

Cowichan Intercultural Society – Third Party Fundraising Toolkit



COWICHAN
INTERCULTURAL
SOCIETY

IMMIGRANT
WELCOME CENTRE
OF COWICHAN

Cowichan Intercultural Society – Where Cultures Connect

Thank you for your interest in the [Cowichan Intercultural Society](#) and in our Third Party Fundraising Toolkit and program. Our organization strives to build welcoming and inclusive communities across the Cowichan Valley, and we rely on a diversified fundraising plan which you can be an integral part of. This purpose of this toolkit is to give you an introduction to our organization, the guidelines of our Third Party Fundraising program, ideas for planning your own third party fundraiser, tools to help you plan & execute your event, and this toolkit contains the Third Party Event Contract which must be signed and submitted before your fundraiser.

Who are we? The Cowichan Intercultural Society (CIS) is a Canadian registered charitable organization that has been serving the Cowichan Valley Region for 35 years. Currently, CIS has 18 active community service programs, 12 board members, 26 staff members, and over 150 volunteers. CIS is the leading community resource for immigrant settlement services, and for education and awareness in developing welcoming and inclusive communities.

Our Mission: To support newcomers to Canada toward their successful integration in the Cowichan Valley region, and to support our community in embracing diversity and enhancing intercultural awareness

Our Values:

- Inclusion
- Respect
- Empowerment

Our Vision:

An inclusive and welcoming community where everyone feels a sense of belonging and can contribute to their full potential

Our Objectives:

- To provide service and support to new Canadians towards their full integration into the communities of the Cowichan Region
- To promote cultural awareness and appreciation in the Cowichan Region
- To facilitate public awareness and education of common issues across cultures

Main Activities:

- Settlement Services (including needs assessments, referrals, information and orientation, men's, women's, newcomer children's and elders' groups)
- Settlement Services in Schools
- Employment Services , including a partnership with the EPBC providers in the community
- Education (Language Instruction for Newcomers to Canada (LINC))
- Volunteer Tutoring, Employment Mentoring, Bridging of Newcomer/Newcomer Families with Volunteer Community Members/ Volunteer Community Member Families
- Conversation Club
- Childminding for Refugee Children
- Youth-Based Leadership Groups (Multicultural Leadership Group, Compassionate Leaders Program, Youth Ambassadors)
- Community Connections Programs including an arts-based dialogue series)
- Intercultural Partnership Network (LIPS type program)
- Sponsorship Agreement Holder
- A variety of events, workshops and celebrations in schools, universities and around the community including our bi-annual One World Festival

where cultures connect

Table of Contents

Introduction to the Cowichan Intercultural Society	1
Table of Contents	2
Third Party Fundraising – What is it?	2, 3
Cowichan Intercultural Society Third Party Event Information	4, 5
Third Party Event Budget Template	6
Third Party Event Contract	7

Third Party Fundraising – What is it?

One of the many ways to support the Cowichan Intercultural Society (CIS) is by planning and/or sponsoring an event to raise funds for CIS. This kind of activity is called a "Third Party" Fundraiser. In raising money for CIS, or designating that money to a more focused fund within CIS, you or your group can help support the many great non-profit initiatives & activities which CIS undertakes annually.

Types of Third Party Fundraisers:

1. A group or individual can host an event or sponsor an activity and make the Cowichan Intercultural Society the beneficiary. (Example: An organization hosts a golf outing and sends CIS a cheque for the net profits.)
2. The Cowichan Intercultural Society can "piggy back" on an existing event, adding a third-party fundraising element, and receive the income produced from that element. (Example: A company has an annual fundraising week and asks their employees to bring donations for CIS, or a municipality has an annual marathon and the sponsor offers registrants the opportunity to get pledges for CIS.)
3. Invite the Cowichan Intercultural Society to cooperatively produce an event and share in the profits. (Example: A local business invites CIS to participate in an art auction or grand opening. CIS sends out press releases and provides volunteers to work at the event. In return CIS receives a percentage of the proceeds from the event.)

Fundraising Collaborators

Never doubt that Cowichan-ites are generous and creative people! From concerts to golf tournaments, galas to BBQ's to recitals, individuals, organizations and corporations have found dozens of different ways to support initiatives in the Cowichan Valley.

where cultures connect

Third Party Event Ideas

There is no limit to creativity when brainstorming ideas for successful third party events. Engage your creative resources and encourage your team to think BIG. Here are just a few ideas to consider:

Auction	Craft Sale	Pledged Events
Arts and Crafts Sale/Show	Date Auction	Photo Outing
Balloon Pop	Dinner Party	Poker Tournament
Battle of the Bands	Donations in Lieu of Gifts	Proceeds from Sales
Benefit Dinner	Face Painting	Raffle
BBQ	Fashion Show	Rummage Sale
Bingo Night	Fishing Derby	Run/Walk/Ride
Book Sale	Flower Sale	Scavenger Hunt
Bowling Tournament	Garage Sale	Sporting Events
Casino Night	Golf Tournament	Tailgate Party
Casual Friday	Grand Opening	Ticketed Event
Cocktails for a Cause	Kickball/Softball	Traditional Gala Event
Car Wash	Tournament	Wii Tournament
Carnival/Festival	Loonie/Toonie Drives	Wine Tasting
Concert/Play	Monthly Giving Campaign	Challenge
Concession Stand	Pet Wash	Work Event

Special Fundraising Notes

Matched Gift: Why not double your fundraising efforts! Before you start coordinating your event, check to see if your employer has a “matching gift” program. A matching gift is a charitable gift directed to a charity by a matching donor under the condition that the original donor makes the first gift. Many employers sponsor matching gift programs and will match any charitable contributions made by their employees.

Success Tips:

Your event is what you make it, so have fun with it! Here are some steps to assist in your coordination:

- Step 1: Choose your event idea
- Step 2: Pick date/time of the event
- Step 3: Create budget (see our template in this toolkit)
- Step 4: Create work plan and set deadlines for tasks
- Step 5: Promote your event (we can help!)
- Step 6: Thank donors & supporters

where cultures connect

Cowichan Intercultural Society Third-Party Event Information

A third-party event is any fundraising activity developed by a non-affiliated group or individual where the Cowichan Intercultural Society has no financial responsibility and little-to-no staff involvement. Although we actively encourage third-party fundraising events, all such events must be approved the Cowichan Intercultural Society in advance.

This is an important safeguard to preserving the integrity of the Cowichan Intercultural Society name and our commitment to raise the funds necessary to fulfill our mission in a cost-efficient and effective manner. While we are happy to provide guidance for your event, we do not have the personnel to handle the organizational and administrative tasks associated with third-party events. Therefore, the event sponsor is responsible for all details of the event, including:

- Underwriting all of the related costs
- Recruiting volunteers to help out at the event
- Publicizing the event
- Selling event tickets and/or finding participants
- Working at the actual event

Guidelines

1. Organizers must sign a third-party event contract and return it to the Cowichan Intercultural Society.
2. The event will be promoted in a manner to avoid statement or appearance of the Cowichan Intercultural Society endorsing any product, film, organization, individual, or service.
3. The Cowichan Intercultural Society will provide a logo and a written statement that indicates the Cowichan Intercultural Society is a recipient of a portion of the proceeds from the event.
4. All promotional materials must clearly state that the Cowichan Intercultural Society will be receiving a portion of the proceeds from the event.
5. The Cowichan Intercultural Society must approve all promotional materials, including but not limited to advertising, letters, brochures, flyers, and press releases prior to production or distribution.
6. Event organizers are responsible for obtaining all permits associated with the event, especially those for raffles and/or games of chance.
7. Event organizers are responsible for following posting policies for their institution/city. If there are any questions about this guideline, organizers are required to contact the Cowichan Intercultural Society.
8. Event organizers must obtain their own liability insurance to cover the event.
9. The Cowichan Intercultural Society is not financially liable for the promotion and/or staging of third-party events.
10. Net funds raised from the third party event must be submitted to the Cowichan Intercultural Society no later than 30 days after the event.

where cultures connect

Cowichan Intercultural Society Third-Party Event Information

How the Cowichan Intercultural Society Can Help You

1. We can provide you with accurate facts and statistics about immigrants and refugees in the Cowichan Valley and give you accurate information to distribute to local media and in other promotional materials.
2. We can provide you with a letter stating that proceeds from the event will go to the Cowichan Intercultural Society, and provide our charitable foundation registration number for event sponsors and donors.
3. Once you have completed the contract and submitted it to us, we can list your event on our website, listing dates, times, locations, and contact information for your event.
4. We can provide you with our logo to use (as approved) to let attendees know proceeds will be donated to the Cowichan Intercultural Society.
5. We can work with you and help you develop an effective marketing plan for your event to help ensure maximum attendance.
6. We can help you create your own fundraising page through Canada Helps online platform which will allow you to collect pledges online and the platform will auto-generate tax receipts.
7. Advertise your event on our website, in our newsletter, and on our Social Media platforms
8. Issue charitable tax receipts where applicable in accordance with CRA guidelines

How Can People Donate to Your Fundraiser?

- Cash (you must issue receipts for all cash donations)
- Cheque (no receipts necessary)
- Canada Helps – www.canadahelps.ca – online donations can be made through this platform to CIS and tax receipts are automatically generated – credit cards accepted

Cowichan Intercultural Society Development Team

Brian Siff, Development Coordinator, brian@cis-iwc.org, 250-748-3112 x213
First point of contact, general enquiries, marketing material assistance

Carolina Martino, Director of Operations, carolina@cis-iwc.org, 250-748-3112 x212
Support for private sponsorship groups, financial information regarding tax receipts

Jennifer Yee Fairweather, Volunteer Coordinator, jennifer@cis-iwc.org, 250-748-3112 x209
Volunteer information and support, Intercultural Partnership coordinator

where cultures connect

Cowichan Intercultural Society Third-Party Event Budget Template

Name of organization/group/individual organizing event: _____

Name of person in charge of the event: _____

Name of event: _____

Date and Time of event: _____

Location of event: _____

Proposed Budget

Possible sources of revenue:

	\$
	\$
	\$

Total (A) \$ _____

Expected donated materials (Goods & Services)

	\$
	\$
	\$

Total (B) \$ _____

Total Gross Revenue (A + B):\$ _____ (C)

Expected Expenses:

	\$
	\$
	\$

Total (D) \$ _____

Total Net Revenue (C - D): _____

Total Donation to the Cowichan Intercultural Society:

\$ _____ or Percentage of Proceeds % _____

Please provide two references:

Name: _____ Name: _____

Phone: _____ Phone: _____

Email: _____ Email: _____

Signature of Applicant: _____ Printed Name: _____

Date: _____

where cultures connect

Cowichan Intercultural Society Third-Party Event Contract

Name of organization/group/individual organizing event: _____

Name of person in charge of the event: _____

Phone number: _____ Email: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Name of event: _____

Date and Time of event: _____

Location of event: _____

Describe the event and the fundraising components (ticket sales, raffle, auction, etc.): _____

Estimated number of attendees/participants: _____

Will this be an annual event benefitting the Cowichan Intercultural Society?: _____

Percentage of proceeds to be donated to the Cowichan Intercultural Society: _____

Do you plan on using the Cowichan Intercultural Society logo in any of your materials?: _____

Have you read and understood the conditions for using the name and logo in advertising?: _____

I, _____, have read and understood the accompanying Third-Party Event Guidelines and agree to abide by all policies and regulations mentioned therein. I agree to provide all information regarding the event to the Cowichan Intercultural Society in the manner described. I agree that the Cowichan Intercultural Society has no financial or legal responsibilities for the event.

Signature: _____ Date: _____

where cultures connect