



## THIRD-PARTY FUNDRAISING GUIDELINES

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We gratefully welcome those who wish to organize events that raise funds and awareness on behalf of Preeclampsia Foundation Canada, in accordance with our mission. Please review these guidelines if you are interested in hosting a third-party fundraiser for Preeclampsia Foundation Canada. It is our goal to empower, not limit, you in your desire to help this cause.

In order for Preeclampsia Foundation Canada to endorse events held on its behalf, organizers must agree to the following terms and conditions:

### MISSION AND VISION

- All events must be compatible with Preeclampsia Foundation Canada's [mission and vision](#).

### PRIOR APPROVAL

- Prior approval to hold a third-party event is required. Complete and submit the event organizer form at least 30 business days prior to your event.
- Approval is based on the type and theme of the event.

### BRAND INTEGRITY

It is important for Preeclampsia Foundation to maintain brand integrity when dealing with the public. Preeclampsia Foundation Canada requests that third-party event organizers follow these branding guidelines:

- Preeclampsia Foundation Canada reserves the right to withhold the use of its name and logo from any event.
- Preeclampsia Foundation Canada must approve all promotional/advertising featuring Preeclampsia Foundation Canada's name and logo.
- All promotional material must state that your event is "in support" of Preeclampsia Foundation Canada and not an official Preeclampsia Foundation Canada event.

## DONATIONS AND SPONSORSHIPS

- Preeclampsia Foundation Canada will not solicit sponsors on behalf of a third-party event organizer, nor will they provide contacts for sponsorship.
- Any third-party event organizer contacting potential sponsors must disclose the nature of the third-party arrangement and must position Preeclampsia Foundation Canada as a recipient of the event proceeds, not the host or sponsor of the event.

## VOLUNTEERS

- Preeclampsia Foundation Canada cannot guarantee their volunteers or Board Members to participate or attend a third-party event. However, we would welcome the opportunity to attend, pending availability.

## FINANCING AND INSURANCE

- Preeclampsia Foundation Canada assumes no legal or financial liability associated with a third-party event. Third-party event organizers are required to underwrite all costs and Preeclampsia Foundation Canada will not incur any costs.
- Third-party event organizers are responsible for filing any necessary permits (gaming or liquor licenses) or insurance coverage needed to hold a local third-party fundraising event. Preeclampsia Foundation Canada will not pay or reimburse fees for such permits or coverage.
- Preeclampsia Foundation Canada will not be held responsible for casualties, thefts or accidents that occur at a third-party event.

## ACCOUNTABILITY

- As a registered charitable organization, Preeclampsia Foundation Canada must comply with the Canada Revenue Agency (CRA) rules and regulations; therefore, we reserve the right to audit all records pertaining to a third-party event to ensure compliance with the CRA and to maintain transparency with our donors and stakeholders.
- Preeclampsia Foundation Canada requires that event organizers use strict financial controls, and funds raised must be sent to Preeclampsia Foundation Canada within 20 business days following the event date (unless otherwise agreed upon in writing).
- Taking commission, for any purpose, on funds raised as part of a third-party event is prohibited unless there is a mutual written agreement in place between the event organizer and Preeclampsia Foundation Canada.

## CHARITABLE DONATION RECEIPTS

- Preeclampsia Foundation Canada, a registered charitable organization, will issue official donation receipts according to the rules set out in the Income Tax Act (Canada) and according to the guidance of the Charities Directorate of the Canada Revenue Agency (CRA).
- Charitable receipts will be issued for **cash gifts only**, which qualify as charitable gifts, in accordance with CRA guidelines. Charitable receipts will not be issued for cash gifts less than \$20, as per Preeclampsia Foundation Canada's Gift Acceptance Policy.
- Preeclampsia Foundation Canada must receive a list (by donor) including the full name, address, phone number, method of payment and donation amount, from the event organizer, within 20 business days following a third-party event date, to enable issuance of official donation receipts.
- General guidelines for issuing official donation receipts applicable to third-party events:
  - An official donation receipt cannot be issued to the organizer of a third-party event for the lump sum raised at a third-party event.
  - An official donation receipt cannot be issued for a gift of service.
  - An official donation receipt cannot be issued when the Fair Market Value (FMV) of an advantage received for a gift is more than 80%.

## PRIVACY

- Information obtained and used by Preeclampsia Foundation Canada will be treated with the utmost confidentiality and security.