



MONTREAL CANADIENS
CHILDREN'S FOUNDATION

THIRD PARTY EVENT HANDBOOK



FondationCanadiens



@CHCFondation





ABOUT THE MONTREAL CANADIENS CHILDREN'S FOUNDATION

The Montreal Canadiens Children's Foundation provides help and support to children in need. Since its inception in August 2000, the Foundation has donated close to \$17 million to 500 charitable endeavors from across the province of Quebec to help underprivileged children. The Foundation is determined, more than ever, to help offer a brighter future and good health to these youth and is committed to encourage and foster a healthy and active lifestyle among youth.

ABOUT THIRD PARTY EVENTS

A third party event is any fundraising/promotional activity which benefits the Foundation but is not managed by the Foundation itself. Third party events are planned and organized by individuals and groups who are passionate about encouraging underprivileged youth to adopt a healthier lifestyle through healthy eating habits and physical activity.

More and more, the Foundation is able to count on the support of many groups and individuals who organize fundraising events that have generously supported the work and mandate of the Montreal Canadiens Children's Foundation. In addition to the funds that are generated by third party initiatives, the events provide increased public awareness for the Foundation.

The Foundation does receive many inquiries from groups, businesses and individuals wishing to organize fundraising events in support of the Foundation's projects. The events are as diverse as the imagination! Events hosted to benefit the Foundation have included golf tournaments, sporting events, cocktails, benefit dinners, bake sales and many more. The Foundation does not take an active role in planning or organizing the event, subsequently the Foundation does not incur any costs or liabilities for the event.

The *Third Party Event Handbook* has been designed to assist organizers in creating and staging a successful fundraising event. It includes a *Request Form for Fundraising by a Third Party in profit of the Montreal Canadiens Children's Foundation*, a *Template Form for Donor information where tax receipts are to be issued* and a *Proposed Budget template*. The form must be read, signed and submitted to the Foundation at least four (4) weeks prior to the event date. The Foundation considers each request individually.

The Foundation evaluates and approves third party events based on the following criteria:

- Consistency with the Foundation's Mission and Values
- Support and ability of the third party organizer(s) to complete the event
- Profitability and/or public relations value of the event
- Potential for conflict with existing Foundation events, promotions or partners

Generally, the Foundation offers the organizer(s) assistance by:

- Offering the use the Foundation name and logo (with permission)
- Providing a letter of support to be used to validate the authenticity of the event and the organizers
- Promoting the event using our website and social media, as deemed appropriate
- Suggestions for event planning/management

The Foundation cannot offer assistance by:

- Offering reimbursement for expenses.
- Sharing mailing lists of Foundation donors and/or volunteers and/or of the Montreal Canadiens.
- Guaranteeing staff or volunteer of Foundation and/or of Montreal Canadiens attendance at the event.



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FUNDRAISING BY A THIRD PARTY

IN PROFIT OF THE MONTREAL CANADIENS CHILDREN'S FOUNDATION

REQUEST FORM

Thank you for your interest in designating the proceeds of your fundraising event to the Montreal Canadiens Children's Foundation! Funds raised through your event will support the vital work of the Foundation to encourage underprivileged youth to adopt a healthier and more active lifestyle.

The Montreal Canadiens Children's Foundation reviews all event proposals. To ensure that we fully understand your event and the impact on our organization, we request that you complete all sections of this form.

Please complete this form and submit to Ryan Frank by email rfrank@canadiens.com or fax at 514-925-2144.

NOTE: Applications must be submitted to the Montreal Canadiens Children's Foundation at least four (4) weeks prior to holding your fundraiser.

1. GENERAL INFORMATION

Name of organization/company planning event _____

Name of person responsible for the Event, Title _____ () _____ () _____
Cell Phone Fax Number

Address _____ City _____ Province _____ Postal Code _____

Email Address _____

Please select the category that best describes you:

Business / Company School Community group / Non-profit Other _____

2. EVENT INFORMATION

Open to the public By invitation only

Name of event _____ Date and time of event MM/DD/YYYY HH:MM _____

Event location and address _____ Type of event _____

Estimated # of Participants _____

Target Market: Family/Friends Students Customers/Members
 General Public Other _____

Brief description of your fundraising event:

What inspired you to hold this fundraising event?

3. FINANCIAL INFORMATION

*****Please complete the proposed budget attachment which lists all expenses and revenues. All expenses are to come out of the proceeds or to be paid directly by the event organizer(s).**

Date expected to send contribution to the Fondation: _____ (within 45 days of event)

Do you require tax receipts? Yes* No

➤ *If yes, what for? **Please check all that apply.** Regular donations Event tickets

Will you be securing sponsors for your event? Yes* No

➤ *If so, please list the sponsors (prospective/confirmed):

4. EVENT PROMOTION

How will you promote your event? (Facebook, Twitter, blog, website, newspapers, radio, posters, flyers etc.) **Please attach any samples to the application.**

Will promotional materials such as flyers, posters or advertisements be printed?* Yes No

***Please forward all your customized event materials, including event posters, ads, etc. to us for review prior to printing and distribution. All publicity for the event must be approved by the Fondation prior to being printed/released.**

*Materials requested from the Montreal Canadiens Children's Foundation for the event:

- | | |
|---|---|
| <input type="radio"/> Foundation logo | <input type="radio"/> Donation forms |
| <input type="radio"/> Visibility on Facebook/Twitter | <input type="radio"/> Event-specific online donation page |
| <input type="radio"/> Foundation banners | <input type="radio"/> Foundation video |
| <input type="radio"/> Presence of a Foundation representative | <input type="radio"/> OTHER MATERIALS – specify: |

5. THIRD PARTY EVENT POLICIES

The policies below are intended to ensure that third party events have a positive impact on, and protect the reputation and integrity of, the Montreal Canadiens Children's Foundation's public image, personnel and affiliated programs. As part of your commitment to organizing an event, we ask that the following requirements be reviewed, acknowledged and abided by those involved in your fundraising activity.

1. Organizer(s) wishing to hold a fundraising event to benefit the Foundation are required to complete a Third Party Event Proposal Form at least four weeks prior to organizing or promoting the event. The Foundation will notify the applicant(s) of the proposal's status within seven (7) business days.
2. The Foundation will not incur any **costs** or **liabilities** associated with third party events. The organizer(s) must obtain all necessary permits, licenses, and insurance relating to the event. Costs should not exceed 35% of funds raised (e.g. for every dollar raised, roughly thirty-five cents or under is most appropriate as spendings).
3. All staff and volunteers for the third party event will be provided by the organizer(s). The event organizer and any other event volunteers must identify themselves as volunteers and must not represent themselves as staff members of the Montreal Canadiens Children's Foundation.
4. In accordance with privacy policies, the Foundation does not release its donor/ mailing list for any purpose to event organizers.
5. The Montreal Canadiens Children's Foundation logos are registered trademarks; unauthorized use is prohibited. All advertisements and other event-related promotional materials which use the Foundation name and/or logo(s) must be approved by the Foundation prior to use.
 - i. The Montreal Canadiens Children's Foundation has sole jurisdiction over the use of the MCCF name and the logo design to support fundraising events.
 - ii. The Montreal Canadiens Children's Foundation reserves, at any time, the right to withdraw the use of its name and/or social entity.
 - iii. Event organizer will maintain the highest standards of quality when using the Foundation logos and templates referring to the Graphic Standards Manual for appropriate logo usage. This manual will be provided upon approval of your event.
6. The Foundation will not partner nor support third party events that discriminate against any person or group based on gender, race, class, economic status, ethnicity, sexual orientation, age disability and cultural/religious backgrounds. Fundraising events will maintain the highest ethical standards. Each event will be well supervised, with proper safety procedures in place, to ensure the safety and well-being of all participants.
7. The organizer(s) acknowledge that the Foundation adheres to the policies for **tax receipting** set out by the Canada Revenue Agency. It is your responsibility to communicate tax receipting decisions with your participants so that they have appropriate expectations. The organizer(s) cannot claim to issue charitable tax receipts for any donation or item without speaking with the Foundation Office prior to organizing the event.
 - i. Tax receipts can be issued for a pure donation of \$20 or more, in which there was no exchange of service or products.
 - **PURE DONATIONS:** A donation by cash or cheque given directly to the Foundation without any benefit can be issued a receipt).
 - **AUCTIONS:** A tax receipt cannot be issued for the purchase of an auction item because the participant receives something in return as well as the chance to participate in the auction.
 - **TICKET PURCHASE:** Generally a tax receipt is not issued for a ticket purchase or entrance fee to an event because the person is receiving something in return for the funds paid. If the ticket or entrance fee exceeds the Fair Market Value (FMV) a receipt may be issued for

the amount given above the FMV. You must speak to a Foundation representative prior to your event to confirm the details of your event and determine what you can offer receipts for.

- **SPONSORS:** A tax receipt is not issued for sponsors because they receive benefits in the form of recognition and advertising. However, we can provide a letter confirming their gift.
 - ii. If tax receipts are to be issued, the full name (individual or company), mailing address, telephone number, language preference and amount of donation for each donor must be clearly listed and provided to the Montreal Canadiens Children's Foundation no later than 30 days after the event. The tax receipt will be issued to the person who made the donation.
8. Organizer(s) are prohibited from setting up a bank account which includes the words or acronyms «FCE», «MCCF», «Fondation des Canadiens pour l'enfance» or «Montreal Canadiens Children's Foundation» in conjunction with a fundraising event.
 9. By accepting the terms and conditions set forth in this application, the event organizer clearly understands that (s)he is accepting responsibility for claims that may arise as a result of their event.
 10. Should the fundraiser be cancelled, the organizer will notify the Montreal Canadiens Children's Foundation prior to the planned event day.

6. EVENT AGREEMENT

By naming the Montreal Canadiens Children's Foundation as the beneficiary of a third party event, I/we are required to donate the full amount (or partial amount as approved by the Foundation) raised on the Foundation's behalf. By signing below, I/we agree that the Montreal Canadiens Children's Foundation will receive a final income/expense report and the proceeds from the event within 45 days following the event. The event organizer will indemnify and save harmless the Montreal Canadiens Children's Foundation and its servants, agents, employees, officers and directors from and against all claims, suits and causes of action arising out of the fundraising event.

By signing below, you have read, understood and agree to adhere to the Montreal Canadiens Children's Foundation's Third Party Event Policies.

SIGNATURE: _____
Organizer/Applicant

DATE: _____

Please sign and submit to Ryan Frank by email rfrank@canadiens.com or fax at 514-925-2144. Please keep a copy for your files.

QUESTIONS? If you require any additional information, please contact us by telephone at 514-925-2133 or by email at fondation@canadiens.com

Thank you for being a proud supporter of our youth!





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LIST OF DONORS FOR TAX RECEIPT PURPOSES

Name (Individual or Company)	Mailing Address	Telephone number	Language	Amount (\$)

Please return this list to the Montreal Canadiens Children's Foundation no later than 45 days after the event. The tax receipt will be issued to the person who made the donation.



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PROPOSED BUDGET
Please list all revenues and expenses

Revenue	
Sponsorships	\$
Ticket Sales (# ____ X \$ ____)	\$
Cash donations	\$
Auctions	\$
Raffles	\$
Other (please specify):	\$
Other (please specify):	\$
Other (please specify):	\$
Other (please specify):	\$
Total Revenue	\$
Expenses	
Venue rental	\$
Food	\$
Beverages	\$
Printing	\$
Security	\$
License fees	\$
PR/Advertising	\$
Signage	\$
Entertainment	\$
Gifts & Prizes	\$
Rental/Services	\$
Other (please specify):	\$
Other (please specify):	\$
Other (please specify):	\$
Total Expenses	\$
Total Profit	\$