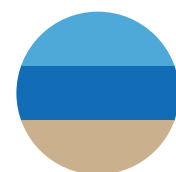




GEORGIAN BAY
FOREVER
KEEP IT FRESH



THIRD-PARTY EVENT TOOLKIT

WELCOME TO OUR THIRD-PARTY EVENT TOOLKIT

Hosting a charity event goes above and beyond for the cause. Your charity event will engage the community, raise awareness, and inspire others by providing a dynamic, meaningful experience.



WHO WE ARE

Georgian Bay Forever (GBF) is a science-based environmental charity dedicated, since 1995, to the protection, conservation, and restoration of Georgian Bay's entire aquatic ecosystem. GBF works to improve the condition of all Georgian Bay waters, wetlands, and coastline through rigorous scientific study, public education, and community action. As an independent non-profit, GBF is driven by donors, volunteers, communities, and partners who are passionate about the stewardship of this unique and wondrous region.

WHAT WE DO

Scientific Study

We conduct scientific research on the ecology of Georgian Bay to ensure we have the most up-to-date and accurate data on the area's health and condition. We use our knowledge to strategize and coordinate actionable methods of environmental preservation.

Public Education

We educate the public and policymakers on environmental threats, and provide effective counsel regarding those issues. We empower people to make positive choices for nature and their communities by providing up-to-date, objective information and real-world solutions.

Plans of Action

It's not enough to conduct research and present our findings—we know that we can also make a difference with our immediate actions, big or small. Our programming is directed at making a quantifiably positive impact on the environment, and creating progressive, sustainable change.



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GETTING STARTED ABOUT THIS GUIDE

Thank you for your interest in hosting an event in support of Georgian Bay Forever!

Organizing a fundraising event is a fun and fulfilling experience, and we are thrilled you chose to do so in support of Georgian Bay's water and wetlands. This toolkit will help guide you in executing a successful fundraising event independently, from planning activities to logging donations and everything in between.

**WE ARE HERE TO HELP
ALONG THE WAY, ANSWER
QUESTIONS, AND PROVIDE
ADDITIONAL SUPPORT TO
ENSURE YOUR EVENT GOES
OFF WITHOUT A HITCH!**



Get in Touch

Please contact Amber Gordon, Development Director,
at amber.gordon@gbf.org, (905) 880-4945 x3 for
support.



What is a Third-Party FUNDRAISING EVENT

Third-party events are organized by individuals or community groups (e.g., schools, churches, social groups, corporations) to help raise funds for Georgian Bay Forever and our water protection work. These activities are hosted by external individuals who are not affiliated with or representative of Georgian Bay Forever.

THIRD PARTY EVENT IDEAS

Events and Experiences

- Gala / Performance
- Carnival / Festival
- Concert / Play
- Outdoor Movie / Watch Party
- Dinner Party / BBQ
- Cocktails for a Cause / Wine Tasting
- Grand Opening Fundraiser
- Work Event / Team Building Fundraiser

Sports and Activities

- Run / Walk / Ride
- Swim Event
- Canoe or Other Boat Race
- Golf Tournament
- Fishing Derby
- Kickball / Softball Tournament
- Bowling Tournament
- Sporting Events / Tailgate Party
- Scavenger Hunt

Creative and Educational

- Art Night
- Arts and Craft Sale / Show
- Cooking Class
- Music Class
- Yoga Class
- Create a Cookbook
- Photo Outing

Sales and Products

- Book Sale, Flower Sale, or any Sale Proceeds Fundraiser
- Garage / Rummage Sale
- Concession Stand Fundraiser
- Bottle Drive
- Car Wash / Pet Wash

Games and Contests

- Battle of the Bands
- Bingo Night
- Casino Night/ Poker Run / Poker Tournament
- Online / Offline Game Tournament (incl. Wii)

Online and Campaign-Based

- Online / Offline Auction
- Round-Up Campaigns
- “Donate What You’ve Saved” Campaign
- Donations in Lieu of Gifts
- Monthly Activity / Giving Group
- Pledge / Pledged Events
- Loonie / Toonie Drives



OUR INVOLVEMENT

What We Can and Cannot Do

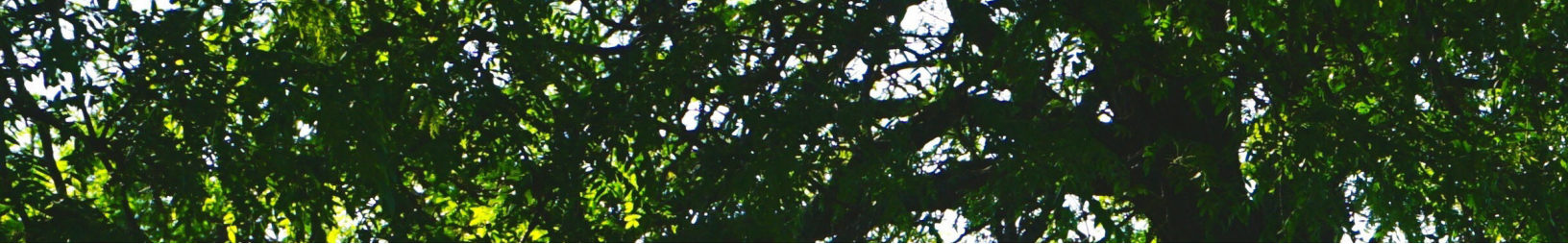
What We Can Do

- Offer guidance by answering questions, sharing ideas, and providing thoughtful feedback
- Provide a letter of support to validate and endorse your event
- Supply our logo along with clear usage guidelines for print and digital communications
- Provide display materials (subject to availability)—please connect with us at least two weeks in advance to coordinate
- Share non-receiptable letter templates for your use
- Set you up on our peer-to-peer online fundraising platform, where you can track event details, manage donations, and create QR codes for easy sharing
- Issue tax receipts in accordance with Canada Revenue Agency guidelines
- Make every effort to have a staff member or volunteer attend your event (subject to availability)

What We Cannot Do

- Fund or reimburse event expenses
- Provide donor lists
- Guarantee attendance of staff or volunteers
- Actively assist in raising funds for your event
- Issue tax receipts for in-kind donations not directly received by Georgian Bay Forever
- Provide prizes, auction items, or awards
- Promote or advertise events beyond our online channels
- Coordinate or apply for any permits or licenses required for your event





RECEIPTING AND MATCHED GIFTS

Before GBF issues tax receipts, we must have received, reviewed, and signed off on your completed Event Proposal Form. We recommend that you do not promise receipts for donations until you have received your signed event proposal form and have confirmed receipting requirements with GBF staff.

The Ins and Outs of Tax Receipting

The following information must be received by GBF in order to issue an official tax receipt:

- a) First and Last Name
- b) Complete mailing address, including unit number and postal code
- c) Amount of gift(s) and/or fair market value of an in-kind gift

When a Receipt Cannot Be Issued For:

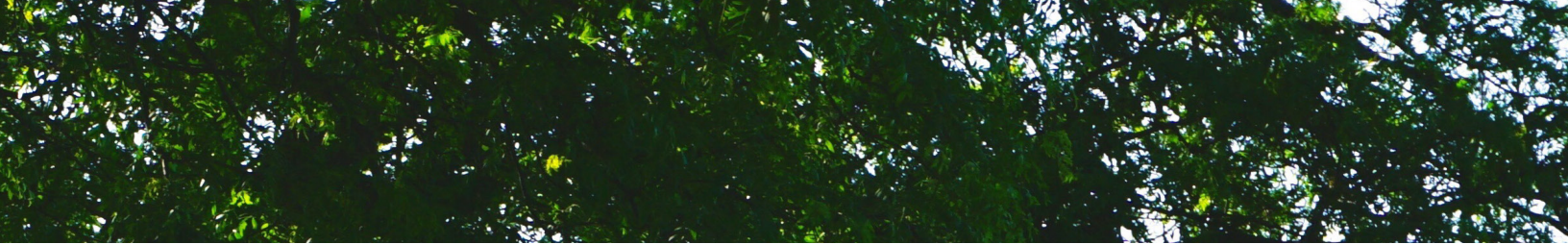
- An individual or corporation that has purchased raffle/lottery/draw tickets, auction items or products/retail items
- Donated services (not considered tangible property)
- An individual or corporation that has received advertising, promotional opportunities, and/or logo representation at the event or through any materials associated with the event for their sponsorship
- Product sales
- Sponsorships
- Donation of items for auction, such as gift certificates, prizes, or other gifts-in-kind
- Payment of the basic fee for an event
- Gifts where the value or benefit of the donation cannot be determined
- Funds or gifts in kind are from another qualified donor (gifts from other registered charities or non-profit organizations)
- Name of true donor(s) cannot be determined (for example, bottle collection from several parties, donation bins)—one person cannot benefit from gifts made by multiple donors
- Gifts intended for another organization

The Definition of a Gift

Under CRA Guidelines, a *gift* is a voluntary transfer of cash with a conscious desire to make a gift.

A Gift Must Be

- Voluntary – given of free will (not compelled, not court-ordered)
- Transferrable – from donor to charity or qualified donor (complete transfer)
- Property – cash or gifts in kind (not services)



Matched Gifts

Before you start planning your fundraiser, connect with your employer to see if they offer a matching gift program—it's an easy way to make an even bigger impact for your cause.

A matching gift is when your employer agrees to donate to the same charity you support, often matching your contribution (the entire net revenue or up to a certain amount.) Donations have up to double the impact, without any extra cost to you.

As more people want to give back to their communities through their jobs, more employers are creating and implementing matching gift programs to support their employees' efforts.



GUIDELINES

- Approval to host a GBF-affiliated event is based on the type, theme, and financial viability of the event. GBF reserves the right to withhold its name and logo from any event or initiative deemed inappropriate or not in keeping with GBF values.
- Please complete and submit the Third-Party Application Form at least 30 days in advance of your fundraising event.
- All promotional materials must state that your event is “in support” of GBF and is not an official GBF event.
- Taking commission on funds raised is prohibited.
- GBF will provide appropriate recognition via our website, social media, and Annual Report, in accordance with our Donor Recognition Policy.
- As the event organizer, you are responsible for all event costs and will manage all funds until the final donation is submitted. Expenses must be deducted before remitting proceeds. GBF will not incur costs unless agreed to in writing.
- You are responsible for meeting all legal requirements, including permits, licenses, and insurance. GBF assumes no liability and must not be included in coverage without prior approval.
- GBF will issue official tax receipts in accordance with Canada Revenue Agency guidelines.
- You must return any borrowed materials from GBF in their original condition, and you are responsible for any loss or damage to those materials.
- You must post a sign at your event that reads: Photos and video will be taken during this event and may be used by GBF for promotional purposes.
- GBF is not responsible for distributing materials to participants, with the exception of tax receipts.
- All gifts need to be tracked and accounted for using the supplied pledge forms, and all gifts that require a tax receipt must include the donor’s full name and complete address. Please ensure you use a sealed envelope for security purposes.
- You must provide a full accounting of event income and expenses and submit net proceeds to GBF within 14 days of the event. Cash donations should be submitted within 7 days, in a sealed envelope with a count sheet and all pledge forms, including donor information.

Cheques should be made out to Georgian Bay Forever. If mailing, please send to PO Box 75347 Leslie Street, Toronto, ON M4M 1B3.

You may not open a bank account in the name of Georgian Bay Forever.



BRAND INFORMATION

Once your event is approved, Georgian Bay Forever will provide you with files including our logo, written permission to use our logo, and other materials as needed.

Note: The use of our organization's logo in promotion of a third-party event is prohibited unless you have express permission.



Key Messages:

Connect your audience to our cause by using some of our key messages for your communications materials.

- 1) Georgian Bay Forever is a registered Canadian charity that works to protect, enhance, and restore the aquatic ecosystem of Georgian Bay.
- 2) Since 1995, Georgian Bay Forever has focused on research, education, and action to protect the water of Georgian Bay and the Great Lakes.
- 3) Georgian Bay Forever's work includes research on water levels, water quality, and ecosystems; educating the public and elected officials on issues regarding the environmental protection of the Georgian Bay area; and programming designed to increase the public's appreciation for their environment.
- 4) Without water, nothing else exists; Georgian Bay Forever is the sole Georgian Bay charity dedicated to the protection, conservation, and restoration of water in all of Georgian Bay.
- 5) Georgian Bay Forever uses an objective, data-driven approach to programming. They work to address the greatest threats to water quality and the health of Georgian Bay, such as pollution, plastics, invasive species, overdevelopment, and global heating—using proven, efficient methods and carefully planned strategies to maximize their impact.

TIPS FOR SUCCESS



- **Form a Committee:** Gather a group of people who can pool their resources and leverage their professional experience to achieve the greatest success. Then, delegate tasks to the committee members to help maximize your efforts. Remember, teamwork makes the dreamwork!

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- **Have a Contingency Plan:** Identify potential issues in advance and plan alternatives. Is your event outdoors? Plan for what to do in case of rain. Does only one person know all the ins and outs of the event? Make sure you have backup in case you or the person in charge can't make it to the event.

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- **Enjoy Yourself:** Enjoy your event and take pride in your efforts! Put the focus on the joy of giving and sharing in this experience. People will remember your event for its positive, upbeat atmosphere—so above all, have fun!

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- **Document the Event:** Don't forget to take plenty of photos to share with your community after the event. High-quality photos will help inspire and engage people, so consider hiring or recruiting a professional photographer to ramp up the event's post-promotion efforts.

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- **Tell Us About It:** We want to hear about your event, every step of the way! Send us pictures, tell us your goals, and let us know how you did. We will contribute to post-event promotion on our social media and other public channels.

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- **Follow Up:** Send thank-you letters to those who contributed through volunteering or donations. Connecting with your attendees and donors will help create an impact long after the event, and set you up for even more success next time!

EVENT CHECKLIST

- ☐ **Register your event:** Fill out the proposal form and send it to GBF at least 30 days before your event. We will review the request and let you know how we can support your efforts.
- ☐ **Ensure compliance:** Be mindful that your event complies with federal, provincial, and local laws governing charitable fundraising. Events can be tricky to host, so do a quick check with local authorities to determine if you have any unique requirements.
- ☐ **Find a place—secure your date:** Book your venue and date well in advance. Check that your event doesn't fall on a holiday, be mindful of potential weather- or season-related transportation issues, and do a Google search for other community events that may conflict with your event.
- ☐ **Plan your budget:** Set a high fundraising goal and stick to a realistic budget, so a higher percentage of what you raise goes towards the protection and conservation of Georgian Bay water.
- ☐ **Plan to succeed:** Create a to-do list and be prepared to delegate. Recruit volunteers from your network of family, friends, and colleagues. Remember to include them on insurance and permits, too!
- ☐ **Spread the message:** Ask folks to spread the word! Talk to your friends, family, co-workers, parents at your child's school, share on social media channels, and create and hand out flyers and post posters where appropriate. You can also create an event listing on free platforms like Facebook.
- ☐ **Tag @gbayforever** in all of your social media posts so we can comment, like, and share your event with our network. Tag all social posts with #gbayforever, #gbayforeverevent, etc.
- ☐ **Contact local media** and share why you've decided to support GBF. Many local media outlets will mention a charitable event for free.
- ☐ **Tally your total and submit your funds:** Add up the funds raised (minus the portion being used to cover expenses) and submit them to GBF within 30 days of your event, either through:
 - 1) An EFT to kim.woodhouse@gbf.org (Note: EFTs will not receive receipts. You must mail in donation forms for those wanting receipts.)
 - 2) Mailing a cheque with forms to Georgian Bay Forever, PO Box 75347 Leslie Street, Toronto, ON M4M 1B3. Please allow our office 4 weeks to process and mail out applicable tax receipts.
- ☐ **Say thank-you:** Acknowledge everyone who took part in and supported your activity. Let them know how much you appreciated their help and financial support, and share how their donations will help protect and conserve Georgian Bay water.

FREQUENTLY ASKED QUESTIONS

Will GBF help organize events?

While GBF doesn't directly organize third-party events, we will be available to answer questions, brainstorm ideas, provide tips for success, and help guide you through the process. This handy Third-Party Event Toolkit will help you get started and plan with confidence.

Can GBF support any third-party event expenses?

As the event organizer, you are directly responsible for creating and managing your own budget, including covering all event-related expenses.

Can GBF provide volunteers for a third-party event?

You are responsible for recruiting, training, and managing your own volunteer teams; however, we can provide promotional assistance and suggest that interested parties who wish to volunteer contact you directly.

Can GBF provide sponsorship contacts to support third-party events?

No, GBF cannot solicit sponsors or share donor lists. You, however, are encouraged to reach out to individuals and businesses for sponsorship and support for your event.

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

You are responsible for ensuring that your event is safe and compliant with all applicable rules and standards. GBF cannot assume liability for any incidents, injury, damages, or legal matters before, during, or after the event.

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

Please submit all funds raised within 30 days of your event, including the names and contact information for anyone who requires a receipt. If possible, we recommend depositing funds into one account and sending a single cheque to GBF.

Cash donations should be submitted within 7 days, in a sealed envelope with a count sheet and all pledge forms, including donor information.

Cheques can be mailed (with a note referencing your event, i.e., "Polar Dip") to:
Georgian Bay Forever
PO Box 75347, Leslie Street
Toronto, ON M4M 1B3

Can I use the GBF logo, and how do I get it?

Absolutely! Simply complete the Third-Party Event Application Form. Once your request is approved, we'll send you the GBF logo to use for your event materials.



THANK YOU!

Congratulations, and thank you for hosting your event in support of Georgian Bay Forever and the stewardship of Georgian Bay's water.

Contact Amber Gordon, Development Director,
amber.gordon@gbf.org, (905) 880-4945 x3

Address:

Georgian Bay Forever
P.O. Box 75347
Leslie Street
Toronto, ON M4M 1B3

Call

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Web

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www.gbf.org
[@gbayforever](https://www.instagram.com/gbayforever)

