



BUILDING STRONGER COMMUNITIES

Third Party Special Events Application

Thank you for your interest in helping make Calgary a truly great city for everyone. If you or your organization wishes to host a special event or program to benefit the United Way of Calgary and Area, we ask that you complete this application form and submit it to the United Way of Calgary and Area for approval.

- Your application must be approved by the United Way of Calgary and Area prior to publicizing or holding an event on our behalf.
- Once the application has been approved, a one-page Agreement will be forwarded to you for your signature.
- Please find a Recepting Guideline to assist you with your planning.

Please return the completed application to:

**United Way of Calgary and Area
Suite 600, 1202 Centre Street SE
Calgary, AB T2G 5A5
p: (403)231-6265 f: (403) 355-3135
email: uway@calgaryunitedway.org**

1. CONTACT INFORMATION

Primary Contact Person: _____

Name of Organization (if applicable): _____

Address: _____

City: _____ Postal Code: _____

Phone (Business): _____ Phone (Home): _____

Fax: _____ Email: _____

EVENT INFORMATION:

Name of Event: _____

Type of Event: One-time Annual Ongoing

Event Date: _____

Event Location: _____

Target Market: Family/Friends Members Customers General Public
 Youth Young Professionals

What motivated you to hold this event (ie. do you have a personal connection to United Way)?

EVENT INFORMATION CONTINUED

Give a brief description of the event and how you intend to raise funds.

FINANCIAL INFORMATION

Proposed Budget: All costs are to be paid from proceeds or paid directly by the event organizer

Total Expected Income: (ie. donations, auction, ticket sales) A. \$ _____

Expenses: (include all costs – advertising, rentals, catering) B. \$ _____

Anticipated Net Proceeds: (A minus B equals C) C: \$ _____

Amount/Percentage of Net Proceeds to be given to the United Way D. \$ _____

PUBLIC RELATIONS INFORMATION

Briefly describe the proposed publicity plan for the event/program:

Will the publicity be managed by a professional agency? Yes No

If Yes, please name the agency: _____

Will promotional materials, such as posters, be printed? Yes No

If Yes, please indicate the extent of distribution & dates of release:

Does your organization plan to use the United Way of Calgary and Area's name in your printed materials? Yes No

PLEASE NOTE: The United Way of Calgary and Area name and logo can only be used with the permission of the United Way. All materials featuring the name and/or logo of the United Way of Calgary and Area must be approved by the United Way prior to publication.

SUPPORT PROVIDED BY THE UNITED WAY OF CALGARY AND AREA

How the United Way of Calgary and Area can work with you to ensure a successful event:

- Approve the use of our name and logo as appropriate
- Offer advice and expertise on event planning
- Provide a letter of support to be used to validate the authenticity of the event and its organizers (upon approval).
- Provide a media list for press releases
- Provide you with some promotional materials (see attached request form)
- Acknowledge your support of the United Way of Calgary and Area when and where appropriate
- Include the event posting on United Way's calendar of events website, given sufficient lead time.
- United Way staff and Campaign Representatives will promote the event through their networks where appropriate.
- May have staff or volunteers attend the event and/or cheque presentation
- Issue tax receipts as permitted/applicable according to C.R.A.

PLEASE NOTE: The United Way of Calgary and Area is committed to adhering to the Canada Revenue Agency Guidelines for tax receipting of charitable gifts. Some gift in kind donations or donations where there is a perceived benefit to the donor are not eligible for tax receipts. Please refer to the attachment for further information.

What the United Way of Calgary and Area is unable to provide for you:

- Offer funding or reimbursement for expenses
- Share mailing lists of donors, sponsors, or volunteers
- Offer staff resources to assist in planning your event
- Guarantee staff or volunteer attendance at your event
- Guarantee media presence or coverage of/at your event.

Privacy Policy and Information

United Way of Calgary and Area is committed to protecting the privacy of its donors, volunteers, employees and other individuals. We value the trust of those we deal with and of the public and we recognize that maintaining this trust requires us to be transparent and accountable in maintaining the confidentiality of the personal information donors share with us.

United Way of Calgary and Area embraces the principles of the Canadian Standards Association Model Code for the Protection of Personal Information. We are committed to ensuring that all personal information is properly collected, used only for the purposes for which it is collected, and is disposed of in a safe and timely manner when no longer required.

United Way of Calgary and Area builds stronger communities by providing people a network of care when and where they need it. Through building partnerships and investing in proven strategies, United Way addresses immediate needs and finds long-term solutions to pressing social issues. As a non profit organization, we rely on the support of generous contributors, and achieve our fundraising objectives by engaging and understanding donors. We recognize that we deal with individuals and information about individuals and that it is essential that we protect the privacy of that information.

Other Items to Note:

Third Party special events are an important component of the fundraising activities of the United Way of Calgary and Area. Beyond the funds raised, these events also create awareness about the work of the United Way.

The generosity of our community helps the United Way of Calgary and Area collaborate with individuals, communities, business, government and organizations to achieve positive change. And through the power of working together, we help people in need gain greater independence, safety, confidence and dignity.

In order to ensure all Third Party Events have a positive impact on the United Way's brand and public image, please take note of the following:

1. Unauthorized use of the United Way of Calgary and Area's name and/or logo is prohibited.
2. Charitable donation receipts will only be issued in accordance with the Canada Revenue Agency guidelines. The final decision to issue official donation tax receipts rests with the United Way of Calgary and Area.
3. Whenever possible, the United Way would appreciate written information or photographs of the event, which may be included in publications or acknowledgements.
4. The United Way of Calgary and Area does not approve the following types of fundraising events:
 - a. Vending machine sales
 - b. Events involving promotion of a political party, candidate or appearing to endorse a political activity.
5. When a representative of the United Way of Calgary and Area is invited to speak or attend an Independent Special Event, the Event Organizer will provide a complimentary ticket or admission.
6. The United Way is not responsible in any way for an damage/injury to persons or property, or for any loss of life arising at or through this event. The event and any liability attached to it is the sole responsibility of the organization or individuals hosting it.