

Gather for a Good Cause!

Third-Party Fundraiser Guide

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Gather for a Good Cause!

Greetings!

Thank you for your interest in hosting a third-party fundraising event in support of Autism Ontario! Third-party fundraisers are a great way have fun with family, friends, students, or colleagues while raising funds to help people on the autism spectrum lead their best lives.

Autism Ontario is a not-for-profit charitable organization that helps children, youth, and adults on the autism spectrum living in Ontario increase their independence and improve their quality of life through specialized services and programs that celebrate their unique individuality and gifts.

Fundraisers take a great deal of dedication, planning and organization. We are grateful that you are considering it! Fundraisers can also be complicated and sometimes stressful, so this guide is designed to provide you with some useful guidelines, tips, and resources to ensure your event's success. All money raised will support programs that enhance the quality of life of children, youth, and adults on the autism spectrum by creating a supportive and inclusive Ontario for autism. Please carefully read the guidelines below prior to submitting your application to host a third-party fundraising event.

Should you have further questions about holding an event, please contact the Fund Coordinator in your Region. You can find a listing of staff in your area [here](#). We can help and hope you'll get in touch to talk through your idea for a fundraiser.

Third-Party Fundraisers and the COVID-19 Pandemic

It is a challenging time to organize third-party fundraisers, particularly if you are drawn to in-person events. We urge you to plan your event with current and anticipated public health restrictions in mind. Stay up-to-date on the latest public health measures including gathering limits, mask requirements and recommendations regarding vaccination. Please be aware of how the latest public health measures, advice and restrictions will affect your event or fundraiser. Guidelines are likely to adjust over time and it is the responsibility of each host to be aware of and comply with public health requirements.

You can find the Province of Ontario's COVID-19 public health measures and advice [here](#).



What is a Third-Party Fundraiser?

Third-party fundraisers are activities or events that benefit a charity and are underwritten and organized by an independent person, school, group, or business.





Step 1. Choose your fundraiser

There are many ways that you can raise funds for Autism Ontario in your community. We want you to fundraise in the way that works best for you, your family, and your friends. We find that people have most success focusing on an activity or event that they are comfortable with and may have hosted before. You do not have to host a traditional sit-down fundraiser – do something fun and invite friends and family to join in!

If you need a little help envisioning what you'll do, here are some great examples of fundraisers to help spark some ideas. Find something that is right for you!

At Home

Barbeque, Oscar Night Party, Board Game Night, Murder Mystery Party, Haunted House, Henna Party, Costume Party

At Work

Bottle Drive, Walkathon, Fitness Challenge, Casual Friday, Employee Matching Donation Drive, Bagged Lunch Sale

In the Community

Scavenger Hunt, Car Wash, Trivia Night, Euchre Tournament, Sporting Event

Most importantly, please follow any public health orders and regulations that apply to your town or city. If your event is in person, please make sure that you have plans for a potential cancellation or postponement.

Step 2. Create a budget

How will your fundraiser raise money? Here are some options:

- Pledge based
- Donations
- Event registration fee
- Sale of items or services
- Auctions
- Raffles

Set a fundraising goal that will give you the best return on your investment. Consider how you can raise more money while decreasing your expenses, such as minimizing your costs through community donations or sponsorships.

By setting a goal and letting everyone know what you are striving to achieve, you can raise more funds. This can be scary, but it's also a great motivator and you may find that people are more generous when the goals are high!



Step 3. Create a plan

Write out a plan of what your fundraiser is and how you will make it happen. Outlining the following and sharing with your team will be very helpful:

- Outline the basics:
 - Date
 - Location
 - Guest list
 - Tasks
 - Invitations & Promotion
- Review guidelines for the type of event you are hosting. This is particularly important if you are considering a raffle or lottery, or if you are accepting donations of auction items. Please review the fundraising resources on the following websites, especially if you are considering a fundraiser that involves more complicated types of fundraising such as the ones listed above. You can find more information on rules and regulations here:
 - [Alcohol and Gaming Commission of Ontario](#)
 - [Canada Revenue Agency](#)
- A schedule that identifies everything that needs to be done
- A list of jobs and job descriptions: Photographer, clean-up crew, Welcomer for the door, accountant, set-up volunteers, raffle salesperson, emcee, registration table volunteers, etc. Set up a series of committee meetings to make sure that everything is going according to schedule.

Step 4. Enlist the help of others

Enlisting the help of friends, family or colleagues is a great way to get others involved. Creating a committee will help to share the responsibility and keep everyone accountable so that the event is manageable, low-stress and enjoyable for everyone.

Make sure that helpers are paired with a job that they are well suited for. For example, are you looking for an auctioneer? Make sure you find a gregarious person who isn't afraid to cajole guests and create a fun lively environment. Are you personally uncomfortable talking about money but an expert with the planning? No problem, enlist the help of someone who can comfortably and assertively ask for donations at the door.

Review your plan on a regular basis and report on your progress as a group.

Step 5. Register your fundraiser with Autism Ontario

Anyone who would like to participate in Celebrate the Spectrum must let Autism Ontario know that they would like to carry out a fundraising activity or event at least 1 month prior to the proposed activity.

We ask for applications for every third-party fundraiser to make sure that we are aware of the details and to ensure that our goals are aligned.

Approval from our Marketing and Communications department must be received before advertising is permitted. Applications are valid for 1 event only and annual fundraisers must reapply each year. Autism Ontario is dedicated to protecting our ability to serve the people and families that depend on us for support.

We respectfully reserve the right to deny any event registration for a fundraiser that is not in alignment with Autism Ontario's mission, vision, values, and brand.

All activities associated with Autism Ontario must support and celebrate the people we serve and portray a positive image of autism and Autism Ontario.

Complete the Event Application Form which can be found on the Autism Ontario website [here](#).






Step 6. Promote your fundraiser

Spreading the word about your event is critical to its success!

Upon registration of your event, please contact Autism Ontario if you would like help with tools or resources to help with organization and promotion. We have a toolkit of digital and printable files that you are welcome to use for your activity or event. Please let us know if you have a suggestion for other resources as we may have the capacity to adapt or create new pieces on your behalf. Some of the assets that are available for you include:

- Print and digital invitations that may be forwarded
 - A 10 Facts about autism sheet so that you and your co-hosts can encourage a better understanding of autism in your community
 - A Welcome to Autism Ontario sheet so your guests can learn more about where their donations are going
 - A photo and artwork release form so we can celebrate your event through our website, newsletter, and social channels
 - A Social Media Tip Sheet that includes ready-made social media posts for you to use to promote your event and celebrate giving back to your community
 - Hashtags
 - Twitter statements
 - Instagram and Facebook posts
 - A donation collection sheet to ensure your guests receive tax receipts if they wish
 - Brand guidelines
- 



Promotional Materials

You must receive prior permission from Autism Ontario to use our name and/or logo on promotional materials for your third-party fundraising event. All promotional materials must be submitted to Autism Ontario's Communications department for review and approval after your application is approved and prior to distribution. High resolution files of the Autism Ontario logo are provided upon approval of your materials.

Please note: The Autism Ontario logo and name cannot be used for any purposes other than those described in the Third-Party Fundraiser Application.

All promotional materials should clearly state that the activity or event is in support of Autism Ontario. This can be accomplished using the terms "In support of Autism Ontario" or "Proceeds to benefit Autism Ontario."

Materials must not state that Autism Ontario is a sponsor, co-sponsor, presenter, or co-presenter of the activity or event.

To promote your fundraiser, consider asking local businesses to put up a poster, asking your local community centre to hand out flyers, or contacting your local radio station with a public service message. Online promotion on social media via Facebook, Instagram, Twitter, or LinkedIn are great ways to spread the word about your event, particularly with neighborhood and special interest groups. Your community or religious institution may also have community calendars where you could generate interest.

If your event or activity is getting popular and you've generated interest from the press, let us know! If newspapers, radio stations, or television stations start calling because they think your event is newsworthy, it may be time to issue a press release. Our Marketing and Communications department can help. If a reporter does contact you, tell them about your event, what you have planned, and most importantly why the cause is meaningful for you! If a reporter has any questions about Autism Ontario, please refer them to directly to the Communications Team at media@autismontario.com.

Step 7. The formalities

After you have registered your fundraising event, the Fund Coordinator in your region will contact you with a confirmation along with a Fundraiser Toolkit of digital and printable materials which you may find helpful. Please sign and return the agreement within 5 business days of your fundraiser's registration. We respectfully require a signed agreement, as it binds you to the terms which will protect Autism Ontario, your own reputation, and our joint ability to help autistic people in Ontario.

We also ask that you help us to improve the Third-Party Fundraiser experience at Autism Ontario. We will appreciate your insight and advice – positive or negative! We encourage you to send us a follow-up email about your event. If you have any advice that will help us improve for future participants, we'd love to hear from you!

Please share your recommendations and insight with the Fund Coordinator in your region.

What Autism Ontario will provide:

- Tax receipts in accordance with Canada Revenue Agency regulations and Autism Ontario guidelines.
- The Third-Party Fundraiser Toolkit which includes:
 - Digital and printable promotional and organizational materials.
 - A donation form to ensure tax receipting.



Autism Ontario is unable to provide:

- Guarantee of staff or volunteer presence.
- A portal for selling tickets for an event.
- Prizes, rewards, or merchandise.
- Event logistical support such as ticket sales, locating venues, set-up/take-down etc.
- Funding or reimbursement of expenses related to fundraising events.



Liability

If you are conducting raffles, lottery sales, or any other type of activity that involves selling to the general public, you may require a special license or permit. Please take the necessary steps to obtain these by speaking with us after your event has been registered. Please review your plans for raffles, lotteries or sales with your regional Fund Coordinator before registering your fundraiser.

- Autism Ontario will not provide any insurance coverage for third-party events or activities. Event organizers must take the necessary steps to obtain proper insurance.
- Autism Ontario, its employees, volunteers and members are not liable for any accidents or injuries, damage or theft to individuals or property and cannot assume any type of liability for your event/activity, participants, volunteers or employees.

Charitable Tax Receipts

Autism Ontario automatically issues tax receipts for donations over \$20 given the necessary information identifying the true donor including amount of the donation, name and contact information. In other words, the person that initiated and paid for the donation is the person who should receive the tax receipt. In order to issue a tax receipt, we must have their full name, the amount they paid in total and their contact information including their mailing address.

The true donor is the person who funded the donation rather than the person collecting donations. An individual, group or business cannot receive a charitable tax receipt for a donation made by someone else. For example, the host of a Third-Party Fundraiser who is collecting cash donations at a dinner party should not receive a tax receipt for the total proceeds. The true donors are the individuals making the contributions.

Donating Online

Donating online is simple! The best way to make this happen is by encouraging your donors to make their contributions through a Celebrate the Spectrum online donation form. When your event or activity has been registered and confirmed by the Fund Coordinator in your region, you will be sent a link to a dedicated online payment form for your fundraiser which your contacts may use to make contributions to your fundraiser.



Cash Donations

You may not require tax receipts; however, if you are collecting donations from the group which you will forward on to Autism Ontario, an accounting will be necessary if your guests would like to receive a tax receipt. To comply with Canada Revenue Agency regulation, please provide an accounting of each contribution attributed to the name and address of the person who paid for the donation. A form for this purpose is included in the package to help make it easier for you.

If you require donation receipts issued to participants of your event or activity, include Autism Ontario's Charitable Registration number (119248789 RR 0001) on all promotional materials. We ask that you state "tax receipts will be issued for donations of \$20 or more, or on request." Within 30 days following your event or activity, please provide Autism Ontario with your accounting (ensure that all information is legible and complete) of names, mailing addresses including postal code, phone numbers and email addresses, as well as the corresponding amount of each gift to be receipted. Tax receipts will be issued for all monetary donations of \$20 or more.

Tax Receipts for Items Donated to your Auction or Raffle

If you are seeking donations of items for an auction, raffle or door prizes, donors may wish to receive tax receipts. Autism Ontario will issue charitable tax receipts for these "in-kind" donations equal to the Fair Market Value of the item donated. In order to receive a tax receipt, the Third-Party Fundraiser Host must submit proof of the Fair Market Value with supporting documentation in the form of 3 ads showing the market value of the item. These can be easily obtained by searching online vendors for listings of the items.

Qualifying documentation of Fair Market Value includes purchase invoice(s) or other proof of purchase, third-party appraisal and other CRA-approved documentation. As per CRA regulations, items of little market value such as handmade crafts will not qualify for donation receipts. In kind donations of services are also not eligible for donation receipts for income tax purposes.

Goods and services not eligible for a donation receipt include items such as raffle or lottery tickets, general admission or entrance tickets, golf green fees, and the cost of donated services. This includes special services that necessitate hiring someone for an event (i.e., tent setup and entertainment).

Thank You!

For more information please contact:

Autism Ontario (119248789 RR 0001)

Your Regional Fund Coordinator

fundraising@autismontario.com | 1-800-472-7789

