

## WHAT IS A THIRD-PARTY FUNDRAISER?

A Third-Party Fundraising Event is any activity run by a non-affiliated group or individual where the proceeds of the event are provided to the Learning Disabilities Association of Manitoba.

Third Party Events can be organized by community groups (e.g., school groups, service clubs, unions, or corporations) or individuals who want to help raise funds to support individuals impacted by learning disabilities and/or ADHD in our community.

Funds raised through Third-Party Events directly support programming and services for individuals and families in our community who are impacted by learning disabilities and ADHD.



## We all have the power to become a “Superhero”

Thank you for your interest in raising funds for the Learning Disabilities Association of Manitoba (LDAM) by hosting an event! Your efforts help us in our goal to provide support, programming, and advocacy for individuals who are impacted by learning disabilities and ADHD in Manitoba.

Every event, no matter big or small, directly supports our programming. We are here to support your initiatives, to answer questions along the way, and to make this planning process as easy and enjoyable as possible.

Included in this package you will find our Third-Party Event Resources which provide you with everything you need to know to make your event a success. Please take a few minutes to familiarize yourself with our Terms and Conditions on Page 3. These guidelines help ensure a successful partnership between the Learning Disabilities Association of Manitoba and you.

Thank you for your support!

Karen Velthuys  
Executive Director

Before you begin planning your event, we ask that you review Learning Disabilities Association of Manitoba’s (LDAM) terms and conditions, included in this package, to make sure your event qualifies as a third-party fundraising activity.

For Learning Disabilities Association of Manitoba to endorse events being run on its behalf, organizers must agree to the terms and conditions contained herein.

	Provided by LDAM	Provided by LDAM (based on availability)	Provided by the Third-Party Event Host
<b>Recognition &amp; Promotion</b>			
<b>Pre-Event</b>			
Promotion on LDAM website	X		Logo & Event Details
Event Poster displayed in Learning Centre	X		Poster development and printing
Social Media	Minimum 3 mentions		
<b>During Event</b>			
Participation by LDAM staff and/or guests		X	
Speaker from LDAM		X	
Thank you signage onsite at event	X		
<b>Post Event</b>			
Thank you on LDAM website and social media	X		
Cheque Presentation	X		
Tax Receipts provided to participants (where appropriate)	X		Full names, addresses required

# Third Party Fundraising

## Terms and Conditions

Before you begin planning your event, we ask that you review Learning Disabilities Association of Manitoba's (LDAM) terms and conditions below to make sure your event qualifies as a third-party fundraising activity.

For Learning Disabilities Association of Manitoba to endorse events being run on its behalf, organizers must agree to the following terms and conditions:

1. Complete and submit the event proposal form at least 10 business days prior to your event.
2. All events must be compatible with LDAM's mission and vision.
3. Third party events should not conflict with an existing Learning Disabilities Association of Manitoba fundraising event.
4. Permission must be obtained from LDAM to use our logo. If permission is granted to use our logo, our branding guidelines and specifications must be strictly adhered to.
5. All promotional material must state that proceeds from your event support LDAM and that it is not an official LDAM event.
6. LDAM has the right to approve all media contacts and interviews with respect to LDAM, our programs and our services. For accuracy reasons we appreciate the opportunity to review public verbal remarks to confirm appropriate verbiage.
7. LDAM must be notified of any promotional opportunities including dates, times and places promotion will take place.
8. LDAM assumes no legal or financial liability associated with the event. Third-party organizers are required to underwrite all costs and LDAM will not incur any costs.
9. The person(s) holding the event should obtain all necessary permits, licenses, and/or insurance.
10. The confidentiality of our program participants and families must always be respected. No photos will be used without prior permission.
11. LDAM requires that organizers use satisfactory financial controls. Proceeds should be submitted within 30 days of the end of the event or activity.
12. In order to recognize and report to event supporters we encourage event partners to report back on the amount that was raised and donated to LDAM.
13. LDAM will not endorse any products or services.
14. LDAM reserves the right to withdraw its approval for the fundraiser/event at any time if it appears that there is a likelihood of the fundraiser failing to adhere to any of the above Guidelines.

# Do-It-Yourself Campaign Ideas

There is no limit to creativity when brainstorming ideas for successful third-party events. Engage your creative resources and encourage your team to think BIG. Here are just a few ideas to consider:

Auction	Date Auction	Proceeds from Sales
Arts and Crafts Sale/Show	Dinner Party	Raffle
Balloon Pop	Read-a-Thon	Rummage Sale
Battle of the	Face Painting	Run/Walk/Ride
Bands Benefit	Fashion Show	Scavenger Hunt
Dinner BBQ	Fishing Derby	Sporting Events
Bingo	Flower Sale	Traditional Gala Event
Night Book	Garage Sale	Video Game Tournament
Sale	Golf Tournament	Wine Tasting
Bowling	Grand Opening	Work Department Challenge
Tournament	Kickball/Softball Tournament	Work Event
Cocktail social	Loonie/Toonie Drives	Donate your Birthday!
Car Wash	Monthly Giving Campaign	
Carnival/Festival	Pet Wash	
Concert/Play		
Concession		
Stand		

## Tips for Success:

Your event is what you make it, so have fun with it! Here are some steps to assist in your coordination:

- Step 1: Choose your event idea
- Step 2: Pick date/time of the event
- Step 3: Create budget
- Step 4: Create work plan and set deadlines for tasks
- Step 5: Promote your event

# Obtaining a Raffle License

According to Liquor, Gaming & Cannabis Authority of Manitoba (LGCA), a raffle is a lottery event in which prizes are awarded based on a random draw of tickets purchased by players. Only licensed charitable or religious organizations can conduct raffles.

If the following three elements are present, a raffle license is required:

- Tickets are sold (consideration)
- Random chance to win (chance)
- Prizes are awarded (prize)

Some common examples of raffles requiring a license are:

- Rainbow auctions
- 50/50s
- Grey Cup tickets

**There are no fees to apply for licenses for raffles with anticipated gross revenue of \$10,000 or less.**

We reserve the right to provide a lottery license at our discretion provided you have given us the following required information at least 30 days prior to your event:

- Draw format (i.e. 50/50, prize draw, etc.)
- Draw date
- Draw location (including Venue and City)
- Ticket colour
- Unit price (i.e. 1 ticket for \$3, 3 tickets for \$5)
- Ticket quantity
- Total value (amount must not exceed \$10,000)
- Description of prize(s)
- Retail value of each individual prize

***LGCA requires that all raffle tickets must be collected at the event and handed in to Learning Disabilities Association of Manitoba to be kept for two years following the event.***

***Please visit [MyLGCA.ca](http://MyLGCA.ca) to learn more about raffle licenses or call 204.927.5300 or toll-free at 1.800.782.0363.***

# Tax Receipting

## **What will Learning Disabilities Association of Manitoba provide a tax receipt for?**

Learning Disabilities Association of Manitoba adheres to the Canada Revenue Agency (CRA) Income Tax Act when issuing charitable tax receipts. To learn more about charitable tax receipts, please visit <http://cra-arc.gc.ca>.

## **Under CRA guidelines, a “gift” is a:**

Voluntary Transfer of Property with a conscious desire to make a gift (as distinguished from giving something for nothing by mistake or under pressure).

Voluntary	given of free will (not compelled, not court ordered, etc.)
Transfer	from donor to charity/qualified done (complete transfer)
Property	cash or gifts in kind (not services)

## **Learning Disabilities Association of Manitoba will provide a tax receipt for the following:**

- Direct personal or corporate donations of \$25.00 or over (unless otherwise requested by the donor)
- In-kind donations where fair market value is easily determined
- Gifts of shares
- Bequests
- Life insurance premiums
- Monthly donations (donor will receive one cumulative income tax receipt at the end of the calendar year)
- Sponsorships

## **Please Note:**

To issue a tax receipt for donations a full mailing address, including postal code and phone number of the donor is required.

# Tax Receipting

## **Learning Disabilities Association of Manitoba cannot provide a tax receipt for the following:**

- Gifts of promises or pledges (for example, gift certificates donated by the issuer, hotel accommodation)
- Payment fee for an event
- Gifts where the value or benefit of the donation cannot be determined
- Lottery or raffle tickets
- Donations of services (time, skills, or efforts) or loans of property, use of a timeshare or lease of premises
- Funds or gift in kind is from another qualified donor (gifts from other registered charities, or non-profit organizations)
- Name of true donor(s) cannot be determined (for example, bottle collection from several parties, donation bins, etc.). One person cannot benefit from gifts made by multiple donors
- Rent-free space
- Court ordered donations (donations made as a condition of parole)
- Gifts intended for another organization
- Donations of items for auction

# FAQs

## **Will Learning Disabilities Association of Manitoba help organize events?**

Our priority is to focus our resources on supporting our third-party event organizers through promotion and recognition. We have created this *Third-Party Event Toolkit* to help you get started planning your event and we are always here to help answer any questions you may have.

## **Is Learning Disabilities Association of Manitoba able to support any third-party event expenses?**

It is the responsibility of the event organizers to create a budget and manage it accordingly.

## **Can Learning Disabilities Association of Manitoba provide volunteers for a third-party event?**

It is the responsibility of the event organizers to recruit, train and manage all volunteers, where appropriate we will help to promote volunteer opportunities.

## **Can Learning Disabilities Association of Manitoba provide sponsorship contacts events?**

Learning Disabilities Association of Manitoba cannot solicit sponsors or provide sponsor/donor lists for third party events. It is the responsibility of the event organizer to request support from individuals or businesses to underwrite costs. We are happy to review your list of sponsors and offer suggestions where required.

## **Who is responsible for all liability and legal risks associated with my event?**

Learning Disabilities Association of Manitoba will not be responsible for any damage or accidents to any persons or property; we will not assume any legal or financial liability caused before, during or after the event. Depending upon the nature of the third-party event, the organizer may be required by LDAM to submit proof of general liability insurance in the amount of \$1,000,000 or such other amount which covers any damage or accidents to persons or property arising out of the third-party event. In acquiring insurance for an event, it is the responsibility of the organizer to apply and obtain such documents in the name of the individual, organization or business coordinating the event.

Learning Disabilities Association of Manitoba will not sign any contracts with vendors or suppliers. It is advisable that you seek guidance and direction from your own insurance broker on such matters.

## **Will Learning Disabilities Association of Manitoba help promote third party events?**

Yes, we will post all events on our website as well as on our social media channels. Any additional promotion is up to the event organizers. We ask that proposed publicity for the event that mentions the Learning Disabilities Association of Manitoba be approved by LDAM prior to being printed and/or released, including web content, press releases, and printed materials. Please forward all content for approval in advance of release to [info@ldamanitoba.org](mailto:info@ldamanitoba.org).



# FAQs

## **Can I use the Learning Disabilities Association of Manitoba's logo and how do I get it?**

Yes, please complete the appropriate checkbox on the *Third-Party Event Application Form*, and the logo will be emailed to you. You can also contact Community Engagement Coordinator, Nikki Kerslake, by calling 204.774.1821 ext. 3 or by emailing [nkerslake@ldamanitoba.org](mailto:nkerslake@ldamanitoba.org).

## **Can Learning Disabilities Association of Manitoba provide print and promotional/display materials?**

Learning Disabilities Association of Manitoba can provide print materials about our programs and services, where available. Please provide us with requests for materials a minimum of ten (10) days prior to your event by contacting Community Engagement Coordinator, Nikki Kerslake, by calling 204.774.1821 ext. 3 or by emailing [nkerslake@ldamanitoba.org](mailto:nkerslake@ldamanitoba.org).

## **Do I need any licenses to host an event? (Raffle, liquor, etc.)**

Some licenses may be required depending on the type of event you are planning on hosting. Learning Disabilities Association of Manitoba will assist the event organizers with details and requirements for licensing and where to go to obtain those licenses if requested. Licenses that may be required include a liquor licenses, raffle license etc. and are the responsibility of the event organizers. You must be able to provide proof of adequate licenses to Learning Disabilities Association of Manitoba if requested. *Please see the **Obtaining a Raffle License** section for more information on the requirements for a lottery license.*

## **Will I have access to Learning Disabilities Association of Manitoba's media contacts?**

It is the responsibility of the event organizers to promote their own events.

## **How do I send the proceeds of my event to the Learning Disabilities Association of Manitoba?**

Funds raised by a third-party event should be made payable and sent to Learning Disabilities Association of Manitoba no later than 30 days after the event. If Learning Disabilities Association of Manitoba is to provide tax receipts for donations the full name, address, phone number, and amount donated will be required from each donor. Cash must be in a sealed envelope, counted, with a completed donation sheet attached, we ask that you **please do not mail cash.**

### **Please make cheques payable to:**

Learning Disabilities Association of Manitoba  
617 Erin Street  
Winnipeg, MB  
R3G 2W1

### **E-transfer:**

[info@ldamanitoba.org](mailto:info@ldamanitoba.org)

*Please see the **Tax Receipting** section in this package for more information on requirements for tax receipts.*