



Third Party Fundraising Guidelines

Fundraising is a great way to support Brigadoon Children's Camp Society and we are sincerely grateful for the support we receive from individual and community organizations who organize fundraisers on our behalf. Due to limited staff time, Brigadoon must commit its resources to existing events and responsibilities. By taking on a fundraiser, a third-party assumes the responsibility of creating a successful event without a significant level of assistance, including financial, from Brigadoon.

We can help promote the event on our website and through our regular e-newsletter as well as provide a free online tool for you to collect donations with little administrative burden. So, use your imagination and energy to come up with your own fundraiser!

In the interest of protecting Brigadoon's reputation and charitable status it is important for organizers planning third party fundraisers to follow these guidelines (please contact Brigadoon's Fund Development Department if you have any questions):

- The organizers must be in good standing with the community and align with the mission and values of Brigadoon;
- The nature of the event, and the way it is marketed, must be in good taste and must not negatively impact the reputation of Brigadoon;
- All media and public communication mentioning Brigadoon, our mission, work and logo must be approved by Brigadoon;
- The organizers must discuss in advance of the event, how proceeds will be forwarded to Brigadoon and how charitable receipts will be issued;
- A donation solicited on our behalf is fully tax deductible only when it is made directly and entirely to Brigadoon. This information must be made explicitly clear in promotion of the event;
- Prospective event participants must be made aware of the amount that will be directed to the organization from each sale or donation and how that money will be used – i.e. "In support of Brigadoon Village"
- As recommended by our fundraising guidelines, we ask that no more than 25% of gross revenue generated be used to cover expenses;
- The organizers must submit a detailed financial breakdown of all expenses and revenues within 30 days following the event. If all money has not been collected, the organizer will update Brigadoon monthly until funds are received and processed;
- If you aim to run an annual event, it must be approved each year;
- Brigadoon is not financially liable for any expenses related to third party fundraisers. Only the final net proceeds will be processed by Brigadoon. Under no circumstance will third party revenue and expenses flow through Brigadoon.



Each request will be considered individually. We appreciate the interest in holding a fundraiser for Brigadoon, however, generally, the following events will not be approved:

1. Events which require Brigadoon to sell tickets, coupons, etc.
2. Events which rely heavily on the use of Brigadoon volunteers and/or staff.
3. Events which require significant attendance from Brigadoon staff, volunteers, or response from our mailing list, to generate the majority of revenue.
4. Ongoing campaigns which promise the public that a percentage of profits will go to Brigadoon, unless documented and verifiable.
5. Fundraisers that include direct solicitation via door-to-door canvassing or telemarketing.