



Ottawa Humane Society

Community Event Guidelines



Community Event/Activity An event/activity organized by a corporation/business/group/individual to raise funds for another organization. (Also defined as a 'third party fundraising')

Community Events/Activities (CE's) are important to the Ottawa Humane Society. It is through these growing 'third party' relationships that more funds can be raised to support the over 11,000 abused, neglected, injured and homeless animals that come through our doors each year. Groups, businesses and/or individuals who organize and operate these charitable fundraising activities demonstrate to our community that they are good corporate citizens. Indeed, everyone is a partner in animal welfare!

The Ottawa Humane Society (OHS) currently holds a few major 'in-house' events and several fundraising appeals that, to be successful, require the complete dedication of staff and resources. By taking on a **CE** project, you are assuming the responsibility of creating a successful event without a significant level of assistance from **OHS**. You will be responsible for all aspects of your event, from the planning through to implementation.

CE's to benefit **OHS** should be run by organizations/groups/individuals who:

- ◆ are above all else motivated by a genuine desire to help **OHS**
- ◆ are financially responsible
- ◆ are of well-established reputation

Thank you for choosing to coordinate an activity to raise funds for the OHS!
The following requirements are essential to ensure accountability to the donating public:

Contact the **Coordinator: Events** to discuss your idea. Many events/activities will require a written agreement – if so, it will be approved, signed by both parties and a copy shall be kept on record by **OHS**.

All event/activity organizers must fill out a Form of Intent. The Development Team will review all completed forms in the order they are received.

Anyone wishing to organize an event or collect items/cash donations to help **OHS** must be under the guidance of someone 19 years of age or older.

OHS will not be held responsible for any costs or liabilities, incur any expenses nor provide any funds for **CE's** or campaigns. Discuss event liability insurance with the **Coordinator: Events** and your insurance company.

The **OHS** must receive a list of targeted sponsors, businesses, groups, etc, for your project before they are approached to minimize overlap with other campaigns.

If you intend to use photographs depicting images of animals or images related to animal welfare to promote or raise funds for **OHS**, they must be approved by the **OHS Outreach Manager** prior to release.

Any contact with the press, media or promotion of your event must be coordinated with the **OHS Outreach Manager**.

OHS will promote your event on our Facebook page, Blog, Events Calendar and Tweet about your event.

OHS will not associate with businesses, organizations or individuals known to conduct themselves in a manner incompatible with its mission/mandate.

The OHS Emergency Animal Protection Services (EAPS) Department reserves the right to visit and inspect any animal related businesses associated with a CE. It is further noted that it is the OHS right and responsibility to decline any sponsorship, gift or other payment that is contrary to its mission or ability to administer under existing policies and by-laws.

All monies must be turned over to OHS within 10 days, or as specified in agreement. The OHS reserves the right to inspect all financial records upon completion of your event for purposes of audit.

Official tax receipts will **only** be issued in accordance with the Canada Revenue Agency (CRA) Guidelines _ <http://www.cra-arc.gc.ca/tax/charities/policy/csp/csp-r02-e.html> The final decision to issue official tax receipts rests with OHS. Receipts will be issued for the maximum allowable amount as determined by CRA.

Funds solicited on behalf of OHS are tax-deductible only when it is made directly and entirely to OHS.

All promotional materials must clearly state the percentage of proceeds and/or the portion of the ticket price that will benefit the OHS.

NOTE: This information must be made specific and clear on the Form of Intent and at your event/activity itself.

In general, we ask that no more than 15% of gross revenue generated be used to cover expenses.

OHS is sponsored by various businesses, corporations and organizations and therefore has certain commitments. *We will not be able to involve ourselves with all event ideas presented to us.*

OHS will consider each event individually. Generally, the following would not be supported:

- Events falling in close proximity to an OHS event. (*your event however, may be a good match with an OHS 'in house' event, or even another CE*)
- Events/activities that require the use of OHS staff and/ or volunteers.
- Events/activities that ask OHS or 'friends' of OHS to direct/steer clientele, sell items, tickets, coupons, etc.
- 'Like' events/activities (events/activities the same or similar to those held by the OHS)
- Corporations/businesses/groups or individuals who choose to ignore CE guidelines and/or refuse to work out a mutual contract/agreement with OHS.

OHS has the right to decline an offer for a CE and/or to withdraw any and all association with the fundraising group if any of the above criteria are not met before, during or after the event.

FOR MORE INFORMATION, PLEASE CONTACT:

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