents you need to submit prior to hosting your event.

We hope that this Guide will help to make your connection with Habitat Huron County rewarding and fun.

WHAT IS A THIRD PARTY EVENT?

A third party event is any fundraising initiative by individual(s), community groups, service clubs, corporations and businesses who wish to raise money through a planned activity that is designed, managed and financially resourced outside of Habitat for Humanity Huron County.

TYPES OF EVENTS

STRAIGHT DONATIONS

These activities are independent events whereby all or a portion of the proceeds are donated to Habitat Huron County.

INDIRECT PARTICIPATION

These initiatives are larger in scope and typically require the organizers/sponsors(s) to invest significant resources to ensure the events success. These often include activities such as public promotional activity (i.e. flyers, advertising), obtaining sponsorships and gifts-in-kind.

PARTNERSHIPS

This initiative requires the active involvement of Habitat Huron County staff, Board members and other Habitat volunteers in the planning and execution of the event.

The submission of the Third Party Event Application and Agreement is required *before* you start fundraising.

STEP 1: CONTACT US.

Habitat Huron County staff are ready and available to help you. Call 519-612-1614 or email resource@habitatthuroncounty.ca.

STEP 2: BRAINSTORM YOUR EVENT & GET ORGANIZED

There are endless ways to fundraise. It's a good idea to keep in mind how much time, effort and expense that you are willing to give in order to achieve your fundraising goal. Some popular, tried and true events are:

"Thons" (walk, ride, read)	Tournaments (euchre, baseball, bowling)	Fashion shows
Dinners (galas, pot-lucks)	Fitness challenges	Garage sales
Trivia Challenges	Cook-offs	Movie nights
Silent auctions	Music/concerts/theatre	Serve-a-thons

Make sure that you have enough eager and enthusiastic people with diverse skills set to help you.

STEP 3: SET YOUR FUNDRAISING TARGET & CREATE YOUR BUDGET

Make sure that your fundraising goal is realistic. Set a budget so you can keep track of your expenses and revenues.

STEP 4: READ OVER HABITAT HURON COUNTY'S THIRD PARTY APPLICATION FORM

Does your event meet the requirements outlined in the Third Party Event Application? If so, complete the application and submit it for review.

Please connect with us if you have questions or need help. We are here to make the process easy and get you on your way to hosting your event.

STEP 4: SET YOUR DATE(S) & PICK YOUR VENUE

Schedule your event far enough in advance so you have enough time to advertise and get people excited about it. (Applications should be submitted to HFH HC 60 days prior to your event). Check local community calendars to see if there are other events that might conflict with yours. Select a venue that has what you need (i.e. parking, accessibility), and works within your budget. If the event is outdoors, have a back-up plan in case the weather isn't ideal.

STEP 5: LICENSING & INSURANCE

Does your event require special licensing or fees (i.e. liquor, raffle)? Ensure that you have enough time to submit the application(s) before the fundraiser takes place. Does the fundraiser need special insurance?

STEP 6: PROMOTE YOUR EVENT

Determine what type of promotional material(s) you need (i.e. flyers, postcards) and how you are going to distribute them. Use online community calendars, websites, social media, and radio/TV. What audience do you want to market to?

All materials with our name and logo must be approved before use.

Upon request, a Habitat Huron County Board member, volunteer or staff member can attend the event or cheque presentation.

STEP 7: DONATIONS & OFFICIAL TAX RECEIPTS

Official tax receipts will be issued in accordance with Canada Revenue Agency Regulations.

All donation cheques are to be made payable to:

Habitat for Humanity Huron County

Tax receipts will be sent for donations of \$25 or more provided that we have complete names and mailing addresses. Receipts for online donations through CanadaHelps will be issued automatically at the end of the transaction.

STEP 8: POST-EVENT WRAP-UP

Funds should be submitted to Habitat for Humanity within 45 days of the completion of the event.

THANK YOU FOR HELPING US TO BRING COMMUNITIES TOGETHER TO HELP FAMILIES BUILD STRENGTH, STABILITY AND SELF-RELIANCE THROUGH AFFORDABLE HOMEOWNERSHIP.

THIRD PARTY EVENT PROPOSAL FORM

Thank you for considering Habitat for Humanity Huron County as the recipient of the proceeds from your third party fundraiser. We ask that you complete this short Event Proposal Form and submit it by mail (*Habitat for Humanity Huron County, P.O. Box 453, Goderich, ON N7A 4C7*) or by email to resource@habitatthuroncounty.ca at least 60 days prior to the event. If f you have any questions, please feel free to contact us at 519-612-1614.

CONTACT INFORMATION

Name of Primary of Primary Contact Person _____

Name of Contact Organization (if applicable) _____

Mailing Address _____

Phone _____ Email _____

EVENT INFORMATION

Name of Event _____ New ____ Returning ____

Date of Proposed Event _____ Location _____

PLEASE DESCRIBE YOUR EVENT

What do your hope to achieve from your event?

Who is your target audience?

How will the funds be raised? (i.e. raffle, ticket sales, auction)

Do you have a cancellation plan?

Why did you select HFH HC as your charity of choice? _____

THIRD PARTY EVENT PROPOSAL FORM CONT'D

FINANCIAL INFORMATION

Will your supporters require tax receipts? _____ (If so, full names and addresses are required)

Event expenses may not be paid from tax-receiptable donations. All donations requiring tax recipients must be received in full by HFH HC.

Official tax receipts will only be issued by HFH HC in accordance with Canada Revenue Agency Regulations.

If you are donating a portion of the proceeds, what is the percentage _____ or dollar value _____

What is your total expected revenue _____ Expenses _____ Net Revenue _____

MARKETING & PROMOTION

Will there be promotional materials for the event (i.e. flyers, advertisements)?

Do you wish to use HFH HC's logo? _____

If so, how will it be used? _____

Will media be attending the event? _____

Do you want HFH HC to promote your event via its website and social media?

Do you need HFH HC to supply brochures/swag? _____

Do you need HFH HC volunteers to be involved with the event?

What other expectations do you have of HFH HC? _____

THIRD PARTY FUNDRAISING AGREEMENT

Third party event fundraising is a key component of **Habitat for Humanity Huron County's (HFH HC)**, overarching vision and values. Third party events are awareness building and bring new support to our organization. In order that these events have a positive impact on HFH HC's brand and public image, individuals and organizations (profit & not-for-profit), are required to agree to the following:

Fundraising events should not conflict with the mission of HFH HC.

Event organizers will work with HFH HC to ensure that HFH HC's good image and core values are maintained.

The HFH HC name and logo cannot be used to promote an event without prior approval by HFH HC. All materials with the HFH HC name/logo must be submitted prior to being printed/published.

HFH HC has the right to withdraw the use of its name/logo at anytime.

Event organizers are solely responsible for procuring and paying for any licenses and/or permits and insurance that pertain to their event.

Official tax receipts will only be issued by HFH HC in accordance with Canada Revenue Agency Regulations.

Event expenses may not be paid from tax-receiptable donations. All donations requiring tax recipients must be received in full by HFH HC.

Accurate accounting of the event must be done and available for HFH HC's review.

HFH HC is not responsible or liable for ANY expenses incurred for the third party fundraiser.

All funds and financial accounting must be submitted to HFH HC no later than 45 days after the completion of the event. Cheques are made payable to *Habitat for Humanity Huron County*.

The event organizers will send a brief overview of the event after it has occurred including the number of Attendees, total revenue generated, a complete list of sponsors and photos from the event. Habitat Heuron County reserves the right to post about the event on its website and social media with this information.

Notify HFH HC if the fundraising event is cancelled prior to the planned event day.

The event organizers agree to ensure that all materials borrowed are returned promptly and in the same condition they were received and agree to accept responsibility for any damage or loss.

HFH HC agrees to provide appropriate recognition commensurate with the size of the gift as per its Donor Recognition Policy.

HFH HC cannot and does not share it donor list.

HFH HC respects your privacy and only collects your personal information in order to process your request to organize a fundraising event on our behalf and will not use such information for any purpose other than which is was gathered.

I have read and agree to follow the conditions set forth in Habitat for Humanity Huron County's **Third Party Fundraising Agreement**.

NAME OF ORGANIZER (Print) _____ SIGNATURE _____

AUTHORIZED SIGNATURE for HFH HC _____ DATE _____

Please forward this completed and signed form to Habitat for Humanity Huron County,
P.O. Box 453, Goderich, ON N7A 4C7