



## THIRD PARTY FUNDRAISING APPLICATION FORM

Thank you for your support of the Alzheimer Society of Prince Edward Island (ASPEI) through your involvement and planning of a third-party fundraising initiative.

Please complete, sign and return this form to:

Alzheimer Society of Prince Edward Island  
166 Fitzroy Street, Charlottetown, PE, C1A 1S1  
Phone: 902-628-2257  
Fax: 902-368-2715  
Email: [society@alzpei.ca](mailto:society@alzpei.ca)

**\*\*PLEASE NOTE, THIS APPLICATION MUST BE APPROVED BY THE ALZHEIMER SOCIETY OF PRINCE EDWARD ISLAND OFFICE PRIOR TO PUBLICIZING THE PROMOTION IN SUPPORT OF THE ALZHEIMER SOCIETY.**

Thank you for choosing ASPEI as a beneficiary of your fundraising promotion. These types of initiatives are key to our success and we recognize the efforts it takes to organize and execute events and/or promotions.

To help your event or promotion run smoothly, we have created guidelines for fundraising held on behalf of the Alzheimer Society of Prince Edward Island. We ask that you read these guidelines carefully before proceeding with your plan. Approval will be granted on a per event/promotional basis. Applicants must reapply annually for approval.

If you have any questions, please contact Kate Shreenan at the above address:

ASPEI does not permit the following types of fundraisers in a third-party context:

1. Programs that raise money on commission;
2. Events that do not comply with ASPEI mission and/or programmatic activities;
3. Events that involve the promotion or support of a political party or candidate, or those which appear to endorse a political activity;
4. Direct solicitation (including but not limited to door-to-door canvassing, telemarketing or internet.)

## What ASPEI requests of third-party fundraisers:

- Please register new initiatives or update us on continuing events or promotions. It is important that our office is aware of all initiatives that are held in support of our programs.
- It is the organizer's responsibility to communicate to sponsors, participants and the public that ASPEI is not conducting the event or promotion but is the beneficiary.

## Guidelines:

- All publicity (including media releases, print/promotional materials, etc.) for the proposed event or promotion must be approved by ASPEI prior to being printed, released, etc.
- The ASPEI name and logo may not be used by a Third Party on an ongoing basis i.e. on a website or on promotional material, unless permission in writing has been granted to the Third Party by ASPEI
- **ASPEI cannot provide the following:**
  - Funding or reimbursement for event expenses
  - Donor or sponsor lists
  - Guaranteed attendance of staff or volunteers at events
  - Application for gaming licenses, e.g., bingos, raffles, liquor, insurance
  - Tax receipts for cash or in-kind goods that were not directly received by the ASPEI office (please also see information on tax receipts)
- Mention of the Alzheimer Society of PEI in connection with the promotion and funds raised must be approved by the Alzheimer Society of Prince Edward Island. **Generally, the approved wording is "Proceeds from this initiative will be donated to the Alzheimer Society of PEI."**
- The public should be informed how the Alzheimer Society of Prince Edward Island will benefit from the event or promotion. If ASPEI will not receive all the proceeds, then the exact percentage that benefits ASPEI must be stated clearly on all related materials.
- The Alzheimer Society of Prince Edward Island must be notified if other organizations will benefit from the event or promotion.
- The Third-Party organizer will obtain all necessary permits, licenses and insurance required.
- All funds and tax receipt information (if approved to issue receipts) i.e. contact information for receipting, must be received by ASPEI within 30 days after closing the event or promotion.
- It is recommended that the event/promotion organizer makes themselves familiar with the receipting policies of the Canada Revenue Agency (CRA)  
[www.craarc.gc.ca/tax/charities/menu-e.html](http://www.craarc.gc.ca/tax/charities/menu-e.html)
- If an event or promotion is cancelled, ASPEI must be given at least 24 hours notice.
- ASPEI shall have the right at any time and for any reason to request that the Third Party organizer cease use of the name of ASPEI in connection with the event or promotion and the Third Party organizer shall use its best efforts to comply with such request.
- ASPEI will not assume any legal or financial liability at an event or in conjunction with a promotion.
- ASPEI is not responsible for any damage, accidents to persons or property at an event.

Please complete the following application details:

**1. Third Party Organizer/Contact Information:**

Individual/Group/Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

City: \_\_\_\_\_ Province: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

**Social Media Links:**

Facebook: \_\_\_\_\_ Twitter: @ \_\_\_\_\_

LinkedIn: \_\_\_\_\_ Other: \_\_\_\_\_

**2. Name of Proposed Event/Promotion (if applicable)**

\_\_\_\_\_

Date(s): \_\_\_\_\_

Time: \_\_\_\_\_

Location: \_\_\_\_\_

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

Online Promotion: \_\_\_\_\_

Is this an annual event or promotion to raise funds and awareness for ASPEI?

YES  NO  Do Not Know

**3. Briefly describe the event or promotion and how the funds will be raised. Describe your target audience, expected attendance and how you plan to advertise. (please use a separate sheet if required):**

4. Financial Information

Estimated Income from the Event or Promotion \$ \_\_\_\_\_

Estimated Expenses from the Event or Promotion \$ \_\_\_\_\_

Estimated Donation to ASC \$ \_\_\_\_\_

**Note:** All event expenses must either be paid directly by the organizer or come out of the proceeds.

5. Does your event or promotion require a license? YES  NO

Please note that the Gaming Services Act (GSA) regulates the following. Please allow at least 10 weeks to process applications, which fall under the Third party organizers responsibility.

Bingos  
50/50 Draws

Raffles  
Alcohol Permits

Monte Carlos/Casinos

6. Please indicate if you need promotional material from the Alzheimer Society for your event or promotion. If yes please specify quantities.

Brochures: \_\_\_\_\_

Other: \_\_\_\_\_

Other: \_\_\_\_\_

7. Please detail your communications plan and where and when you will be using the Alzheimer Society of Prince Edward Island logo, name or other property belonging to ASPEI.

8. Please provide a detailed plan of the costs associated with your event or promotion.

9. What made you choose the Alzheimer Society of Prince Edward Island as the benefactor of your fundraising initiative?

**Tax Receipts:**

ASPEI is only permitted to issue tax receipts to individuals who make a donation without receiving a tangible item or benefit in return.

ASPEI can only issue tax receipts for the amount of the actual donations received by ASPEI. Tax receipts cannot be issued for funds used to cover the costs of the event or other administrative expenses incurred by the organizer. Tax receipts will be issued by ASPEI once net funds are remitted with a list of donor names, email address (our receipts are sent electronically when possible) complete mailing addresses and amounts of individual donations.

Tax receipts are provided for donations of \$20.00 and over, providing the donor meets the above conditions.

**NOTE:**

By signing below I agree that all publicity (including media releases, print/promotional materials, etc.) for the proposed event must be approved by the Alzheimer Society of Prince Edward Island prior to being printed, released, etc. ASPEI shall have the right at any time and for any reason to request in writing that a Third Party cease use of the ASPEI logo and name in connection with the event or promotion and the Third Party shall use its best efforts to comply with such request.

It is understood that ASPEI in no way endorses any products or services used in connection with the event and shall not be held liable for any damages arising either from the product and/or services of the event or promotion.

ASPEI will not be held liable for any financial losses incurred by the event or promotion.

The Third Party will indemnify, defend and hold ASPEI harmless from all claims, causes of action and damages of any kind arising out of or in connection with the community event, including but not limited to property damage or personal injury or other cause of action of any kind arising out of or in connection with the event.

This event is no way represents a joint venture or partnership. All proposals for cause marketing must be accompanied by a full business plan.

**DATED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 20\_\_.**

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Signature of Applicant

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Date

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Signature of ASPEI, CEO

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Date of Approval

**Thank you for your support!**