

Third Party Policy

Introduction:

Alzheimer Society of Durham Region (ASDR) appreciates and relies on the support from our community to meet the current and growing demands for programs and services for those affected by Alzheimer's disease and related dementia.

Policy Statement:

All third party fundraising activities must be formally approved with an agreement to ensure it remains in line with ASDR Policies & procedures.

Definition:

Third Party fundraising refers to fundraising activities where external individuals and/or groups wish to host an event or activity, with proceeds to be donated to ASDR.

Purpose:

In order to properly support our community to benefit our cause it is essential to understand guidelines for implementation, to have agreed upon parameters for shared responsibilities. Alzheimer Society Durham Region must be prudent in its fundraising activities and both parties should understand there are limited staff and resources currently to support Third Party events.

Policy:

- 1.1 ASDR requires that any individual and/or group wishing to host an event whereby proceeds are directed to Alzheimer Society Durham Region, be approved and have a signed agreement.
- 1.2 The use of ASDR name, trademarks, logo or materials will require final approval by ASDR
- 1.3 ASDR will not assume any expenses related to the event/activity
- 1.4 The event committee or persons hosting will ensure legal compliance with legislation at all levels, related to gaming activities
- 1.5 Tax receipts will be issued for individual donors who donate a minimum of \$20.00, provided all information is supplied, such as, full name, address, phone, number and amount of gift as per CRA guidelines
- 1.6 Tax receipts will not be issued for sponsorship contributions, administrative or material expenses incurred
- 1.7 ASDR will approve the third party event/activity based on the following criteria:
 - a) Agreement with ASDR policies, procedures and guidelines
 - b) Profitability
 - c) Demand on ASDR resources
 - d) Value of Marketing and/or public relations activities
 - e) Fixed costs and budget, including risks
 - f) Conflicts with internal/external activities

I have read, understand and will fully comply to ASDR policies

Signature _____, Please print: _____ Date: _____

Application

Date of submission: _____

Contact Name: _____ **Phone:** _____ **Email:** _____

Name of Event: _____ **Website:** _____

Date of event: _____

Location: _____

Time: _____

Brief description of event:

Number of attendees expected: _____

Estimated Budget Costs:

Gross Income: \$ _____

Expenses: \$ _____

Net Income: \$ _____

Approximate donation to ASDR: \$ _____ **Other beneficiaries:** \$ _____

Please describe all support requested from ASDR (use of logo, supplies, all costs, volunteer representation or speaker):

Alzheimer's Society Durham Region sincerely thanks you for your generous support and friendship. We promise to do our best to support your efforts in helping us support those living with Alzheimer's disease and related dementias and their care givers in Durham Region, raising awareness of the disease, educating the public and generated much needed revenue to continue our programs and services throughout Durham Region. An ASDR representative will review your application promptly, within one week to determine if we can meet your needs and expectations.

Kindest regards,

Denyse Newton