Third Party Events

Trails Youth Initiatives, Inc. (Trails) encourages third party fund raising events that will promote our Four Seasons, Four Years, For Life programme and increase awareness of our programme, and the needs of vulnerable youth, in the community. Third Party Events are those created, managed and run by various businesses, individuals, groups and service clubs for the benefit of Trails. Hosting a third party event is a wonderful way to show your support for vulnerable youth in our community.

Things to Think About Before Making an Application

* **What do you hope to accomplish with this event?**For example do you want to raise money, increase awareness of Trails Youth Initiatives, or engage alumni?
* **Has a similar event been held at your organization before?**If so, you should determine how successful it was as a fundraiser, awareness builder, and community engagement event. If it wasn’t successful, was it due to poor planning or a general lack of interest? You can learn from past experience.
* **How much time will you need to organize this event?**Consider the time commitment your event will consume. If it will take a month to plan, organize and execute, you cannot expect to hold the event in one week. Trails requires eight weeks notice if no license is required and twelve weeks notice if one is.
* **What are your resources?**Before committing to an event, you need to think about the resources you have available. Is there someone on your committee that has helped organize this type of event before? Does a committee member know a local business owner that might donate prizes? Consider the tangible and intangible assets available.
* **What is your budget?**Plan a budget and stick to it. Depending on the type of special event you are running, there may be significant costs involved.
* **Do you have a back-up plan?**It’s always a good idea to come up with some alternative ideas in case an event proves impossible. You may also need to contingency plan if your event is held outdoors and it rains or snows, or if weather makes it difficult for attendees to travel to the event.

Our Mission

We challenge and equip vulnerable youth to become contributing members of the community.

Event Guidelines

We state this information in advance so that there are no misunderstandings with regards to our ability to participate and support your fundraising event.

To hold a third party fundraising event, approval must be granted by Trails. The initial step to gain approval is to fill out the attached “Third Party Agreement Form”; a form signed by both Trails and the third party event planner, stating liability and the percentage of net proceeds to be donated to Trails.

A third party event is defined as one where:

* The event is initiated by an outside party;
* A portion of the funds are designated to Trails;
* Trails’ name is used in advertising to state Trails as the designated recipient of the  event proceeds;
* Trails staff involvement is minimal;
* \*Please note: Trails does not issue tax receipts for 3rd party event proceeds.

1. The organizing party is asked to complete an “Event Details Form” which will state the necessary event details, such as the nature of the event, time, place and contact information, as well as provide Trails with your expectations on materials and services required from us (e.g. Promotional Materials, Trails Representative Speaker, etc.). The resources to be provided by Trails will be discussed between the parties prior to the event. Trails can provide resources to assist with the event from promotional material to ideas. However, the responsibility remains with the promoters for selling tickets and volunteer recruitment.
2. Trails will only receipt according to the ‘Tax Receipting Procedures” which is in compliance with the Canada Revenue Agency (CRA) Guidelines. Trails does not issue tax receipts for Third Party Events unless it is a straight donation made out directly to Trails Youth Initiatives, Inc. If the promoter has any questions regarding receipting, they are to contact Trails.
3. Trails cannot fund or reimburse any expenses incurred throughout the planning and execution of the event.
4. The organizing party is asked to complete a “Post Event Form” including a Financial Statement and submit within 30 days of completion of the event, so that Trails will have information on post-event accounting for revenue and expenditures, number of participants, etc.
5. Trails reserves the right to require a representation from the auditor/public accountant of the company/organization stating that the revenues and expenses are accurate as presented.
6. Trails’ name should be on all appropriate promotional materials. However, use of our name requires express approval before usage. Trails’ name is only used to announce that we are the recipients of the proceeds from the event.
7. By publicly naming Trails as the beneficiary of your event, you are required to donate the full amount agreed upon, of the net proceeds, to Trails within 30 days of the event. The third party individual or organization agrees to handle all monetary transactions for the fundraising event.
8. Trails does not participate in any door to door fundraising initiatives or social gaming events, or support organizations which do so on its behalf.
9. Upon request, Trails can provide a letter of support to be used to validate the authenticity of the event and its organizers.
10. Trails cannot share mailing lists of donors, clients or families in accordance to its privacy policy.
11. Trails cannot guarantee staff or volunteer attendance at your event.
12. Most venues require the third party event to provide evidence that it carries a minimum of $2.0 million in public liability insurance and must indemnify Trails for all damages, costs, claims and/or expenses arising from the event.
13. The Trails’ policy is to acknowledge and recognize the contribution and effort made to Trails Youth Initiatives. A Donor Recognition Program has been established separate and apart from any recognition that may be received from a third party event. Feel free to discuss with the Trails representative how your event may be recognized.

**For any further inquiries or questions, please contact:**

Janelle Dayman, Director of Development

Phone: 905.836-0285

Email: janelle@trails.ca

Trails Youth Initiatives, 15599 Warden Avenue, Stouffville, ON L4A 2M9

Third Party Event Proposal Form

|  |  |
| --- | --- |
| Contact Name/Organization |  |
| Contact Number/Fax |  |
| Contact Address |  |
| Contact Email |  |
| GENERAL EVENT INFORMATION | |
| Event Name |  |
| Event Type (Golf Tournament, Dance Etc.) |  |
| Date & Time of Event |  |
| Venue Name |  |
| Venue Address |  |
| ADDITIONAL INFORMATION | |
| Event Dress Code (Casual, formal, business attire, etc.) |  |
| How many attendees do you expect? |  |
| Are you holding this event in honour/memory of a person? | Yes No |
| For Whom? |
| Will this be an annual event? |  |
| How much money would you estimate you will raise at this event? |  |
| What percentage of the monies raised will be donated to Trails Youth Initiatives? |  |
| How many volunteers will be participating? |  |
| Will the event be open to the public? | |
| Will you require tax receipts? (circle one) YES NO  If yes: Please discuss with Trails to determine if issuing tax receipts is possible under CRA regulations. | |
| Will you require a Trails representative to assist or speak at your event? | |
| Do you require a ticket to be purchased to attend the event to fulfill the request? | |
| Will there be a post-event cheque presentation? | |
| WOULD YOU LIKE TO RECEIVE MATERIALS FOR DISPLAY AT YOUR EVENT? | |
| If yes, what materials? |  |

Budget

All costs are to come out of the event proceeds or should be paid directly by the event organizer.

Please list expected revenues and estimated expenses (even if you anticipate having them donated or sponsored).

Estimated proceeds from the event/fundraising activity: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Estimated amount of donation ($) to Trails Youth Initiatives: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| Revenue | Expenses |
| Sponsorship $ | Venue $ |
| Donations $ | Food/Beverage $ |
| Ticket Sales $ | Printing (posters, tickets, etc.) $ |
| Product Sales $ | Prizes $ |
| Silent Auction\* $ | Advertising $ |
| Raffle\* $ | License Fees $ |
| Other $ | Postage $ |
|  | Security $ |
| \*these events require a gaming license | Liability Insurance $  *if applicable* |
| Total Revenue $ | Total Expenses $ |
| Net Profit (Total Revenue minus Total Expenses $ | |

Trails needs to raise close to $1 million each year. Support from the community provides us with the capacity to offer our programmes at a minimal cost to the participants’ families.

Every dollar makes a difference in allowing Trails to provide the highest quality programme for our participants.

THIRD PARTY EVENT AGREEMENT FORM

I/We, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, propose to offer Trails Youth Initiative to

(Name of individual or organization)

organize and conduct an event to be called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the

(Name of event)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ area, on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

(Date of event)

I/We agree to donate a portion of the net proceeds (\_\_\_\_\_\_\_\_\_\_ %) to Trails and to submit a financial report of the event detailing all revenue and receipts, all expenditures and net profit.

I/We hold harmless Trails for any and all liabilities associated with this event, unless prior written consent to cover expenditures is received from Trails’ Office Manager or President.

Any other signage utilizing Trails’ logo or public relations material must be authorized in writing by Trails.

I/We understand and acknowledge that Trails does not issue tax receipts for third party events unless it is an outright donation made out directly to Trails.

Proposed this \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_day of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature Name and Title Date

Accepted by: Trails Youth Initiatives, Inc.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature Name and Title Date

10 TIPS FOR A SUCCESSFUL EVENT

1. Approval: After conceptualizing your event, it is important to fill out a proposal form and submit the completed and signed copy to Trails. Permission is required in order to execute your special event using Trails name or logo.
2. Form a Group: The success of a special event is directly related to the enthusiasm of those organizing it! Create a group that is composed of enthusiastic, skilled and motivated people. Depending on your location, we may be able to offer you some support for your event.
3. Set Goals: Be realistic when setting a financial goal. The budget section of the event proposal form will help you gauge the scale of your event.
4. Brainstorm: Use your imagination to create fun and successful fundraisers!
5. Make Sure You Have the Right Event: Utilize the skills and assets of your group members. For example, if your group is composed of artists and photographers, maybe a bake sale isn’t the best fundraiser for you! Try having a silent auction where your members’ work can be auctioned off for a profit.
6. Schedule the Event: Be mindful of any other fundraising events going on that may be competition for your event. Also, make sure your event is held at a time when attendance will be high, such as on the weekend or outside of the usual 9-5 work week hours, unless your event is based around the office work day.
7. Budget: Keeping costs down will generate a bigger profit for your event. Be sure to account for costs such as venue, food, postage, permits etc. Try and get things donated where possible! As much as possible Trails will try and lend resources such as posters and literature.
8. Promotion and Publicity: Be sure to communicate to Trails your plans for using our logo. It is symbolic and is meant for specific use. Its use must be approved. Promote your event; just be sure your materials have been approved by Trails before doing so.
9. Collect the Funds: Be sure to be very clear about how funds will be generated for Trails and in what percentages. For example, if you are selling tickets to an event, be sure to display what percentage of the price of the ticket will be donated to Trails. Please have your funds in to Trails within 30 days of your event.
10. Thank you: Please be sure to thank the people who have helped with your event. They would also be proud to hear how much money was raised in support of Trails.