

THIRD PARTY FUNDRAISING KIT

WWW.SAGEHAVENSOCIETY.ORG

“ *I have found that among
its other benefits, giving
liberates the soul of the
giver.* ”

Maya Angelou



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INTRODUCTION

Welcome to the Sage Haven Society Third-Party Fundraising Kit, a resource for local individuals and business owners looking to support Sage Haven Society through a third-party fundraiser.

Whether you're a passionate individual looking to make a difference or a business owner seeking meaningful community engagement, this guide will provide the tools, strategies, and inspiration needed to create impactful fundraising campaigns for Sage Haven Society.

Third-party fundraising initiatives are pre-approved by our organization and represent independent endeavours led by individuals, affiliated groups, or organizations that generate funds for Sage Haven. The entire process, from planning and promotion to the event's ultimate success, is undertaken by a third party.

It is important to note that your event needs to be approved by Sage Haven Society before you begin promoting or soliciting donations on our behalf. As a registered non-profit with the CRA, and because we receive funding through the Province of BC, we must ensure that third-party fundraising complies with gaming guidelines.

Contributions from third-party fundraising initiatives are crucial in supporting Sage Haven toward our financial objectives.

We hope this guide helps you as you walk through the steps of planning and holding your fundraising. Please do not hesitate to contact us with any questions after reading the guide. Our fundraising coordinator can be reached by email at fundraising@sagehavensociety.org

FUNDRAISING APPLICATION

Getting to Know Sage Haven Society

Before submitting your application, please take time to get to know Sage Haven Society.

OUR MISSION

We are committed to building a healthy community and improving the status of women. We provide a safe place and innovative services for women, children, men, and families.

www.sagehavensociety.org/mission

FOLLOW US ONLINE

Our website is a great place to start when learning more about Sage Haven Society's mission, values, and programs. We also recommend following our online social channels.

- Facebook: <https://www.facebook.com/SAGEHAVENportalberni>
- Instagram: <https://www.instagram.com/sagehavenpa/>
- LinkedIn: <https://www.linkedin.com/company/1140024>
- X: <https://twitter.com/SageHavenPA>

SUBSCRIBE TO OUR NEWSLETTER

Please also take a moment to subscribe to our newsletter so we can keep you up to date on what is happening at Sage Haven Society.

<https://www.sagehavensociety.org/newsletter>



APPLICATION PROCESS

The first step to planning your third-party fundraiser should be to complete our fundraising application online on our website www.sagehavensociety.org/thirdpartyevent-application

We appreciate your use of our online application as a small team it helps us to streamline our resources and help our supporters to our fullest potential. However, if you have difficulties using an online form, Please reach out and we can send you a pdf file.

Once we receive your application, our fundraising coordinator will reach out to you with any questions they may have and to share our brand guide and logo assets for third-party fundraisers.

Applications are applicable for a single event only. Organizers of annual events and activities must submit a new application each year for each respective event.

TYPES OF THIRD-PARTY FUNDRAISING

ONLINE DONATION DRIVES

WHAT IS AN ONLINE DONATION DRIVE?

An online donation drive is a fundraising campaign conducted over the Internet to encourage individuals or groups to contribute funds to a specific cause, organization, or charitable initiative. Unlike traditional offline methods, online donation drives leverage digital platforms, such as websites, social media, and crowdfunding platforms, to reach a broader audience and facilitate the collection of donations. Participants can make contributions securely through online payment systems, credit cards, or other electronic payment methods.

ONLINE TOOLS FOR CREATING A DONATION DRIVE

Sage Haven works with two approved online tools for third-party fundraisers to utilize for online donation drives Canada Helps (<https://www.canadahelps.org/en/fundraise/>) and Facebook fundraisers (<https://www.facebook.com/help/990087377765844>)

If you use fundraising tools provided by Facebook or Canada Helps, you do not need to complete a third-party fundraising application to host a digital donation drive. Please consider tagging Sage Haven Society and using our hashtag #sagehavensociety so we can find and interact with your social posts.

CHARITY OF CHOICE PARTNERSHIPS

Consider designating Sage Haven Society as your charity of choice for the year, integrating your personal or corporate philanthropy with a cause of profound significance. Your dedication to supporting and fundraising for Sage Haven Society throughout the next 12 months has the potential to generate a lasting impact.

Your approach can be tailored to accommodate your company's size and capacity to contribute. Possibilities range from orchestrating innovative events, conducting donation drives, and implementing employee giving programs to seamlessly incorporating donation opportunities into your existing business activities and events.

This commitment transcends mere financial backing, offering avenues for volunteering, amplifying awareness, and nurturing a community ethos that champions an end to intimate partner abuse while embracing opportunities to advance gender equity.

To learn more about and get started, please contact our Fundraising Coordinator.

THIRD-PARTY EVENTS

EVENT TERMS AND CONDITIONS

- All third-party fundraising events supporting Sage Haven Society (SHS) should align with SHS's mission, vision, and values as outlined on our website www.sagehavensociety.org/mission
- SHS retains the discretion to reject fundraising proposals that deviate from our mission, brand, or objectives. This extends to the approval of any co-beneficiaries associated with the proposed event and the right to decline any donation that contradicts our mission, vision, values, or established policies and procedures.
- The third-party event organizer is accountable for all vendor agreements, contracts, insurance, and required permits associated with the event. SHS will not take on any legal or financial liability for a third-party fundraising event.
- SHS will not be an organizer or sponsor of any third-party fundraising event and should be recognized as a "beneficiary" on all event materials.
- All proceeds from third-party events to Sage Haven Society within 14 days of the event's ending.
- The third-party event organizer understands that Sage Haven Society must approve all publicity for the event before it is released and that its name, logos, and symbols are important and should not be misrepresented, and they agree to follow SHS Brand Guidelines for Third-Party Events.
- The third-party event organizer understands that Sage Haven Society assumes no legal or financial liability associated with this event.
- The third-party event organizer understands that Sage Haven Society is not responsible for any accidents or damage to persons or property that may occur during the course of this event.
- The third-party event understands that Sage Haven Society reserves the right to cancel this agreement at any given time should the event undermine our mission, vision and values.

THIRD-PARTY FUNDRAISING GUIDELINES

These guidelines aim to provide third-party organizers and Sage Haven Society (SHS) staff with clear guidelines for organizing and promoting third-party events.

Third-party fundraisers refer to events voluntarily arranged and managed by independent individuals, groups, organizations, or businesses with the goal of raising funds for or on behalf of Sage Haven Society. Sage Haven Society appreciates the community partners who host third-party community fundraising events to support SHS financially.

General Guidelines

1. Third-party event organizers should contact SHS's fundraising coordinator before planning their event to apply for approval and request support from SHS.
2. All third-party fundraising events supporting Sage Haven Society should align with SHS's mission, vision, and values as outlined on our website (www.sagehavensociety.org/mission). Sage Haven retains the discretion to reject fundraising applications that deviate from our mission, brand, goals, or objectives. This includes the right to approve co-beneficiaries of the planned event or to decline any gift that does not align with our vision, mission, and values.
3. Third-party event organizers will receive a copy of Sage Haven's Fundraising Toolkit.
4. Third-party event organizers should be directed to submit all questions and requests to Sage Haven's fundraising coordinator (fundraising@sagehavensociety.org) or Sage Haven's Executive Director (ed@sagehavensociety.org) in their absence.



Marketing & Branding Guidelines

1. SHS will not be an organizer or sponsor of any third-party fundraising event and should be recognized as a "beneficiary" or "in support of" on all event materials.
2. SHS will provide the organizers with a third-party fundraising brand kit with guidelines for using our logo and digital copies of our logo that may be used to indicate that the event is being held in support of Sage Haven Society. Any other use or inclusion of Sage Haven Society's name or logo associated with a third-party fundraiser must be pre-approved by SHS.
3. SHS may create a post about third-party fundraisers on their blog (www.sagehavensociety.org/news/) and share it on their social media profiles when appropriate if the event information and materials are provided at least 6 weeks prior to the event date on a case-by-case basis, depending on available staff and resources. SHS is not guaranteed to share information about the event or fundraiser.
4. Third-party Fundraisers should include SHS's website URL, www.SageHavenSociety.org, on all print materials. Social promotions should tag our official social accounts and use the Hashtag #sagehavensociety to allow our team to search, view, and share posts where possible.

Financial Guidelines

1. All Third-Party fundraising events must achieve financial self-sustainability without posing any financial risk to Sage Haven Society. SHS will only accept net proceeds from third-party events.
2. All third-party fundraising event expenses remain the responsibility of the third-party fundraiser, and all vendor agreements, insurance, permits, and contracts related to any fundraiser or event are the responsibility of the third-party fundraiser.
3. Third-party fundraisers and event organizers are required to be transparent and state the portion of proceeds that will be donated to SHS in all advertising, promotions, and communications with sponsors, participants, and volunteers.

EVENT IDEAS

Sage Haven encourages fundraising events that are compatible with our mission and values, but beyond that, we would love to see our supporters bring their creativity and passion to their third-party fundraising event ideas. Some event ideas are tried and true, making managing your event easier. Either way. We have compiled some ideas for you below a larger list can be found on our website.

<https://sagehavensociety.org/2024/third-party-fundraising-ideas-port-alberni/>

1. Karaoke Night: Host a lively competition with entry fees donated to Sage Haven Society.
2. Burger & Beer: A Port Alberni favourite and a fun way to get out and see friends.
3. Yoga in the Park: Organize an outdoor yoga event, promoting wellness and community engagement.
4. Wine Tasting Evening: Partner with local vineyards for a sophisticated evening of wine tasting.
5. Local Business Fair: Collaborate with local businesses for a fair, with a percentage of sales supporting us.
6. Carwash: Jump in and cool off over the summer, gear up in raincoats, and host a fun carwash.
7. Scavenger Hunt: Create an interactive scavenger hunt with entry fees going toward our cause.
8. DIY Workshop Series: Offer virtual or in-person workshops with local experts, such as gardening or crafts.
9. Talent Show: Showcase local talent, from singers to magicians, in a community talent show.
10. Fashion Show: Partner with local boutiques to organize a stylish event with proceeds donated.
11. Plant Sale: Organize a plant sale to promote green living while supporting Sage Haven Society.
12. Paint and Sip Night: Combine art and wine for a relaxing evening with proceeds supporting us.
13. Dessert Buffet: Collaborate with local bakeries for a dessert buffet, with proceeds benefiting us.
14. Board Game Tournament: Host a board game competition with entry fees benefiting Sage Haven Society's children's programs and services.

More Ideas can be found on our [website](#).

Frequently Asked Questions

Will Sage Haven help organize events?

Sage Haven Society has a very small administrative team, which limits our ability to assist third-party fundraisers in organizing their events. We have created this Third Party Event Toolkit to help you start planning your event.

Is Sage Haven able to support any event expenses?

The event organizers are responsible for creating a budget and managing all expenses accordingly.

Can Sage Haven provide volunteers for my third-party event?

The event organizers are responsible for recruiting, training and managing all volunteers.

Can Sage Haven provide sponsorship contacts to support third-party events?

Sage Haven Society does not actively seek sponsors or furnish lists of sponsors/donors for third-party events. The event organizer is responsible for independently seeking support from individuals or businesses to cover associated costs.

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

Sage Haven will not assume responsibility for any injuries, damages, or accidents occurring before, during, or after the third-party event.

Will Sage Haven help promote third-party events?

With a minimum of 8 weeks' notice, we will do our best to include it in our monthly e-newsletter, create an event post and share it on social accounts where appropriate.

Please be sure you are following our social profiles in advance:

- Facebook: <https://www.facebook.com/SAGEHAVENportalberni>
- Instagram: <https://www.instagram.com/sagehavenpa/>
- LinkedIn: <https://www.linkedin.com/company/1140024/>
- X: <https://twitter.com/SageHavenPA>

All publicity that includes Sage Haven's logo or branding for the proposed event should be approved by Sage Haven prior to being

printed and/or released, including web content, press releases, and printed materials.

Please forward all content for approval to fundraising@sagehavensociety.org

How do I send the event proceeds of my event to Sage Haven?

Funds raised by a third-party event should be made payable and turned into Sage Haven Society no later than 14 days after the event. It is preferred that all funds raised are deposited into one account and a cumulative cheque is written to Sage Haven Society.

Cash funds must be turned into the agency no later than 3 days after the event and in a sealed envelope, with a count sheet detailing the funds included. Please contact our fundraising coordinator to make arrangements to drop off your cheque or mail your cheque to:

Attention: Fundraising Coordinator
3082 3rd Ave, Port Alberni, BC, V9Y 2A5

Can I use the Sage Haven logo, and how do I get it?

Of course, please complete the section "*Materials requested for the event*" on the Third-Party Fundraising Application and our brand kit and logos will be emailed to you.

Can Sage Haven provide print and promotional/display materials?

Sage Haven can provide print materials about our programs and services. We may also be able to provide banners, subject to availability.

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

Sage Haven cannot assist with raffle licenses for third-party events. Our executive Director would determine any exception for well-established events.

The event organizers are responsible for any required licenses, such as liquor licenses. You must be able to provide Sage Haven with proof of adequate licenses.

Will I have access to Sage Haven media contacts?

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

If I have a silent auction at my event, how do I get items for the auction?

Third-party fundraising organizers are responsible for seeking prizes to contribute to their event. When contacting potential sponsors, please make it clear that you are organizing a third-party event supporting Sage Haven Society to prevent confusion for sponsors.

RESOURCES

Licensed Charitable Gaming Rules:

<https://www2.gov.bc.ca/assets/gov/sports-recreation-arts-and-culture/gambling/licences/rules-licensed-charitable-gaming.pdf>

CRA Charity Tax Receipt Guidelines:

<https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/operating-a-registered-charity/issuing-receipts.html>

List of Third-Party Event Ideas:

<https://sagehavensociety.org/2024/third-party-fundraising-ideas-port-alberni>

Logos approved for Third Party Fundraising Events (zipped folder)

<https://sagehavensociety.org/wp-content/uploads/2024/03/thirdparty.zip>

TEMPLATES

Donation Tracking Sheet

<https://sagehavensociety.org/wp-content/uploads/2024/03/Third-party-Donation-Tracking-Sheet.pdf>

Third-Party Cash Count Sheet

<https://sagehavensociety.org/wp-content/uploads/2024/03/Third-Party-Cash-Count-Sheet.pdf>

How to create a FB Fundraiser

Creating a Facebook fundraiser for Sage Haven Society is a straightforward process. Here's a step-by-step guide:

Log in to Facebook:

Go to Fundraisers: Navigate to the "Fundraisers" section. You can find it in the left-hand menu on your Facebook homepage. If you can't see it there, you can access it by clicking on the "Explore" option and selecting "Fundraisers."

Select Raise Money: Click on the "Raise Money" button.

Select Sage Haven Society: In the "Nonprofit" section, type 'Sage Haven Society' to locate our Society.

Set a Fundraising Goal: Set a fundraising goal. This helps motivate potential donors.

Choose a Title and Description: Create a compelling title and description for your fundraiser. Explain why you are raising funds and why the cause is important to you.

Select a Cover Photo: Choose an engaging cover photo for your fundraiser. This could be an image related to the cause or a picture of yourself.

Set Duration: Decide how long you want your fundraiser to run. You can choose a specific end date or keep it ongoing.

Create Your Fundraiser: Click on the "Create" button to launch your fundraiser. Facebook will then create a dedicated page for your fundraiser.

Share Your Fundraiser: Once your fundraiser is created, share it on your timeline, in groups, or with specific friends. This will help increase visibility and attract more donors.

Engage with Supporters: Respond to comments and thank people for their donations. Regularly update your fundraiser page to keep supporters informed about progress and any events related to the cause.