

## COMMUNITY FUNDRAISING AND EVENT GUIDELINES

The BC Cancer Foundation is extremely grateful for the efforts of all community members who undertake fundraising events to benefit the Foundation. Your commitment makes an invaluable difference in helping us achieve our vision of a world free from cancer!

The Foundation will assist you by providing materials and answering any questions you may have. However, in order to protect both your interests and those of the BC Cancer Foundation, please read and abide by the guidelines outlined below.

The Foundation will not be held legally liable for any injury, damage, cost, or loss that may be suffered by any person or entity arising out of or in connection with your event. Please keep in mind that community event fundraisers are not authorized staff/agents of the BC Cancer Foundation.

### EVENT PUBLICITY AND SPONSORSHIP

1. All community fundraising event publicity materials, including but not limited to: press releases, pitch letters, printed or electronic advertisements, save-the-dates and invitations, brochures, and any other form of event collateral must be submitted to the BC Cancer Foundation for review and approval before they are made public. Please allow two to three weeks for a response regarding approval and understand that extra time may be needed for additional review after edits have been made.
2. All community fundraising event materials must make clear that the event is hosted by the community event organizer as an individual. Materials may not state or imply that the event is a BC Cancer Foundation event.
3. The BC Cancer Foundation prohibits the use of its name and logo in community fundraiser event materials without the express written permission of an authorized staff member of the BC Cancer Foundation.
4. Community event organizers choosing to take out formal advertising are responsible for the costs. All proposed advertising (copy and graphics) must be submitted to the BC Cancer Foundation for review and approval before it is made public.
5. The BC Cancer Foundation must be informed in advance of any corporations or businesses that the community event organizers plan to approach for sponsorships to help us minimize overlap or impact regarding any existing Foundation fundraising activities.

## MEDIA/SPEAKERS

1. It is understood that the BC Cancer Foundation will not be responsible for providing any mailing lists, sponsors or speakers for the event.
2. Although we will consider requests for appearance/attendance by Foundation and/or Agency staff, community fundraisers should understand that we have limited resources and our schedules do not permit attendance at most events.
3. The BC Cancer Foundation will not furnish contact information for members of the media or issue a press release to publicize a specific community fundraising event.

## LEGALITY AND CONTROVERSY

1. All monies raised for the BC Cancer Foundation must be obtained through legal means.

## EVENT BEST PRACTICES

1. A responsible percentage of the gross revenues from all fundraising events should be directed to the BC Cancer Foundation. The BCCF recommends that total expenses related to promotion and event overhead do not exceed 20% of gross revenues.
2. All donation cheques should be made payable to "BC Cancer Foundation" and note the name of the event. Community event organizers may not take fees, commissions or salary. The BC Cancer Foundation requests that event cheque(s) be submitted within one month of completion of the event or project. No bank accounts or holding accounts may be established under the Foundation's name.
3. All community event organizers who hold a 50/50 draw or raffle must apply for a gaming licence through the Gaming Policy and Enforcement Branch:  
<http://www.pssg.gov.bc.ca/gaming/licences/index.htm>. Please note that all gaming licences must be applied for under the community fundraising event's name, not the BC Cancer Foundation.

## COMMUNITY EVENT ORGANIZER'S RESPONSIBILITIES

1. Community Event Organizers are responsible for selling tickets for any community fundraising event. The BC Cancer Foundation is unable to assume responsibility for ticket sales; however we can assist you in the creation of online calendar pages to sell tickets. If this method is used, it is the responsibility of the event organizer to promote the sale of tickets.
2. Community Event Organizers are solely responsible for recruiting, organizing and overseeing volunteers and/or administrative and staffing needs.
3. Community Event Organizers are responsible for filing any necessary event permits and providing insurance coverage (if required) for their event. Community Event Organizers accept all liabilities incurred from their individual event.
4. The Community Event Organizers and/or Committee is solely responsible for 100% of the costs incurred for producing a special event. The BC Cancer Foundation is unable to compensate any organizer/event for expenses/costs incurred.

The BC Cancer Foundation retains the right to withdraw its approval and participation in a community fundraising event if the above guidelines are not adhered to.

*I have read, understand, and will adhere to the above-mentioned fundraising principles and guidelines of The BC Cancer Foundation.*

Name: \_\_\_\_\_

Name of Event: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Please scan and e-mail this completed document to [Steven.Rayson@bccancer.bc.ca](mailto:Steven.Rayson@bccancer.bc.ca) or fax to 604.877.6161.