

this could be the start

of something **BIG**



Third Party Events Toolkit



Big Brothers Big Sisters
of Clarington

Third Party Events Toolkit



Our Mission

Big Brothers Big Sisters of Clarington is committed to providing the highest quality volunteer based mentoring programs to the children of Clarington.



Our Vision

Every child in Clarington who needs a mentor, has a mentor.

What if every child fulfills his or her potential? What if every child is set on the right path today? What if every child in Canada graduates high school, goes to college or university, gets a job and gives back to their community? What will that start? It will be the start of something **BIG!**

Because whenever you donate your money or time, you give a child the ability to reach their fullest potential.

All children need the consistency and encouragement of caring adults in their lives to help them be the best that they can be—to realize and share— their full potential. Research has proven that children who are mentored feel more self-confident, have healthier relationships, and are more likely to say no to drugs and alcohol. However, society has changed, family dynamics have changed, and increased work demands mean many children are in desperate need of adult role models— a mentor—a friend.

Big Brothers Big Sisters of Clarington works to ensure all children who need a mentor have a mentor. We screen, interview, match and support each relationship to assure a safe, lifelong friendship for children. Our goal is to change more lives of children living in this community and YOU can play an important role in making it happen. Your third party fundraising efforts play an important role in our ability to grow our programs to change the lives of more children in need of a mentor.

When you invest in Big Brothers Big Sisters of Clarington, you're making an investment in the lives of over 500 children living right here in our community.

THANK YOU FOR YOUR INTEREST IN HELPING TO MAKE A DIFFERENCE IN OUR COMMUNITY!



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What is a Third Party Event?

A third party event or fundraiser is organized and executed by an individual or group external to the organization, that is passionate about helping to make a difference. The organizer(s), plan and execute an event that directly supports Big Brothers Big Sisters of Clarington while using very little of the agency's resources, such as money, staff time, etc.

The organizer is responsible for all parts of the event including planning, promotion and execution, although the agency will help where it can with free promotion of your event.

The great thing about third party events is they can come in all sizes, big and small. They can be a simple fundraiser birthday party or a large-scale benefit sports tournament.

How Does it Benefit Big Brothers Big Sisters of Clarington?

It benefits the organization by becoming an additional stream of funding without relying on the use of agency resources, including time and money. It also allows the agency to expand its reach to those that BBBSC might not typically reach; it opens the possibility to create and nurture new donor relationships. Another great thing is that third party events can take place year round. This helps contribute to a more stable financial position year-round.

Idea Bank

Here are some event ideas to get you started!

- Birthdays
- Weddings
- Graduations
- Sports tournaments
- Bake sales
- Craft sales
- Holiday parties
- School initiatives
- Corporate events
- Garage sales
- Happy hours
- Paint night
- Group activities (axe throwing, laser tag, paint ball)
- Movie night
- Auctions
- Walk-a-thons (or any other type of "thons")
- Hair salons
- Karaoke night
- Dress down day at work
- Car wash
- BBQ

Tips for Success

- Chose your event idea
- Pick a date/time and location
- Create a budget
- Create a plan of action, set deadlines and stick to them!
- Promote your event



Marketing/Promoting Your Event

In the digital age, we now have so many ways to get your message out. It offers many tools and platforms to promote your event and ideas. The best thing is, most of these tools are FREE! Here are some ideas:

- Create an event page on Facebook.
- Create a post on your own personal Facebook page and ask your network to share
- Post your event in a community-based Facebook group
- Hype up your event on social platforms such as Instagram and Twitter by creating catchy content (Everybody loves a good teaser!)
- Send out an e-blast to everybody you know
- Depending on the scale of your event, consider posting your event on many of the free, public event calendars such as Clarington Tourism, DurhamRegion.com, etc.
- Create some simple posters, brochures and display them in public where you can (community board at grocery stores, BBBSC office, etc.)

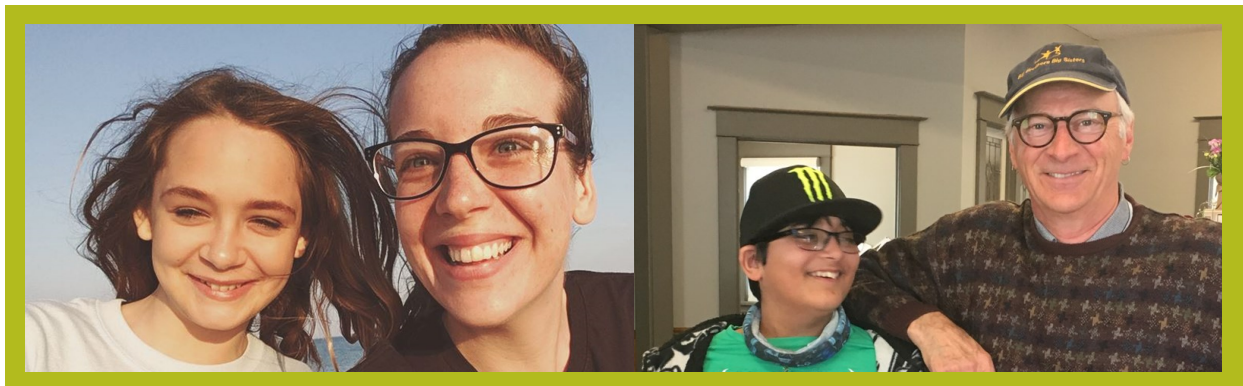
BBBSC is happy to promote your event through its social media channels and will gladly display promotional materials (brochures, posters, etc.) in the office.

Tax Receipting

What will BBBSC provide a tax receipt for?

BBBSC adheres to the Canada Revenue Agency (CRA) Income Tax Act when issuing charitable tax receipts. To learn more about charitable tax receipts, please visit <http://cra-arc.gc.ca>.

- Direct personal or corporate donations of \$20 or over
- In-kind donations where fair market value is easily determined
- Monthly donations (donor will receive one cumulative income tax receipt at the end of the calendar year)



Frequently Asked Questions

Will BBBSC help organize my event?

Our priority is to focus our resources on volunteer mentor recruitment, supporting and monitoring matches and ensuring the successful outcomes of the mentoring relationship. We have created this Third Party Event Toolkit to help you start planning your event. BBBSC will help with promotions, which includes social media promotion, displaying posters in the BBBSC office, etc.

Does BBBSC support third-party budgets and expenses?

No, the responsibility rests on the event organizers to set their budget and manage expenses carefully.

Can BBBSC provide volunteers for a third party event?

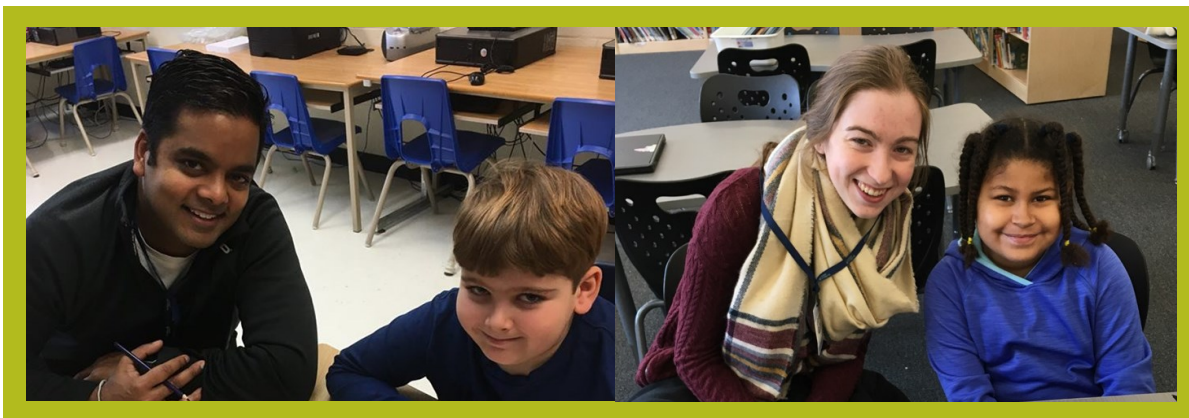
It is the responsibility of the event organizers to recruit, train and manage volunteers.

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

BBBSC is not responsible for any damages or accidents related to your event. The agency does not assume any legal or financial liability, before, during or after the event. In acquiring insurance for an event, it is the responsibility of the organizer to apply and obtain such documents in the name of the individual, organization or business coordinating the event.

How do I send the proceeds of my event to BBBSC?

Funds raised by a third party event should be made payable and turned into BBBSC 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 Big Brothers Big Sisters of Clarington.



Event Application

Event Name: _____

Date: _____ Time: _____

Event Location: _____

Contact Name: _____ Contact Phone: _____

Contact Email Address: _____

Contact Address: _____

Fundraising Goal: _____ Expected Number of Attendees: _____

Description of Event: _____

Would you like to use the BBBSC logo on your event promotional material? Yes ___ No ___
If **yes**, the logo will be emailed to the address you have provided above.

Event Guidelines

1. Organizers must sign this third-party fundraising agreement and send it to Big Brothers Big Sisters of Clarington
2. Big Brothers Big Sisters of Clarington will provide the event organizer with a logo for promotional purposes.
3. All promotional materials must state that Big Brothers Big Sisters of Clarington will receive the proceeds from the event.
4. Big Brothers Big Sisters of Clarington must approve all promotional materials, including but not limited to advertising, brochures, posters, flyers, press releases, etc.
5. Event organizers are responsible for obtaining permits for the event.
6. Event organizers must obtain their own liability insurance to cover the event.
7. Big Brothers Big Sisters of Clarington is not financially liable for the promotion and/or staging of a third-party event.

Acknowledgements

I have read and understand the event guidelines mentioned above. I agree to provide all information regarding the event to Big Brothers Big Sisters of Clarington in the manner described. I agree that Big Brothers Big Sisters of Clarington has no financial or legal responsibilities for the event.

Applicant Name

Applicant Signature

Date

BBBSC Staff Name

BBBSC Staff Signature

Date

Please return this Event Application and direct any questions to Brad Kelly, Event Coordinator at brad.kelly@bigbrothersbigsisters.ca