



## Gilda's Club Simcoe Muskoka Do-it-Yourself Fundraising (DIY) Event Package

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**Thank you** for your interest in planning a DIY event to benefit **Gilda's Club Simcoe Muskoka (GCSM)**. Fundraising events can take many forms from a golf tournament, walk-a-thons, head shaving, bowling parties, garage or craft sale, fashion show, concert, comedy night, car washes, wearing red to work day or simply hosting a dinner where instead of gifts, guests make a donation to Gilda's Club Simcoe Muskoka. And it's important to get kids involved too through a bake sale, lemonade stand, etc. We are open to exploring these ideas and others with you.

We are fortunate to receive numerous inquiries and proposals from companies, individuals and families that would like GCSM to be the recipient of the proceeds from their fundraising event. **\*\* Please note that anyone who is interested in planning an event to benefit GCSM must complete Page 4 and submit form to GCSM.** Each proposal is carefully reviewed to ensure that:

- The event supports the mission and image of GCSM
- The event has a realistic budget, timeline and plan

We are very grateful to everyone who raises money to support our program of cancer support. However we are not able to advance monies, provide donor lists, or solicit sponsorship revenue for fundraising events. Additionally, our organization's ability to provide services for your event is limited by staff size and resources. We state this information in advance so that there are no disappointments or misunderstandings with regards to our ability to participate with you and support your fundraising event.

In addition, please note that under all circumstances, the use of GCSM's brand, logo, or name requires written authorization from GCSM and must be pre-approved before usage. Once again, thank you for your interest in planning an event to benefit GCSM.

### **DIY Event Policies & Procedures**

**DIY fundraising events should fit the mission and promote the appropriate image for GCSM.**

#### **Mission**

The mission of Gilda's Club is to ensure that all people impacted by cancer are empowered by knowledge, strengthened by action, and sustained by community.

#### **Permission**

The Canadian Revenue Agency (CRA) notes that Gilda's Club Simcoe Muskoka retains a fiduciary duty to ensure that the GCSM's name is being used properly, that the funds are being handled and accounted for in a responsible manner, and the fundraising is being conducted in a manner that is consistent with GCSM's mission and public image.

- All fundraising events for GCSM require written permission from GCSM in advance. Please do not make public announcements or promote the event until you receive approval of your event proposal.
- Fundraising events must comply with all relevant provincial and federal laws.
- All necessary permits and certificates of insurance required by the City, Township or otherwise will be the responsibility of the third-party fundraising group.

Gilda's Club Simcoe Muskoka will not accept funds raised with the participation of tobacco-related products or businesses, nor will we accept funds raised with the participation of companies or products related to sunbeds or tanning beds.

#### **Event Promotion & Logo Usage**

- GCSM must review all promotional materials (including press releases, public service announcements, scripts, posters, brochures, etc.) before they are used.
- The GCSM logo is a registered trademark and cannot legally be reproduced without written permission.

#### **Event Language**

- It must be clear in any promotional materials that your event is raising funds that will benefit GCSM.
- Any promotional materials must properly characterize the use for which the donation will be made. For example, "*Proceeds benefit Gilda's Club Simcoe Muskoka.*"

#### **Financial Guidelines**

Please **remit the proceeds from your event within 30 days** of the event taking place. Cheques can be made payable to *Gilda's Club Simcoe Muskoka*.

- **GCSM can issue tax receipts only to individuals or organizations that make a donation without receiving any product or tangible item in return.** Purchases of raffle tickets, event admission tickets, green fees, live and silent auction items are **NOT** eligible for tax receipts.
- **GCSM is not responsible for expenses.** Under no circumstances is GCSM able to offer funding or reimbursement for event expenses.
- Gaming and lotteries including bingos, 50/50 draws, gambling, raffles or games of chance often have special considerations that require permits. Please go to <http://www.agco.on.ca> for more information. GCSM will under no circumstances apply for a raffle license on behalf of a third party event.

#### **Sponsorship**

- GCSM cannot solicit sponsors for your fundraising event and does not provide any donor or member contact information.
- Printed materials and other information should state, "**Proceeds will benefit Gilda's Club Simcoe Muskoka**"

#### **Cancellation, Liability & Changes**

- If circumstances warrant, GCSM may at any time opt out as a beneficiary of the event/promotion.
- If Gilda's Club Simcoe Muskoka directs you to cancel the event you will do so immediately, and further agree to release GCSM, and its directors and employees from any and all liability and connection to such action.

- You agree to indemnify and hold harmless GCSM and all its officers, directors, and employees from any and all claims and liabilities in any way related to the event.
- GCSM must receive written notice of any changes in your fundraising event.

### **What We Can Do For You**

GCSM can promote the event, when appropriate, and at its own discretion, through:

- GCSM web site (with a link to the event's / organization's web site if appropriate)
- GCSM social media sites (Facebook, Instagram, Twitter, etc)
- GCSM monthly "Gildagram" newsletter.
- GCSM Clubhouse Community Board.
- Offer event planning expertise and advice.
- Approve the use of GCSM's name and/or logo.
- Provide a letter of support to be used to validate the authenticity of the event and its organizers.
- Provide limited existing GCSM materials for your event such as brochures, stickers and videos.
- When possible, GCSM will offer a representative to attend your event.
- Please remember GCSM is a small organization with limited staff time and resources.

### **Things to Remember**

- Complete and sign the event proposal form as early as possible to GCSM.
- Establish goals that are realistic and measurable.
- Identify your audience.
- Plan a budget. Identify sources of income and all expenses. If you keep costs down, you'll generate a larger donation – something everyone will feel good about.
- Promotion and publicity – You need to be certain that all promotional and publicity materials are approved by GCSM so that you are using the name, logo, and charitable language correctly.
- Collect the funds and submit the proceeds to your event staff contact. We ask that all funds be forward to GCSM within 30 days of the conclusion of the event.
- **Until written permission is received, the name "Gilda's Club Simcoe Muskoka" cannot be used for any purpose and contributions cannot be solicited.**

Thank you again for your interest in planning an event to benefit GCSM. Philanthropic contributions such as yours help us to continue providing emotional and social support for men, women and children touched by cancer - **FREE** of charge. Our Donor Acquisition & Marketing Specialist is always available for questions or guidance. **THANK YOU!!!!**

Please submit the completed DIY Event Form by fax, email, or in person to:

Aaron Lutes  
Executive Director

Gilda's Club Simcoe Muskoka  
10 Quarry Ridge Road  
Barrie, ON L4M 7G1  
705-726-5199 x 224  
Fax 705-726-7101  
[aaron@gildasclubsimcoemuskoka.org](mailto:aaron@gildasclubsimcoemuskoka.org)  
[www.gildasclubsimcoemuskoka.org](http://www.gildasclubsimcoemuskoka.org)

# Gilda's Club Simcoe Muskoka DIY Event Proposal Form



Name of Proposed Event: \_\_\_\_\_

## **Contact Information**

Name of contact person: \_\_\_\_\_

Name Organization (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Email: \_\_\_\_\_

## **Event Information**

Date and Time/Duration: \_\_\_\_\_

Location of proposed event (include address if possible): \_\_\_\_\_

Briefly describe the event: \_\_\_\_\_

Audience for event (include # expected to attract): \_\_\_\_\_

Children    Teens    Adults    Seniors    Disabled

What % or amount of that revenue will Gilda's Club Simcoe Muskoka receive? \_\_\_\_\_

Gilda's Club Simcoe Muskoka resources:

How can we find you on Facebook? \_\_\_\_\_

How can we find you on Twitter? \_\_\_\_\_

## **Publicity**

How do you plan to publicize the event?  Media    Radio    Social Media (Facebook, Twitter)

Additional information/comments: \_\_\_\_\_

***I have read and agree to follow the policies and procedures:***

### **Organizer**

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
PRINT NAME

\_\_\_\_\_  
TITLE

\_\_\_\_\_  
DATE

### **Gilda's Club Simcoe Muskoka**

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
PRINT NAME

\_\_\_\_\_  
TITLE

\_\_\_\_\_  
DATE