



THIRD PARTY FUNDRAISING GUIDELINES

Operation Smile Canada Foundation (OSCF) welcomes local community groups, individuals and others who wish to host fundraising events (“*Third Party Fundraising*”) where all or a portion of the proceeds goes to the Foundation. This is a very effective way to help provide free surgeries and comprehensive follow up care and treatment for children living in low- and middle-income countries affected by cleft conditions.

It is important to have a clear understanding between the organizer of *Third Party Fundraising* and OSCF of our operating policies, many a requirement of Canada Revenue Agency. Upon successful application by a *Third Party Organization*, OSCF will consider this application and if successful grant an *Endorsement Letter* with the understanding that you adhere to the following *Fundraising Guidelines*:

- All fundraising activity must be endorsed by OSCF. Donations will only be accepted from individuals, organizations, and companies whose image supports the values, mission and strategic objectives of OSCF.
- Once we have received your signed **Third Party Fundraising Agreement** and **Third Party Fundraising Application** and we are satisfied that the fundraising activity fits with the values, mission and strategic objectives of the Foundation, we will forward you an *Endorsement Letter*.
- If an event or activity, which is to benefit the Foundation, is approved, it must be stated that proceeds will be directed to Operation Smile Canada Foundation.
- All fundraising activities must be undertaken to promote the community standing, good name and services of OSCF.
- Monies raised via fundraising activities must be for the stated purpose of the appeal.
- An event or activity organized by a *Third Party Organization* is not an official OSCF event or activity.
- No statement in third party advertising should imply that a product or service is recommended or endorsed by the Foundation.
- All events and/or activities must be held for the stated purpose and within the timeline outlined in the completed third party application.
- *Third Party* organizers must take sole responsibility and liability for the planning, promotion and management of an event or activity. This may include soliciting prizes, organizing publicity and providing goods and services. OSCF may provide guidance and support when needed.



- The *Third Party* must ensure that its officers, employees, agents, partners, volunteers, contractors and associates do not represent or hold themselves out as having any authority to act on behalf of OSCF.
- Any intellectual property, including the Operation Smile Canada Foundation name, trademarks, logo, and other branded materials must not be used in any way for awareness or fundraising or on any merchandise without the prior written consent of OSCF.
- OSCF reserves the right to approve any media release, artwork, description of an event or activity and wording before it is published or distributed.
- OSCF's Public Liability Insurance does not cover *Third Party Fundraisers*.
- OSCF recommends that *Third Party* events or activities encourage members of the public who wish to make a donation, to do so directly to Operation Smile Canada Foundation on the web at <https://operationsmile.ca/> or by contacting givesmiles@operationsmile.org.
- Receipts for tax purposes can only be issued to people giving donations of money (above \$10.00). The following are not tax deductible: raffle ticket purchases, purchases of goods (e.g. chocolates, merchandise) or services, lotteries and services at an auction.
- Total income and expenditure reports for the event or activity should be submitted along with a cheque or money order within 30 days of the end of the event or activity.
- OSCF reserves the right to withdraw its approval for the fundraiser/event at anytime if it appears that there is a likelihood of the fundraiser failing to adhere to any of the above Guidelines. Further to this, *Endorsement Letters* will not be issued where the viability of the fundraising activity is in doubt.



THIRD PARTY FUNDRAISING AGREEMENT

I, _____ accept the terms
(Coordinator's Name)
and conditions of the Fundraising Agreement set out in the Operation Smile Canada
Foundation' Third Party Fundraising Guidelines.

I agree to conduct my fundraiser/event: _____
(name of fundraiser/event)

in accordance with those terms and conditions and in a manner which upholds
Operation Smile Canada Foundation's integrity, professionalism and ethos.

Signed: _____

Date: _____

Thank you for your support.

Please complete and return this **Third Party Fundraising Agreement** together with the
Third Party Fundraising Application Form (found on the next page and in the
Fundraising Toolkit) to:

Community Engagement Team
Operation Smile Canada Foundation
204-375 University Ave
Toronto, Ontario
M5G 2J5
email: givesmiles@operationsmile.org

Fundraising Event Application Form

Thank you for your interest in fundraising on behalf of Operation Smile Canada.

As part of the application process, we'd like to know more about the fundraising event or activities you are planning. Please complete this form and submit your application to givesmiles@operationsmile.org to begin the approval process.

Personal contact Information. At least one contact must be over 18 years of age.

Title: _____ First Name: _____ Last Name: _____

Street 1: _____

Street 2: _____

City: _____ Province: _____

Postal Code: _____ Country: _____

Email: _____ Phone Number: _____

If you respond and have not already registered, you will receive periodic email updates and communications from Operation Smile Canada. You can unsubscribe at anytime by using the link or sending an email to ca-supporters@operationsmile.org or calling 1-844-376-4530.

Are you organizing an event or fundraiser on behalf of a group or organization? Yes No

Group or Organization Name (if applicable): _____

Fundraising Event Name: _____

Fundraising Event Date (if applicable): Month/Date/Year _____

Is this a first time event? Yes No This event is: Open to the public Invitation Only

Describe your fundraising event or activity (e.g. golf tournament, dance, bake sale): _____

Number of Event Guests: _____ Fundraising Goal (\$): _____

Location or Venue (name and address): _____

How will the event be publicized? (Select all that apply)

- Advertisements
- Press Releases
- Promotional Flyers
- Public Service Announcements
- Social Networking (Facebook/Twitter)
- None
- Other

How will funds be raised (choose all that apply):

- Donations
- Ticket sales
- Auction
- Corporate/Business Sponsorships
- Other (please specify below): _____

List all businesses you intend to solicit for sponsorship or in-kind contributions: _____

Please allow up to 30 days for review and approval of your event.
Once approved an Operation Smile Canada Event Coordinator will contact you.

Also, please forward proceeds of all events and a tally of your expenses and funds within 30 days of your event to:
Community Engagement Team, Operation Smile Canada, 375 University Ave, Suite 204, Toronto, ON M5G 2J5