



**Burnaby
Hospital
Foundation**

COMMUNITY FUNDRAISING GUIDELINES

Updated May 2019



3rd Party Event Policies & Guidelines

Burnaby Hospital Foundation takes great pride in community engagement fundraising activities. Our goal with these events is not only to raise funds in support of patient care and comfort, but to create awareness for the Foundation.

1. Written permission through the Foundation is required for use of Burnaby Hospital Foundation's name or logo for publicity, promotion and fundraising purposes.
2. Unless written permission was given, all volunteer and staffing at third party events is to be provided by the event, not by the Foundation. The Foundation cannot guarantee specific hospital or Foundation staff attendance and/or participation at the event.
3. Burnaby Hospital Foundation will incur no costs associated with special events unless previously agreed to over written consent from the Foundation office with approval from the CEO.
4. The Foundation is not responsible or liable for external fundraising events. Donations collected at any independent fundraising events may not be used to offset any event expenses, as per CRA rules and regulations.
5. Burnaby Hospital Foundation does not obtain permits, insurance or licenses on behalf of an independent fundraising event organizer.
6. All advertising and promotional material is to be approved through the Foundation's marketing team prior to publicizing.
7. Burnaby Hospital Foundation does not provide any mailing lists, media contacts, sponsor information or donor information. The Foundation has strict privacy guidelines to protect the confidentiality of our donors. However, we can help identify appropriate audiences for your event.
8. All event proceeds are to be presented to Burnaby Hospital Foundation within six weeks of the fundraising event unless otherwise stated in a written document from the Foundation office.
9. The Foundation does not partner nor support events that go against our core values and mission. We do not participate in any events that could be perceived as offensive, or discriminatory against gender, race, ethnic background, age, physical ability, religious background, sexual orientation and economic status.



Guidelines for Logo Usage

It is important that Burnaby Hospitals Foundation's logo is not used in ways that may be detrimental to its identity or reputation. With this in mind, the following guidelines have been developed to govern its use.

Guidelines

We are pleased to provide Burnaby Hospital Foundation's "in support of" logo (by request) for approved Community Fundraisers. This is the only logo that may be used on your fundraiser's promotion and collateral materials. We ask that you read the following guidelines and follow them carefully when using our "in support of" logo:

Proudly Supporting



Size

The Foundation's logo must be no smaller than 1-inch wide. Also, please take care not to crowd it, and surround it by as much white as possible.

Colour

The Foundation's "in support of" logo can be used in the colour version provided; please do not alter the colours in anyway. Only place the logo on a white, or light grey background.

Approval

If you are developing promotional materials with Burnaby Hospital Foundation's logo, please submit a copy to the Foundation for review and approval before printing and publishing.



Tax Receipt Guidelines

The decision to issue official tax receipts for Community Fundraisers is at the discretion of Burnaby Hospital Foundation. The Foundation must pre-approve tax receipts before commitments are made to supporters of your fundraiser.

Official tax receipts may be issued for monetary donations of \$20 or more from an identifiable donor.

All tax receipts will be generated in accordance with Canada Revenue Agency rules and regulations. Official tax receipts will be processed by the Foundation and mailed directly to donors upon receipt of donations and donation processing information. Please note that donations cannot be used to offset event expenses; the total amount donated must be forwarded to the Foundation in order to issue an official tax receipt in full.

Official tax receipts will not be issued for:

- Sponsorships (as sponsors receive the benefit of exposure)
- Purchase of event tickets
- Purchase of lottery, raffle or 50/50 tickets
- Donated or purchased prizes or auction items
- Donated services or advertising
- Loose cash or coins where donors and corresponding donation amounts cannot be identified
- Silent auction bids

We are also unable to issue tax receipts in the name of the event organizer for donations that are collected from the public.

Business receipts can be issued upon request for contributions that are not eligible for an official tax receipt. A business receipt is an acknowledgement of a contribution only, and cannot be used for income tax purposes.

How do I submit the proceeds from my fundraiser?

Proceeds from a Community Fundraiser must be submitted to Burnaby Hospital Foundation within **6 weeks** of its conclusion. They can be submitted in person Monday-Friday between the hours of 8:30 am and 4:30 pm at the following address:

Burnaby Hospital Foundation
3935 Kincaid Street
Burnaby, BC
V5G 2X6

Proceeds can also be submitted by mail to the above address. When mailing proceeds, please:

- Do not mail cash
- Make sure cheques are not missing any information and they are made payable to “Burnaby Hospital Foundation”
- Ensure a Donation Summary Form is submitted with your donations so we may issue tax receipts

Can I choose where I want my donation to go?

Yes, you can specify which area of the hospital you would like the proceeds of your fundraiser to benefit (e.g. a specific department, etc.). We do, however, encourage donations to support “area of greatest need”. This type of funding is highly desirable because its flexible nature allows us to respond to the hospital's most urgent needs as they arise.

Can I provide alcoholic beverages at my fundraiser?

Yes, but further consideration may be required on the part of the Foundation. If you plan on serving alcohol at your fundraiser, please provide details on the Community Fundraiser Registration Form. If your proposal is accepted by the Foundation, please be aware that in order to serve liquor in a public place or sell liquor anywhere, you will need to obtain a liquor license.

For more information, please visit the Liquor Control and Licensing Branch at: <http://www.pssg.gov.bc.ca/lclb/apply/special/index.htm>.

What do I need to know if I would like to have a raffle or 50/50 draw at my event?

A government issued gaming licence is required if you are planning to have a raffle, 50/50 draw, or any kind of gaming activity at your fundraiser. To learn more, please visit the BC Gaming Policy and Enforcement Branch online: <http://www.hsd.gov.bc.ca/gaming/index.htm>

