

## Third Party Event Guidelines

We are thrilled that you are interested in supporting Hospice Niagara by hosting a third party event. Third party events are special events that are created, managed and run by various businesses, individuals, groups or service clubs in support of Hospice Niagara. These events are initiated by an outside party, require minimal staff involvement, and designate a portion of the funds raised to Hospice Niagara.

By hosting a Third Party Event, you are demonstrating your support for a worthy cause and helping us to raise the funds needed to continue to provide compassionate care, hope and encouragement to residents of Niagara with a life-limiting progressive illness and their families.

### How Hospice Niagara can help:

1. Offer event planning advice and expertise.
2. Approve the use of our name and logo.
3. Provide a letter acknowledging our support of your event.
4. Send an E-blast to our Volunteers with event details.
5. Include promotional ads or articles in our monthly E-newsletter (provided materials are received four weeks in advance).
6. Post a flyer on our Volunteer and Staff bulletin boards.
7. Include announcements or ads on the Hospice Niagara website, facebook page and twitter account.
8. Send a media advisory or Public Service Announcement to all “free” media.
9. Arrange for staff and/or volunteers to attend the event or cheque presentation, where appropriate. We cannot guarantee that a staff member or volunteer will be available to attend your event; however we will do our best to have someone attend when invited.

### What we cannot help with:

1. Funding or reimbursement for expenses.
2. Preparing and mailing thank you letters.
3. Providing staff members to organize and run the event.
4. Supporting events that are not in line with the mission, vision and integrity of Hospice Niagara.
5. Purchasing tickets to the events.
6. Providing a list of Corporate Donors for the purpose of soliciting support/sponsorship/funds.

Hospice Niagara requires events such as this, to seek approval of all corporate/private donor sponsorship requests prior to requesting support/funds/sponsorship. Hospice Niagara agrees not to withhold approval for requests that will benefit this event, but wish to ensure that we are not jeopardizing our established relationship with corporate/private sponsorship to our already existing events.

## Serving Families in Niagara

**Hospice Niagara - The Stabler Centre**  
403 Ontario Street, Unit 2  
St. Catharines, ON L2N 1L5  
F: 905-984-8242



**Hospice Niagara - Welland Office**  
555 Prince Charles Drive  
Welland, ON L3C 6B5  
F: 905-735-1703

7. When approaching donors/sponsors or doing media interviews/advertising/promotion of the event, you must say that this is in support of Hospice Niagara. The event cannot be named as “in association with Hospice Niagara or in partnership with Hospice Niagara” as events named as per the latter must be approved by the Board of Directors.

### **Use of our logo**

The Hospice Niagara logo is a registered trademark and thus use of our logo is only allowed with expressed permission. Approval must be granted by the Community Relations Manager prior to inclusion on any print or web materials. Usage is limited to the approved event and we require final approval on any event materials containing the logo.

### **Charitable Donation (Tax) Receipts**

A charitable donation (tax) receipt is given to people who make a personal donation to a registered charity. The donation must be made directly to Hospice Niagara (i.e. writing their cheques out to Hospice Niagara) and without personal return.

Things including, but not limited to sponsorship, admission tickets, raffle tickets or silent auction purchases are **not** eligible for a tax receipt. All qualifying cash donations of \$20.00 or more are eligible for receipts. Donations “in-kind” (an item or service) may not be receiptable.

To properly process a tax receipt we require that all event organizers have approval from the Community Relations Manager four weeks prior to the event and that all necessary information is provided three weeks following the event. We require the following information from the donor following the event:

- Donor’s name
- Donor’s address (including postal code)
- Donor’s telephone number
- Amount of donation
- The actual donation (cash, cheque or credit card number)

We can provide you with a generic template form prior to the event to complete this process. Tax receipts cannot be processed by Hospice Niagara unless the event organizer remits the funds. Processing tax receipts takes 4-6 weeks after the donation has been received through our administrative office.

### **Registration Form**

Please complete the attached registration form and submit it to the Community Relations Associate at least four weeks prior to your event. Questions or concerns may be directed to the Community Relations Department.

\*Please provide Hospice Niagara with pictures of the event.

## Serving Families in Niagara

**Hospice Niagara - The Stabler Centre**  
403 Ontario Street, Unit 2  
St. Catharines, ON L2N 1L5  
F: 905-984-8242



**Hospice Niagara - Welland Office**  
555 Prince Charles Drive  
Welland, ON L3C 6B5  
F: 905-735-1703

## Volunteers

Hospice Niagara may be able to assist with providing event-day volunteers for your event. If you require volunteers to assist on the day of the event, please contact us at least four weeks prior to the event. We will do our best to fulfill your volunteer request subject to interest and availability.

## Where the Money Goes

All funds raised at third party events support Hospice Niagara's community programs and services.

We provide compassionate care, hope, and encouragement to residents of Niagara with life-limiting progressive illnesses and support to their caregivers, families and those who grieve their deaths. We serve as an example of end-of-life care, in partnership with others in the community.

For more information about our programs and services, visit our website at [www.hospiceniagara.ca](http://www.hospiceniagara.ca).

## Serving Families in Niagara

**Hospice Niagara - The Stabler Centre**  
403 Ontario Street, Unit 2  
St. Catharines, ON L2N 1L5  
F: 905-984-8242



**Hospice Niagara - Welland Office**  
555 Prince Charles Drive  
Welland, ON L3C 6B5  
F: 905-735-1703