



# Third Party Fundraising: Information and Guidelines

Third party fundraising engagements help QMUNITY reach our fundraising goals. These engagements are considered independent projects undertaken by an individual, affiliated group or organization, for the purpose of raising funds for QMUNITY. The planning, promotion, and success of the event is the sole responsibility of the event organizer(s).

If you would appreciate a QMUNITY staff person, such as the Specialist, Engagement & Donor Relations, Executive Director or Board member, to attend your event and speak about QMUNITY to show our appreciation, please [contact us](#).

## **Step-by-Step Guide**

This guide will help you in planning your third party fundraising event. Here are some key steps to guide you through the process:

### 1. Contact Us

QMUNITY staff always appreciate knowing about your event before you host it. QMUNITY can help your event be successful by providing volunteers when requested with enough notice and/or post to our social media platforms about the engagement.

Please contact QMUNITY's [Specialist, Engagement & Donor Relations](#).

### 2. Event Ideas

It is up to the organizer to come up with a fundraising idea, however, here are some examples that have worked for others in the past:

- Hosting a dinner party and deliver a short presentation on why you support QMUNITY and ask guests to become a donor
- Getting a group of friends together to have a car wash and donate the funds raised to QMUNITY
- Hosting a benefit concert for QMUNITY, where a percentage of the ticket sales go to QMUNITY
- Selling your products and giving a percentage of the proceeds to QMUNITY
- Celebrating your anniversary, birthday, or other special occasion by asking friends to donate to QMUNITY instead of bringing a gift
- Collecting donations as part of your community or sports group through a 50/50 raffle

These are only a few ideas/examples and are not the only options.

### 3. Fundraising Opportunities

There are two types of third party fundraisers that can be done for QMUNITY:

A group or individual can host an event and make QMUNITY the beneficiary of funds raised.

- Example: An individual or organization hosts a benefit concert or bake sale and gives QMUNITY a cheque for the net profits.
- Example: An organization is hosting a fitness class in support of QMUNITY for which the net profits are given to QMUNITY.

A group or individual can utilize an existing event, and add a third-party fundraising element, by donating the income produced from that element.

- Example: A company has an annual staff party and asks their employees to make a donation to QMUNITY.
- Example: A company has chosen to participate in the pride parade and for each person walking, an amount is pledged to QMUNITY.

### 4. Get Organized

Organizing a successful event can take some work and planning depending on the size. Have some friends or colleagues help you out (or create a small committee in the workplace). Recruit folks with different skills and experience who can help you.

### 5. Set the Date and Venue

Schedule your event for a day that gives you enough time to plan, invite folks and promote it. Make sure it's not competing with another event happening in your community or circle of friends and colleagues, and don't forget about holidays that occur throughout the year.

Booking your event in an accessible location is crucial. Make sure your site has all the amenities you need, at a price you can afford if you are renting a space. If you are planning an outdoor event always have a Plan B in case weather doesn't cooperate.

Also, be sure to look online to see if you need a license or agreement to use a public space.

QMUNITY rents our facilities to various groups and there are discounts for community members. You can find information on renting space on our website: [Rent Space at QMUNITY](#)

#### 6. Set your Fundraising Goal and Budget

Set a fundraising goal for your event and plan how you expect to reach your goal. QMUNITY's [Specialist, Engagement & Donor Relations](#) can help you think through this piece.

You may need to create a budget to manage all expenses like rental equipment, fees, decorations, etc. and estimate the potential income from your fundraising activities. Determining your budget will help you to decide whether your fundraising target is realistic.

#### 7. Do you Need a License?

Check with the local authorities to determine if you need any licenses and how long it takes to get them.

#### 8. Donations and Tax Receipts

All donation cheques should be made out to:

QMUNITY  
1170 Bute Street  
Vancouver BC, V6E 1Z6

Some Canadian Revenue Agency conditions apply for issuing charitable tax receipts. No receipts are given for amounts paid for goods, services or for which a direct benefit is derived by the purchaser.

QMUNITY receipts monetary donations that add up to \$25.00 or more in a single calendar year. Tax receipts are issued every February in the year following when the donation was made. Charitable tax receipts are distributed by email unless otherwise requested.

In order for participants to receive tax receipts, event organizers must send a clear and legible listing of donors, including full contact information and donation amounts, within 30 days of the event. QMUNITY can provide you with a simple pledge form to ensure the information needed is collected in accordance with Canada Revenue Agency guidelines.

QMUNITY has pre-made pledge forms for your use ensuring all the correct information is collected to ensure a tax receipt can be issued. [Contact us](#) for more information.

In the case of ticket purchases, you must indicate the value of any benefits received by the participant (e.g., food and drink, entertainment, gift bags, etc.), as this amount must be deducted from the full ticket price to determine the receiptable portion of the donation.

QMUNITY retains the right to review and approve all receipting decisions. QMUNITY also retains the right not to issue tax receipts.

For more information, please visit the Canada Revenue Agency [website](#).

## 9. After the Event

Now it's time to tally and submit the funds you raised to QMUNITY. Please do so within 30 days of your event.

Don't forget to showcase your event by posting highlights and outcome of your event through social media.

We want to hear from you! Please contact QMUNITY's [Specialist, Engagement & Donor Relations](#) with stories and photos of your event. There may also be the opportunity to set up a photo-op with the QMUNITY team.