

STARDALE WOMEN'S GROUP

Third Party Fundraiser Toolkit



Raise funds and help every Indigenous young woman and girl fulfill their potential.

When we provide positive, supportive environments for Indigenous young women and girls, we build resilience across generations. Your fundraising efforts will help us ensure that every Indigenous young woman and girl we serve has the ability to fulfill her potential.

Stardale Women's Group relies on the dedication of our volunteers and donors to be able to continuously support Indigenous young women and girls, and their families. We are grateful for the generous support and creativity of the many individuals and corporations who support our fundraising efforts through third party events.

Your contributions goes towards increased social and wellness programming; prevention efforts that aim to reduce factors that place youth at risk for perpetrating violence; opportunities for creative and artistic expression; creating space for reconciliation and inclusion; and ongoing assistance and resources to the many young people we serve.

With your support, we can all move forward together and overcome adversity. Thank you in advance for your generosity!



Helen McPhaden
Executive Director
Stardale Women's Group



Fundraising Collaborators

Corporations, organizations, and individuals have shown some amazing creativity with their fundraising ideas. From virtual benefit concerts to birthday celebrations, and BBQ's to recitals, we are grateful to our community members for raising funds to support the important work we do Stardale Women's Group.

Third Party Event Ideas

Engage your creative resources and keep your motivation high as you move through the stages of understanding, collaborating, and advancing meaningful knowledge and practices around reconciliation. Here are just a few event ideas to consider:

Auction	Concession Stand	Photo Outing
Arts Sale/Show	Date Auction	Poker Tournament
Balloon Pop	Dinner Party	Proceeds from Sales
Battle of the Bands	Donations in Lieu of Gifts	Raffle
Benefit Dinner	Face Painting	Rummage Sale
BBQ	Fashion Show	Run/Walk/Ride
Bingo Night	Fishing Derby	Scavenger Hunt
Book Sale	Flower Sale	Social Media
Bowling Tournament	Garage Sale	Giveaway
Casino Night	Golf Tournament	Sporting Events
Cocktails for a	Grand Opening	Ticketed Event
Cause	Loonie/Twoonie Drives	Traditional Gala Event
Car Wash	Monthly Giving	Wine Tasting
Carnival/Festival	Campaign	Work Challenge
Concert/Play	Pledged Events	Work Event

SPECIAL FUNDRAISING NOTE

COVID-19: In response to the COVID-19 pandemic, many provinces and territories established public health orders restricting gatherings/events of different purposes and sizes in order to contain COVID-19 spread. Organizers should continue to assess, based on current conditions, whether to postpone, cancel, or significantly reduce the number of attendees for gatherings. Consider going virtual with your events.



Success Tips

Your event is what you make it, so have fun with it! Here are some steps to assist in your coordination:

Step 1: Choose your event idea

Step 2: Pick date/time of the event

Step 3: Create budget

Step 4: Create work plan and set deadlines for tasks

Step 5: Promote your event and don't forget to tag us on social media



Fundraising Guidelines

1. Stardale Women's Group ("Stardale") encourages fundraising events that are compatible with our mission, vision and values. Prior approval to hold a third party event is required. Approval is based on the type, theme and financial viability of the event. Stardale reserves the right to withhold the use of its name and logo from any event, initiative, promotion, performance or presentation it feels is inappropriate.

2. To conduct a fundraising event, we ask that you email stardale@gmail.com at least 15 days prior to your event.

3. Any organization/group wishing to use the Stardale Women's Group name or logo on any materials, including advertising, must receive prior approval from Helen McPhaden, Executive Director.

4. All promotional materials must state that your event is "in support" of Stardale and is not an official Stardale event.

5. Taking commission, for any purpose, on funds raised as part of a third party event is prohibited.

6. The third party organizer is responsible for meeting all municipal/provincial or federal standards and fulfill all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. Stardale must not be party to any liability coverage without prior knowledge and/or approval. Stardale accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.



7. Stardale agrees to provide the sponsoring organization/group with appropriate recognition as set forth in our *Donor Recognition Policy*.
8. The third party event organizer will be responsible for all costs related to the event and will handle all monies until the official donation is submitted to Stardale. Event expenses are to be deducted before sending proceeds to Stardale. Stardale shall incur no costs unless otherwise agreed in writing prior to the event or promotion.
9. The sponsoring organization/group agrees to handle all monetary transactions for the special event or promotion and to present the proceeds to Stardale within 30 days of the event or as agreed in writing with Stardale.
10. When tax receipts are requested, the third party event organizer is responsible for collecting the names, addresses and contact information of all donors, and is required to mail the appropriate materials to Stardale within 30 days of the conclusion of the event.
11. Stardale official income tax receipts in accordance with Canada Revenue Agency guidelines. Refer to *Tax Receipting* for details.
12. Involvement of Stardale staff and volunteers will be at our discretion and will be based on availability, location and the nature of the event.
13. The third party event organizer agrees to ensure that all materials borrowed are returned promptly and in the same condition they were received. The organizer agrees to accept responsibility for damage or loss of materials borrowed from Stardale. Stardale will not be responsible for mailing materials to attendees/participants or volunteers, other than the mailing of applicable tax receipts.
15. The third party event organizer must send a complete accounting of all income and expenses associated with the event to Stardale. By publicly naming Stardale as the beneficiary of your initiative, you are required to donate the net proceeds to us within 30 days of the event completion. It is preferred that all funds raised are deposited into one account and a cumulative cheque is written to Stardale Women's Group Inc. Foundation (address below). Stardale also accepts funds through PayPal or Interac e-Transfer (please contact Helen McPhaden, Executive Director at stardale@gmail.com for these options).



Tax Receipting

What will Stardale provide a tax receipt for?

Stardale adheres to the Canada Revenue Agency (CRA) Income Tax Act when issuing charitable tax receipts. To learn more about charitable tax receipts, please visit <http://cra-arc.gc.ca>. Issuing inappropriate charitable tax receipts can put our charitable status in jeopardy.

Under CRA guidelines, a “gift” is a:

Voluntary Transfer of Property with a conscious desire to make a gift (as distinguished from giving something for nothing by mistake or under pressure).

- Voluntary - given of free will (not compelled, not court ordered, etc.)
- Transfer - from donor to charity/qualified done (complete transfer)
- Property - cash or gifts in kind (not services)

Stardale will provide a tax receipt for the following:

- Direct personal or corporate donations of \$20 or over (unless otherwise requested by the donor)
- In-kind donations where fair market value is easily determined



Frequently Asked Questions

Will Stardale Women's Group ("Stardale") help organize events?

Our priority is to focus our resources on increased social and wellness programming; prevention efforts that aim to reduce factors that place youth at risk for perpetrating violence; opportunities for creative and artistic expression; creating space for reconciliation and inclusion; and ongoing assistance and resources to the many young people we serve. We have created this Third Party Fundraiser Toolkit to help you start planning your event.

Is Stardale able to support any third party event expenses?

It is the responsibility of the event organizers to create a budget and manage it accordingly for all expenses.

Can Stardale provide volunteers for a third party event?

It is the responsibility of the event organizers to recruit, train and manage all volunteers.

Can Stardale provide sponsorship contacts to support third party events?

Stardale cannot solicit sponsors or provide sponsor/donor lists for third party events. It is the responsibility of the event organizer to request support from individuals or businesses to underwrite costs.

Who is responsible for all liability and legal risks associated with my event?

Stardale will not be responsible for any damage or accidents to any persons or property; we will not assume any legal or financial liability caused before, during or after the event. In acquiring insurance for an event, it is the responsibility of the organizer to apply and obtain such documents in the name of the individual, organization or business coordinating the event. Stardale will not sign any contracts with vendors or suppliers. It is advisable that you seek guidance and direction from your own insurance broker on this matter.

SPECIAL FUNDRAISING NOTE

Matched Gift: Before you start coordinating your event, check to see if your employer has a "matching gift" program. A matching gift is a charitable gift directed to a charity by a matching donor under the condition that the original donor makes the first gift. Many employers sponsor matching gift programs and will match any charitable contributions made by their employees.



Will Stardale help promote third party events?

Yes, we will post it on the events section of our website as well as Facebook, Instagram and Twitter. Any additional promotion is up to the event organizers. All publicity for the proposed event must be approved by Stardale prior to being printed and/or released, including: web content, press releases, and printed materials. Please forward all content for approval at minimum 5 days in advance of release to Helen McPhaden, Executive Director by email stardale@gmail.com

How do I send the proceeds of my event to Stardale?

Funds raised by a third party event should be made payable and turned into Stardale no later than 30 days after the event. It is preferred that all funds raised are deposited into one account and a cumulative cheque is written to Stardale Women's Group Inc. Foundation. Stardale also accepts funds through PayPal or Interac e-Transfer (please contact Helen McPhaden, Executive Director at stardale@gmail.com for these options).

Please send a cheque made payable to:

Stardale Women's Group
Sun Life Plaza - West Tower
1600, 144 - 4 Avenue SW
Calgary, AB T2P 3N4
Attn: Helen McPhaden

Can I use the Stardale logo and how do I get it?

Yes, please contact Helen McPhaden, Executive Director at stardale@gmail.com, and the logo will be emailed to you.

Can Stardale provide print and promotional/display materials?

Stardale can provide digital and printable materials about our programs and services. We may also be able to provide banners, subject to availability. Please provide us with all requests for Stardale materials a minimum of 10 days prior to your event by email to Helen McPhaden, Executive Director at stardale@gmail.com

Do I need any licenses to host an event? (Raffle, liquor, etc.)

Please refer to the Alberta Gaming, Liquor and Cannabis, and visit <https://aglc.ca> for more information on obtaining licenses.

Will I have access to Stardale media contacts?

It is the responsibility of the event organizers to promote their own events.

