



Giving Hope Today

**THE SALVATION ARMY**  
Ontario Central-East Division  
1645 Warden Ave. Toronto, ON M1R 5B3

# **THIRD PARTY SPECIAL EVENTS HANDBOOK**

Your Guide to Giving Hope Today

## **GIVING HOPE TODAY**

When most people think of The Salvation Army they immediately think of the Christmas Kettle in the mall, or inexpensive clothing from our Thrift Stores. While we are very proud of these programs that help sustain us, The Salvation Army is so much more than that. **The Salvation Army is the largest non-governmental direct provider of social services in Canada.**

The Salvation Army is unique in that it not only provides direct aid: a bed to sleep in, a meal for the hungry, etc. The Salvation Army takes helping those in need to another level. Using holistic approaches, our programs offer a chance to change lives as well as meet the needs of the moment, with compassion and concern – without discrimination.

## **WHAT IS A THIRD PARTY EVENT?**

A Third Party Event is a special event presented by an individual, community group or business in an effort to raise money for, in this case, The Salvation Army. The event is organized and hosted by the third party's planning committee, and The Salvation Army can provide some general support as needed.

Giving Hope Today can be a costly endeavor. The Salvation Army depends on financial support from corporations and individuals as well as various campaigns and initiatives to raise the money necessary to provide essential services to the community.

There is much work to be done in and around the GTA, and many needs to be met. The Salvation Army's third party events program gives you an opportunity to share in the journey towards Giving Hope Today. No event is too small, and every dollar makes a difference.

## **How can funds raised through Third Party Events help The Salvation Army?**

\$50 can help provide a homeless person with a meal, and a bed to sleep in for 1 night.

\$250 can provide a Christmas meal and gifts to a family of 4.

\$425 can send a child to camp for 1 week.

The above are only a few examples of how you can help The Salvation Army in *Giving Hope Today*.

## HOSTING AN EVENT – TIPS AND IDEAS

### CHOOSING YOUR EVENT

*Some questions to ask yourself before getting started...*

What is your objective? *Raise money, build relationships, raise awareness, have fun...*

How much time are you and / or the members of your committee willing to dedicate?

How many people are on your committee?

Are there people on your committee with event planning experience? What other talents and skills can your committee members bring to the event?

Do you have volunteers available to you?

How much lead time do you have to organize and prepare for this event?

Do you have resources available to you for the event such as celebrities or entertainers?

What is unique about your event that will attract participants?

### Different Types of Events:

#### A-THONS

- Walk
- Dance
- Bowl
- Skip
- Exercise
- Sit
- Skate

#### SALES

- Garage sales
- Specific Items (cook Books, CDs...)
- Bake Sale
- Arts & Crafts
- Services (Shoe Shine, Car Wash...)

#### TOURNAMENT

- Pool
- Board Game
- Cards
- Sport (Croquette, Hockey, Baseball, Soccer, Football, Golf, Lacrosse)

#### ENTERTAINMENT

- Talent / Variety Show
- Benefit Concert
- Battle of the Bands

#### PARTY / FESTIVITY

- Gala
- Picnic
- Dinner / Dance
- Theme Party (ie. Costume, Red Carpet, 1950s)
- Carnival

#### OTHER / ADD-ONS

- Silent Auction
- Drives (bottles, loose change)
- Celebrity Autograph / Photo Opportunity
- Dress Down Day

### **Other Unique Ideas / Add-Ons**

**“Dunk the Boss”** – Have employees pay for the opportunity to dunk the boss in a dunk tank. The employee who donates the most money gets to throw the ball. (Other variations include: “Pie in the Face”, “Dunk the Teacher”)

**Birthday Party** – Suggest to guests that in lieu of a Birthday Gift, they could make a Charitable Donation to The Salvation Army on the Guest of Honour’s behalf using Donation Cards available through The Salvation Army. (Other variations include: Anniversary Party, Wedding)

**Corporate Matching** - Have a company / organization match any funds raised through your event.

### **SUCCESSFUL PLANNING OF AN EVENT**

Where does one start in order to plan a successful fundraising event? The following are some suggestions to consider:

- **Form a planning committee** and assign specific tasks to all committee members. Your planning committee members should be enthusiastic and should represent a variety of skills. Remember that more hands make for less work, so they should all have a desire to share the work. Be sure to assign a committee chair to assume the responsibility of Event Organizer.
- **Brainstorm:** Think of activities, games or products that you enjoy and think of ways to turn it into an event idea that your committee can get excited about. Your event should be appropriate to the goals, interests, skills, size of and time available to your committee.
- **Determine fundraising goals** and overall objectives for the event (ie. To raise money, to raise awareness, etc.) Make sure that your goals are specific and measurable.
- **Budget:** Remember that the general standard for special event fundraising is that expenses should not exceed 50% of gross revenue.
- **Determine who your audience will be.** Knowing who will support, attend and participate in your event is very important to its success, and key to strategizing promotion and ticket sales.

- **Submit a proposal to The Salvation Army.** The Events & Promotions Representative will contact you to discuss any issues or concerns.
- **Solicit Sponsors** and “Gift in Kind” donations. A “Gift in Kind” is a donation of an item instead of money. If a Gift in Kind donation is made, fair market value must be established for the item(s) through one of the following ways:
  - Appraisal from an independent third party.
  - Proof of purchase.
  - Obtaining a current price list for the item from a recognized commercial enterprise separate from the donor.

*Please note that a tax receipt cannot be issued for personal services (such as entertainment, accounting services, legal services, graphic design.)*

- **Choose a date, time and venue** being sure to allow enough time for planning and promotion.
- **Be sure to address any legal, insurance permit and safety issues that may arise.**
- **Determine how funds will be collected and have them handed in to The Salvation Army** within 90 days. *(Remember that the sooner we receive the contribution, the sooner it can be used to help The Salvation Army in “Giving Hope Today”.)* Remember that some of the proceeds from your event are receiptable, and some are non-receiptable. Please refer to the Canada Revenue Agency guidelines for any information in this regard.
- **Work with The Salvation Army’s Events & Promotions Representative** to discuss how tax receipts will be dealt with.
- **Enlist volunteers.**
- **Build a promotions and publicity plan** *(utilize all the resources you have available to you – phone calls, emails, bulletin boards, etc.)*
- **PROMOTE YOUR EVENT!!!** This is one of the most important elements of a successful event. Be sure to have all your promotional materials approved by The Salvation Army’s Events & Promotions Representative before they are printed.

- **Create Checklists** or resources that will be helpful on event day (i.e. Supply List, Signage List, Volunteer List, To Do List, Contact List, Event Day Schedule including Set-up and Tear-down, (etc.)
- **Recognize and thank everyone** involved with planning for, and / or participation at your event. Anyone who supports a worthy cause is deserving of recognition. Make every effort possible to follow-up with all of your supporters to let them know how much money was raised due to their efforts and participation.
- **Evaluate** your event through creating a wrap-up report. Make note of specific successes as well as challenges for future reference.

*\* The Salvation Army's Events & Promotions Representative must approve your application prior to publicizing events.*

## **HOW THE SALVATION ARMY CAN HELP MAKE YOUR EVENT A SUCCESS**

Once your event has been approved, The Salvation Army is happy to provide assistance in the following ways:

- Advice on event planning to help you achieve your event goals.
- Event listing on the web site for The Salvation Army Ontario Central East Division.
- Approval to use The Salvation Army Name and Logo when appropriate.
- Issuance of Tax Receipts, if applicable, or receipting support according to Canada Custom and Revenue Agency (CRA) Guidelines.
- Provide information with regards to CRA Guidelines.
- A letter of support that validates the authenticity of the event.

## **THE SALVATION ARMY CANNOT PROVIDE THE FOLLOWING**

- The Salvation Army is not responsible for any event expenses and will not offer reimbursement for event expenses under any circumstances.
- Donor, staff or client lists.
- Permits, Licenses or Insurance.
- Access to Celebrities, sponsors, or VIPs within The Salvation Army.
- Prizes, auction items or awards.
- Promotion or advertising other than the online event listings.

## **GENERAL RULES AND REGULATIONS:**

- The Salvation Army Red Shield is a registered trademark and may only be used with written permission from The Salvation Army. For further information about The Salvation Army's identity standards, please refer to [www.SalvationArmy.ca/ontariocentraleast](http://www.SalvationArmy.ca/ontariocentraleast).
- Funds raised through Third Party Events must be received by The Salvation Army Ontario Central East Division (c/o Events & Promotions Representative) within 30 days of the event.
- If approved to issue tax receipts, all tax receipt information must be received within 30 days of the event in order to ensure appropriate stewardship of our donors.
- It is solely the responsibility of the third party Event Organizer to obtain all necessary permits, licenses and insurance.
- The third party Event Organizer must adhere to all receipting policies as outlined by the Canada Revenue Agency (Refer to [www.cra-arc.gc.ca/chrts-gvng/menu-eng.html](http://www.cra-arc.gc.ca/chrts-gvng/menu-eng.html))
- The Salvation Army reserves the right to withdraw the use of its name and logo at any time and will not assume any costs that may be involved with doing so.
- In case of event cancellation, the Event Organizer agrees to contact The Salvation Army as soon as possible and no less than 48 hours prior to the event.
- The Salvation Army assumes no legal or financial liability.
- The Salvation Army is not responsible for any damages or accidents to persons or property.
- The Salvation Army will not actively or directly participate in, or permit use of their name or logo to promote games of chance, raffles, bingos, lotteries and other social / recreational activities which would conflict with the mission and values of the organization. The Salvation Army deems it acceptable to receive monies raised as a result of games of chance, raffles, bingos, lotteries and other social / recreational activities, sponsored by other organizations and offered to it for the maintenance and advance of the mission of The Salvation Army. (For further information on The Salvation Army's Fundraising Code of Ethics, please refer to our website at [www.SalvationArmy.ca/ontariocentraleast](http://www.SalvationArmy.ca/ontariocentraleast))



## **RECEIPTING: Some General Information for Third Party Event Organizers**

Receipting can be an important part of special event fundraising. It is imperative that The Salvation Army handles all issues surrounding the topic of receipting appropriately, efficiently, and legally in order to maintain our status as a charitable organization with the Canada Revenue Agency. The Salvation Army is happy to issue income tax receipts as long as Canada Revenue Agency guidelines are strictly adhered to.

The following are important to consider when deciding what you can realistically offer with regard to tax receipts for the purposes of your event:

- You must familiarize yourself with the rules and regulations about tax receipts before planning your event.
- The Canada Revenue Agency requirements for tax receipting are very detailed and doing the appropriate research can be time consuming, so it is up to you to decide whether or not you want to offer them for the purposes of your event.
- Remember that it is **your responsibility** to communicate any decisions surrounding tax receipting to those who participate in your event, so be sure to discuss details surrounding this issue with the Events & Promotions Representative to clarify what you can and cannot offer at your event.
- Donations of funds in the amount of \$10 or more are eligible for an income tax receipt issued by The Salvation Army in the calendar year they are received.
- Charitable tax receipts may only be issued to those who donate without receiving any product or tangible gift or service in exchange. Therefore, items such as admission to an event, raffle tickets, and auction items are not eligible for tax receipts.
- Sponsors are not eligible for tax receipts as they receive a promotional benefit, product or rights as a result of their donation.
- Total funds given to The Salvation Army may not be less than the total amount in tax receipts requested.
- When a tax receipt can be issued, it can only be issued to the actual donor, it cannot be assigned to someone else.

For all information with regards to Canada Revenue Agency guidelines, please refer to [www.cra-arc.gc.ca/chrts-gvng/menu-eng.html](http://www.cra-arc.gc.ca/chrts-gvng/menu-eng.html)

## **HOW IS THE SALVATION ARMY GIVING HOPE TODAY ACROSS THE GTA?**

The following are brief descriptions of just some of the ways in which The Salvation Army is *Giving Hope Today in your community*.

### **Emergency & Disaster Services**

From the Boxing Day Tsunami and Hurricane Katrina, to the Danforth Building Collapse and Queen Street Fire in Toronto, The Salvation Army's Emergency & Disaster Services Mobile Units are ready to deploy with very short notice, and work to reduce physical harm and help victims regain control of their lives.

### **Community and Family Services**

The Salvation Army cares for people at their crisis point and works to restore hope and dignity to those who might otherwise remain invisible in society. Emergency assistance is provided in the form of clothing, food, accommodation, life skills training and counseling.

### **Camps**

The Salvation Army subsidizes nearly 3,000 children at our three camps, giving kids the opportunity to grow, learn skills and create lasting friendships.

### **Anger Management for Kids**

Many children do not know how to deal with their frustrations. Poor coping skills can lead to vandalism, self-harm and violence. Teaching students to manage their anger can significantly reduce harmful behavior in a school or community. The Salvation Army has developed Red Cap, an anger management program for 8 to 12-year-olds. Initiated through family services in Toronto, Red Cap has recently been revised and prepared for wider use in the country.

### **Street Youth Services**

The Salvation Army Street Youth Van delivers what may be for many, the only meal of the day. Counselling and practical assistance is also provided.

### **Family Tracing Services**

The Salvation Army, with a presence in over 120 countries, is uniquely equipped to offer this service internationally. Family Tracing Services have proven particularly useful following major natural disasters, like Hurricane Katrina, in terms of reuniting separated families.

### **Addictions Services**

The Salvation Army in Canada assists over 2,817 people annually with addictions through substance abuse and dependency programs. In a proactive initiative, our non-residential prevention programs help to reach people before they lose control of their lives.

### **Homeless Services**

The Salvation Army provides approximately 1,100 of the homeless beds in the GTA each night, offering emergency housing and holistic support.

### **Safe Houses**

The Salvation Army assists victims of abuse and they are given refuge at our women's shelters.

### **Palliative Care**

The Salvation Army's Toronto Grace Health Centre provides care and counselling for patients with AIDS, cancer and other terminal illnesses. At the same time support and comfort is given to the patients' families and loved ones.

### **Services for the Mentally and Physically Challenged**

The Salvation Army has responded to government cutbacks in services to people with special needs with new programs for people who cannot care for themselves or who need extra support in order to live independent lives. Through counselling, on-site job coaching, work adjustment training and other life skills programs The Salvation Army helps to give each person the dignity that comes from making a contribution to society and being self-sufficient to the extent that they are able.

### **Correctional and Justice Services**

The Salvation Army provides correctional and justice services which have a positive impact on the lives of inmates and their families. In its early years, The Salvation Army was instrumental in developing the first prisoner parole system and the first Juvenile Detention facility in Canada.

### **Young Parent Resource Centres**

Young Parent Resource Centres provide housing, support, high school education, parenting programs (dads and moms), child care and other assistance for pregnant and parenting teenagers.

### **Immigrant and Refugee Services**

The Salvation Army's Immigrant and Refugee Services support immigrants and refugees in their journey toward full participation in Canadian society through various programs such as computer workshops, English as a Second Language classes, information sessions, spiritual counseling, settlement services, and a variety of afternoon programs geared towards finding employment.

**The Salvation Army facilitates life-changing programs and continued support from the public means Giving Hope Today.**



**The Salvation Army  
Ontario Central East Division**

Giving Hope Today

**EVENT PROPOSAL FORM**

Date: \_\_\_\_\_

Name of Group / Individual / Company holding event: \_\_\_\_\_

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

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

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Business Telephone: \_\_\_\_\_ Home Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email Address: \_\_\_\_\_

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

What is your connection with The Salvation Army? \_\_\_\_\_

**Event Information:**

Name of Event: \_\_\_\_\_

Type of Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_

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

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Brief Description of Event (including how funds will be raised):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Net Income for The Salvation Army: \_\_\_\_\_

The funds raised from this event are in support of:

- Red Shield Fund       Christmas Sponsorship       Women's Programs       Shelters
- Camp Programs       Food Bank       Emergency Disaster Services       Substance Rehabilitation
- Other: \_\_\_\_\_

The event organizers understand and agree that all promotional and publicity materials using The Salvation Army's name or logo for the purposes of the proposed event must be approved by The Salvation Army before they are printed.

Yes \_\_\_ No \_\_\_

FOR THE SALVATION ARMY USE ONLY: Reference #: \_\_\_\_\_

Approved By: \_\_\_\_\_ Date Approved: \_\_\_\_\_

*Please complete form and send to the attention of Lisa Marinis*  
 Email: [Lisa\\_Marinis@can.salvationarmy.org](mailto:Lisa_Marinis@can.salvationarmy.org)  
 Mail: The Salvation Army Ontario Central East Division, 1645 Warden Avenue, Toronto, ON M1R 5B3  
 Fax: 416-321-6479 Phone: 416-321-2654 ext. 210