

Your Checklist to Success!

LET'S GET STARTED...

THANK YOU for your interest in organizing an event to support CancerCare Manitoba Foundation. We are honoured to be the recipient of your event proceeds which will help advance CancerCare Manitoba's internationally-recognized research and enhance our groundbreaking patient care and support. All funds raised stay in Manitoba.

We've created this guide to help you organize a successful event. Thank you for your commitment to help us create more tomorrows for thousands of Manitobans touched by cancer.

WHAT IS A COMMUNITY EVENT?

It is a fundraising event initiated, planned and organized by an individual or community group that makes all arrangements and coordinates all event logistics. The proceeds are raised for CancerCare Manitoba Foundation and the Foundation is available to lend support, advice and guidance.

KEYS TO A SUCCESSFUL EVENT:

- A great idea.
- Volunteers – friends, family or co-workers to help you
- A good financial plan. The CancerCare Manitoba Foundation can provide you with guidance and advice, but please plan and promote your event well to ensure a good turn out and financial success.
- The cause - cancer is the leading cause of premature death in Canada.
- People want to support cancer research and care. State clearly that the proceeds from your event are staying right here in Manitoba to support CancerCare Manitoba's vital work.

HERE'S AN EASY-TO-FOLLOW CHECKLIST TO HELP ORGANIZE YOUR EVENT AND ENSURE IT IS A GREAT SUCCESS:

→ Choose your event and register it with us

Get creative! Find something that interests and excites you and will make others want to get involved. Give your event a unique name to make people remember it and its purpose; particularly if you plan on holding the event annually. Make sure you mention the event is to support CancerCare Manitoba Foundation. Need some ideas? Check out some tried and true ideas in the Fundraising Guide.

Please carefully review our Event Guidelines on page 3 of this document to ensure your fundraiser fits with our Foundation's policies, missions, and goals. Next, complete and submit your Event Application to us, or better yet, visit cancercarefdn.mb.ca and click on Participate and Register an Event. Registering your event online allows you to provide a direct link for your participants and donors, and donations made online will receive an immediate tax receipt.

→ Form a committee

Form a committee with as many "do-ers" as there are functions to be performed. Committee areas could include: securing the venue; organizing the food and beverages; acquiring prizes; publicity and promotional materials; soliciting sponsorships; recruiting a master of ceremonies; managing the budget and accounting.

→ Book your event

Book your venue in advance. Make sure your event date will not conflict with any similar events in the community. Work backwards from that date to identify the steps that need to be taken to organize your event.

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→ Determine how funds will be raised

Admission fees, raffles, contests...brainstorm with your committee to come up with as many ways as possible to raise funds and have fun doing it! Have our Donation Pledge Form available at your event for participants and attendees interested in making further contributions to support the Foundation. For security and tracking we recommend donors make their contribution by cheque payable to CancerCare Manitoba Foundation. Cash and cheques should be submitted to you to track and submit to the Foundation post-event.

→ Set goals

Set a fundraising goal for your event. Use the Community Event Budget Template to plot your potential revenues and expenses which will help you determine what needs to be done to reach your goal.

→ Decide what the funds will support

You may donate your event proceeds to a specific project, program or area at CancerCare Manitoba supported by the Foundation. This could include: cancer research and care in general; a specific type of cancer research that is most meaningful to you and your group; or a specific care initiative that CancerCare Manitoba Foundation supports in your local region. Remember CancerCare Manitoba Foundation supports CancerCare Manitoba's activities province-wide. Talk to our special events team to determine where the greatest needs are.

→ Permits and Licenses

Community fundraising events must abide by all Manitoba gaming and liquor laws, and applications for such must be applied for under the community event name, and not CancerCare Manitoba Foundation. Check well in advance to determine if you require any special permits, contracts, licenses or insurance. For information on obtaining a liquor or gaming (raffle) license, please refer to the Liquor and Gaming Authority of Manitoba at lgamanitoba.ca. When considering venues, ask what their requirements are to host your event.

→ Get the word out!

You want to create a buzz to make sure everyone knows your event is the place to be! Start with a "Save the Date" email to everyone in your network. Facebook, twitter, flyers, posters, online calendars, invitations. Be sure to utilize all available avenues to promote your event.

→ Say thank you

Thank individuals, sponsors, attendees, volunteers and anyone providing services, gifts, or volunteering their time for your event. They will know how much you appreciate their support and be more willing to support your event in the future.

WE'RE HERE TO HELP...

Here are some additional ways to help ensure the success of your event....

→ Create your own fundraising webpage on our site

Tell your story in words and pictures, and let everyone know why raising funds for CancerCare Manitoba Foundation is so important to you. Encouraging donors to support you online makes it easy for you, and your supporters will receive an immediate electronic tax receipt.

→ Promotional Materials

We can provide banners, coin boxes, brochures and other items to enhance your event. Please make sure to complete this area when registering your event, and a member of our event team will contact you when these items are ready for pick up.

→ Letter of Confirmation

Once your fundraising event or activity has been registered, we can provide you with a letter to let people know that the Foundation is aware of and supports your fundraising initiative. This is helpful in securing a venue, auction prizes and sponsorship, and may be required to obtain permits and licenses.

→ Social Media

The Foundation is active on Facebook and Twitter and can mention your event, linking it to your website or event page.

→ Volunteers

If you are looking to complement your own group helping on event day, we can reach out to our amazing Foundation volunteers, but we are unable to guarantee their availability. Please submit the Volunteer Request Form as far in advance as possible.

→ One-on-One Support

Still have questions or need some assistance? Call our Community Events team at 204-784-2777 or email special.events@cancercare.mb.ca

EVENT GUIDELINES

→ Promotion

CancerCare Manitoba Foundation and CancerCare Manitoba are registered trademarks. Permission must be given in advance by the Foundation for the use and context of the Foundation name and logo on any promotional materials and/or advertising associated with the fundraising activity.

The Foundation reserves the right to withdraw consent to use its name or logo at any time if such use could damage the Foundation's reputation in the community.

Authorized use of the Foundation logo or name does not constitute an endorsement of any specific business, product or service.

The responsibility to publicly promote the event is the responsibility of the event organizer. The Foundation cannot distribute promotional information to existing donors or provide donor contact information. Please refer to the Media Release template and Media Contact guide to help you get the word out!

→ Tax Information

Please do not promise any kind of receipt without reading the information below and if further clarity is required, please contact the Foundation events team directly at 204-784-2777.

Your donors, participants and sponsors may be eligible to receive tax receipts. Please carefully review the FAQ's below. More information can be accessed at the Canada Revenue Agency (CRA) web site at cra-arc.gc.ca.

It is important that you understand the rules about tax receipts BEFORE planning your fundraiser so that you can comfortably and correctly communicate CRA policies to your participants and donors.

CancerCare Manitoba Foundation, Inc. is a registered charity and as such is eligible to issue income tax receipts providing certain criteria are met. The Foundation is obligated to adhere to CRA regulations regarding the issuance of all tax receipts. Failure to comply could result in the revoke of our charitable status. CRA provides the following definition as a quote.

Income tax receipts are issued to donors who make gifts to charities. A gift is a transfer of property (usually cash) where the donor receives no benefit in return. The donor is the source of the gift.

We are pleased to provide a tax receipt for all gifts of \$15 or more, providing the donor did not receive a benefit in return for their donation.

The total value of issued tax receipts cannot exceed the net proceeds of the event received by the Foundation.

→ Can tax receipts be issued for the purchase of an admission ticket?

In some cases, a charitable receipt may be issued for a portion of the ticket price. The value of goods received (not including taxes) such as dinner or prizes, will be deducted from the receipt amount. For example, if the ticket cost to attend a dinner is \$100, and the fair market value of the dinner is \$40, a tax receipt may be issued for \$60. This rule applies even if the cost or portion of the cost of the dinner is covered through sponsorship or other means.

→ What is a "Collection of Funds"?

If a person collects funds through a number of donors and/or activities – such as a donation box, sales of raffle tickets, merchandise etc - as part of a fundraising event, the benefit of a tax receipt for the overall funds raised cannot be given to any one person, as the "Collection of Funds" does not constitute a true gift from that person.

→ Can a receipt be issued for a donation of service?

Contributions of services, that is time, skills or efforts, are not property and therefore do not qualify for tax receipts. However, if the charity pays for the service and the service provider returns the payment to the charity as a gift, this constitutes a "cheque swap" which meets CRA requirements to issue a tax receipt, as an audit trail has been created.

→ **What are gifts-in-kind, and are they eligible for tax receipts?**

Gifts-in-kind are gifts of physical property, and in most cases are eligible to receive tax receipts under CRA regulations.

CancerCare Manitoba Foundation requires an invoice or company letterhead - including their Manitoba business registration number - from the retail outlet, with a description of the donated item, clearly identifying the value.

If an individual purchases an item for donation to an event to facilitate fundraising, we require the original retail receipt from the retailer where the item was purchased.

Donations of art may qualify as a gift-in-kind. If an individual artist is donating artwork, the artwork must be accompanied by a professional appraisal at the artist's cost.

→ **Is sponsorship eligible for a tax receipt?**

No. Payment from a business in exchange for a benefit such as promotion or advertising is not eligible for a tax receipt. For tax purposes, businesses may claim their contribution as an advertising expense. We are happy to provide a letter of acknowledgement upon request, as proof of payment.

ADDITIONAL INFORMATION

Please have cheques made payable to:

CancerCare Manitoba Foundation

Our mailing address is:

CancerCare Manitoba Foundation
ON1160 – 675 McDermot Avenue
Winnipeg, Manitoba R3E 0V9

Contact our Community Events team:

special.events@cancercare.mb.ca
204-784-2777

Regular office hours are:

Monday through Friday
8:30 am to 4:30 pm