

Guide to Hosting a Third-Party Fundraising Event (TPFE)



For partners and
community collaborators

A Third-Party Fundraising Event (TPFE) is conducted by individuals, groups or organizations from the community that are not directly associated with the Community Christmas Hamper Campaign, organized annually under the auspices of Jeffery Hale Community Partners (JH Partners), with all proceeds going to the Hamper Campaign.

This guide provides ideas and tips for running your TPFE, such as bake sales, community lunches and sporting challenges, to benefit the Community Christmas Hamper Campaign (the Hamper Campaign).

If you have questions not covered in this guide, please contact us for help at info@jhpartners.net or by calling 418-684-5333, ext. 11835.

We thank you in advance for your commitment to support this wonderful collective community initiative.

Table of contents

<u>Introduction</u>	2
<u>What is a third-party fundraising event</u>	3
<u>Who can conduct a TPFE?</u>	3
<u>Where will the money raised go?</u>	3
<u>Expectations</u>	4
<u>Planning a TPFE</u>	6
<u>Contact information</u>	9

What is a third-party fundraising event (TPFE)?

A TPFE is conducted by individuals, groups, or organizations in the community with all proceeds benefiting the annual Community Christmas Hamper Campaign.

Who can conduct a TPFE?

Anyone in the community can host an independent fundraising event in support of the Hamper Campaign, including individual community members, families, civic organizations, churches, schools, businesses and government agencies.

Where will the money raised go?

All monies raised through your TPFE will be used to fund the hampers that volunteers deliver to those in need in our community each December.

Expectations

What can you expect from the JH Partners when organizing a TPFE?

The internal organizing team at Jeffery Hale Community Partners, which organizes the Hamper Campaign each year, can assist with your TPFE upon your request.

They can do so in the following ways:

- Help you brainstorm event ideas and organization.
- Write a letter of authorization to validate your event
- Give you approval to use our special “Événement de collecte de fonds/Fundraising Event” logo on your TPFE publicity materials (see also *Community Christmas Hamper Campaign Brand Guidelines* document).
- Provide materials about the Hamper Campaign to display at your TPFE (postcards, posters, pamphlets).
- While we cannot guarantee attendance by a JH Partners staff member at your event, we will do our best to coordinate the presence of a member of the Hamper Campaign’s larger organizing volunteer committee.



What we expect of you

Both the internal organizing team at Jeffery Hale Community Partners and the community organizing committee expect the following in return:

- You do not retain a commission on your TPFE.
- You do not use your TPFE as a political endorsement.
- You do not conduct any direct solicitation (e.g., door-to-door canvassing).
- You acknowledge that the Hamper Campaign and JH Partners do not assume any legal or financial liability and we are not responsible for any damage or accidents at events.

It is important that you are aware that:

- The Hamper Campaign and JH Partners do not provide insurance, you take steps to secure it yourself.
- For raffles or draws, you obtain a provincial gaming license before printing or selling tickets.
- In compliance with CRA regulations, you acknowledge that the Hamper Campaign and JH Partners cannot issue a tax receipt for the funds raised through your TPFE, except for donations that are made directly to the Campaign itself during your event.

Planning your TPFÉ

What type of event will you host?

- Decide whether to host a standalone event benefiting the Hamper Campaign or add a fundraising element to an existing event.
- Select an event that aligns with your interests and capabilities, and that of your organizing committee if applicable (see below).
- Search online for event ideas like these:
 - Cocktail party with a donation entry fee.
 - Garage sale for a good cause.
 - Golf outing.
 - School fundraiser to engage students in philanthropic activities.
 - Trivia night to raise awareness and funds.
 - Challenge events like runs, walks or sports competitions.
 - Turn seasonal holidays (i.e. Halloween, Thanksgiving, etc.) into fundraising opportunities.

When will your event take place?

- Choose a convenient date and time, and schedule your event well in advance
- Consider national holidays and try to avoid conflicts with other community events.

Where will your event take place?

- Consider affordable municipal facilities, community halls or schools.
- Ensure the venue meets rental requirements, including liability insurance and plan for weather contingencies if outdoors.

Who will be involved?

- Form an organizing committee and recruit dedicated individuals interested in fundraising and with diverse skills.
- Assign roles and responsibilities for carrying out the event.

How much will it cost?

- Set a fundraising goal.
- Create a budget to track expenses and projected income, including potential sources of funding.
- Try to keep your costs below 20% of your budget.

Why are you doing it?

- Share your story to inspire donations and support for the Hamper Campaign.

Publicity tips

- Brainstorm on who is likely to support your event.
- Create a timeline, planning your publicity strategy well in advance.
- Document your TPFE by taking photos for social media and future promotions.
- Important note: We cannot share photos showing children's faces for safety reasons.
- Follow the Community Christmas Hamper Campaign Visibility Toolkit for the guidelines for communication promotion.

Post-event wrap-up

- Send in your donations: Mail cheques to The Community Christmas Hamper Campaign.
- Thank participants, donors and volunteers.
- Tally and submit the funds you have raised within 30 days.
- We would prefer not to handle cash for security and practicality purposes.
- Please issue a cheque specifying the name of the organization or individual that organized the fundraiser and the name of the event.
- If you must submit cash, please roll any coins you may have collected and go to your bank to change them for bills.
- Email your best event photos to info@jhpartners.net

Community Christmas Hamper Campaign
c/o Jeffery Hale Community Partners
2000-1270, chemin Sainte-Foy
Québec (Québec) G1S 2M4

qchampers.ca

info@hpartners.net
418 684-5333, ext. 11835

