

## Third Party Fundraising Guide

First and foremost, thank you so much for your interest in supporting Human Concern International by fundraising for our projects! Your support helps us work toward our vision of moving communities from crisis to sustainability.

This guide is designed to help you raise funds for HCI through an event, or online marketing.

Please feel free to contact us should you have any questions about third party fundraising:

*Mache Bouazza*  
*Regional Director, Quebec*  
[mache@humanconcern.org](mailto:mache@humanconcern.org)  
514-668-1550  
*Human Concern International*  
877 Shefford Rd., Ottawa ON, K1J 8H9

### What is Third Party Fundraising?

Third party fundraising is when an individual, affiliated group or organization, runs an event or online marketing for the purpose of raising funds for — or on behalf of — a chosen charity with that charity's approval.

Human Concern International benefits from third party fundraising by:

- Raising awareness.
- Receiving financial support from net revenues for projects.

### Getting Started

If you're interested in running Third Party Fundraiser in benefit of Human Concern International, please follow the steps below:

1. Carefully read through What HCI can and cannot do to support the fundraising.
2. Complete and submit to us the Third Party Waiver and Liability Release Agreement.
3. Wait until you receive an approval from us.
4. Submit a Financial Summary Form and the funds you raised for us no later than 30 days after your fundraising.

**Human Concern International CAN:**

- Offer you an online fundraising page.
- Offer you advice on how to organize your fundraising. We are happy to help guide your fundraising initiative by discussing your ideas with you.
- Help you promote your fundraising by posting on our social media platforms (Twitter and Facebook).
- Have a HCI representative speak at your fundraising, if available.
- Provide you with Human Concern International marketing materials such as videos, photos, brochures and posters.
- Issue tax receipts, subject to Canada Revenue Agency Guidelines.
- Authorize the use of our name and logo at your fundraising.

**Human Concern International CANNOT:**

- Fund or reimburse any fundraising expenses.
- Provide HCI's donor or sponsor lists.
- Guarantee attendance of staff or volunteers at your fundraising.
- Apply for gaming licenses (e.g. bingos, raffles, liquor, insurance) for your fundraising.
- Provide tax receipts for cash or in-kind goods that were not directly received by the HCI office (please also see information on tax receipts).

### Third Party Waiver and Liability Release Agreement

Thank you for your support of Human Concern International through your involvement and planning of a third party fundraiser.

By signing this form you agree and understand that:

- The business/organization/individual will not open any bank accounts using the HCI's name or Taxpayer Identification Number (TIN). Any check donations listing HCI as "Payee" will be forwarded to HCI for deposit in an HCI bank account.
- Only donations made directly to HCI are tax receiptable (to the extent permitted by law). It is recommended that the organizer makes themselves familiar with the receipting policies of the Canada Revenue Agency (CRA)  
<http://www.cra-arc.gc.ca/chrts-gvng/chrts/prtng/rcpts/fndrsng-eng.html>
- All publicity (including media releases, print/promotional materials, etc.) for the proposed fundraising must be approved by HCI prior to being used.
- Mention of HCI in connection with the initiatives and funds raised must be approved by HCI Generally, the approved wording is "Proceeds from this initiative will be donated to HCI."
- Any use of HCI's name, logo, or stationary in any mailing, advertising, online marketing or for the media must receive prior written approval from HCI.
- Due to limited personnel resources, HCI cannot guarantee staff support to third party fundraisers.
- HCI must be notified if other organizations will benefit from the fundraising.
- HCI shall have the right at any time and for any reason to request that the Third Party cease use of the name of HCI in connection with the fundraising and the Third Party must comply with such request.
- All fundraising is to be conducted for the exclusive benefit of HCI. Any variance must be approved by HCI in advance of the initiative.
- HCI does not release volunteer, partner or donor names.

- All third party organizers are responsible for providing insurance as required by law, or established business practice.
- HCI will not assume any legal or financial liability of a third party initiative. HCI is not responsible for any damage, accidents to persons or property at a community event or any actions in association with the fundraising initiative.
- HCI in no way endorses any products or services used in connection with the fundraising.
- This fundraising in no way represents a joint venture or partnership.

I individually, or as a representative of the below named business, organization or group agree to the above requirements and hereby fully release and agree to hold harmless HCI and all local affiliates of HCI across Canada, and any other affiliates, their Officers, Directors, Trustees, agents, employees and representatives, successors and entities, together with their insurers, of and from any and all liability, claims, damages, expenses, injury or causes of action for any reason.

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Name of organizers

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Signature of organizers

Date

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Signature of HCI representative

Date

Please initial each page of this guide, and complete, sign and return this form to:

*Mache Bouazza*  
*Director of Fund Development*  
[mache@humanconcern.org](mailto:mache@humanconcern.org)  
514-668-1550  
*Human Concern International*  
*877 Shefford Rd., Ottawa ON, K1J 8H9*

### Third Party Fundraising Guidelines

- All publicity (including media releases, photos, videos, print/promotional materials, etc.) for the proposed fundraising or promotion must be approved by HCI prior to being printed, released, etc.
- The HCI name and logo may not be used by a third party on an ongoing basis (e.g. on a website or on promotional material), unless permission in writing has been granted to the third party by HCI.
- Mention of HCI in connection with the promotion and funds raised must be approved by the HCI. Generally, the approved wording is “Proceeds from this initiative will be donated to the HCI.”
- The public should be informed how HCI will benefit from the event or promotion. If the Society will not receive all the proceeds, then the exact percentage that benefits the Society must be stated clearly on all related materials.
- HCI must be notified if other organizations will benefit from the fundraising.
- The Third Party Organizer will obtain all necessary permits, licenses and insurance required.
- All funds and tax receipt information (if approved to issue receipts) i.e. contact information for receipting, must be received by HCI no later than 30 days after closing the fundraising.
- It is recommended that the third party organizer make themselves familiar with the receipting policies of the Canada Revenue Agency (CRA):  
  
<http://www.cra-arc.gc.ca/chrts-gvng/chrts/prtng/rcpts/fndrsng-eng.html>
- If the fundraising is cancelled, HCI must be given at least 24 hours notice. Please return to us all unused HCI materials.
- HCI shall have the right at any time and for any reason to request that the Third Party Organizer cease use of the name of HCI in connection with the fundraising and the Third Party Organizer must comply with such request.
- HCI will not assume any legal or financial liability at any fundraising or in conjunction with a promotion.

- HCI is not responsible for any damage, accidents to persons or property at any fundraising.

#### Tax Receipt Guidelines

- HCI is only permitted to issue tax receipts to individuals who make a donation without receiving a tangible item or benefit in return.
- HCI can only issue tax receipts for the amount of the actual donations received by HCI.
- Tax receipts cannot be issued for funds used to cover the costs of the event or other administrative expenses incurred by the Third Party Organizer.
- Tax receipts will be issued by HCI once net funds are remitted with a list of donor names, addresses and amounts of individual donations.