



Proposal Form

Third Party Fundraising Event



Thank you for your interest in raising funds for the Queen Alexandra Foundation for Children (QAF.) We welcome and appreciate your efforts to support children and youth in need on Vancouver Island and the Gulf Islands.

The use of the Queen Alexandra Foundation name, or the name of any charity, implies that funds will go to that organization. As stewards of the public trust, we have a duty to our donors to ensure that events will indeed raise funds for the Foundation and that our name and/or logo will be associated with events that keep with our mission, vision, and values. Therefore, we must formally approve of any activities using our name. As such, we kindly ask you to read through our guidelines and fill out this form. Once it is complete, please send it to:

Jane Bowers, Manager, Special Events & Research
Queen Alexandra Foundation for Children
2400 Arbutus Road Victoria, BC V8N 1V7
or email: jane.bowers@queenalexandra.org or fax: 250-519-6715

We will contact you within one week of receiving your proposal form. Please call Jane Bowers at 250-519-6955 if you have any questions and she'll be pleased to help you.



Please tell us about yourself.

Name of individual/company/group: _____

What category describes you best? Corporation School Community Service Club Individual

Contact Name: _____

Address: _____

City: _____ Prov.: _____ Postal: _____

Work Phone: _____ Home: _____ Fax: _____

Email: _____ Website: _____

Do you have a connection to QA? _____

Please tell us about your fundraiser.

Event name (if you have one): _____

Type of event: One-time Annual Ongoing

Description of event: _____

Date/Duration: _____ Time(s): _____

Proposed event date & time: _____

Proposed event location & address: _____

Target market: Family/Friends Members Customers General Public

Will you be using an ad agency to promote your fundraiser? Yes No

How will you publicize your fundraiser?

Posters/Flyers Newspaper Ads Website PSAs/Radio Ads

Internal Promotion (please list) _____

Other (please list) _____

Do you intend to use the QAF's name and/or logo in your advertising? Yes No

(The QAF logo and name cannot be used without permission. Items using them must be approved by QAF before production & distribution)

Please tell us what support you are expecting from the QAF.

Print Materials: Yes No Guest Speaker: Yes No Tour of Facilities: Yes No

Any additional assistance? Please list: _____

(Due to staffing limitations, the QAF is unable to sell tickets, obtain sponsorships, solicit auction items, coordinate media and publicity, etc.)

Please give us some financial information.

Will other charitable organizations benefit from this fundraiser? Yes No

If yes, please list the name(s): _____

Will you require tax receipts? Yes No *Please note: Tax receipts are issued according to Canadian Revenue Agency guidelines and must be pre-approved by QAF.*

It is very helpful to think ahead about your event's revenues and expenses. We understand things are not finalized and changes always happen, but please fill out the following budget to the best of your ability.

REVENUES

Cash Sponsorships: _____

Ticket Sales: _____

Auction: _____

Misc Sales: _____

Other (please specify): _____

_____ :

_____ :

TOTAL REVENUES: _____

EXPENDITURES

Venue: _____

Food/Beverages: _____

Printing/Advertising: _____

Prizes/Awards/Gifts: _____

Entertainment: _____

Décor: _____

Other (please specify): _____

_____ :

_____ :

TOTAL EXPENDITURES: _____

Expected net revenue: _____
(Revenues – Expenditures)

Amount to be given to QAF: _____

Expected date monies will be received by QAF: _____
(should be less than 60 days after the fundraiser)

GUIDELINES for a Third Party Fundraiser in support of the Queen Alexandra Foundation for Children

1. _____ (Organizer) is applying to organize a Third Party Fundraising Event (event) to benefit the Queen Alexandra Foundation for Children (QAF.) The QAF does not take an active role in planning or organizing this Event.
2. Only fundraisers consistent with the vision and mission of the QAF will be approved. The QAF will not approve events that:
 - a. Employ a professional fundraiser, telemarketing firm and/or have any agreement to raise funds on a commission, bonus, or percentage basis (except for cause-marketing with corporate partners)
 - b. Promote a political party, candidate, or appearing to endorse a political activity
 - c. Solicit funds door-to-door, through telemarketing, or through internet methods
3. The Organizer agrees to submit all copy for advertisements and other event-related promotional materials to the QAF and to obtain the QAF's written permission before their production and distribution. The QAF expressly reserves the right to final approval on anything that uses the QAF's name and/or logo.
4. To use the QAF's name and/or logo, at least 50% of the Event's gross proceeds must be donated to the QAF. In all materials, the specifics of the donation must be clearly stated, either by the percentage (eg. 50% of the ticket price) or specific dollar amounts (eg. \$5 from each ticket sold.)
5. As people may support your event because they believe they are supporting the QAF, we will also ask for a guaranteed amount to be donated to the QAF before we will give final approval on your event. Depending on what you are proposing, this amount may vary.
6. The Organizer agrees to handle all monetary transactions for the event and will present the proceeds to the QAF within 60 days along with detailed accounting. The Organizer acknowledges the QAF adheres to the receipting policies of the Canada Customs and Revenue Agency. Please note that not all funds raised qualify for a tax receipt.
7. The Organizer agrees to underwrite all costs of the event and/or to secure such underwriting. The QAF is not responsible for any financial losses. The Organizer agrees to receive advance written approval from QAF before requesting any donations/sponsorships (cash or in-kind) from any organization or individual.
8. The QAF accepts no legal responsibility for the event and cannot be held liable for any risk or injury, or other damages in conjunction with the event. The Organizer must obtain all necessary permits, licenses, and insurance relating to the event and will provide QAF with copies of the above at least 2 weeks before the event start date.
9. The Organizer will arrange staff/volunteers to organize and run the fundraiser. This is an opportunity for you and your group to raise funds in support of children and youth living on Vancouver Island. The QAF may be able to provide some level of assistance for events expected to raise over \$5,000.
10. The Organizer agrees to use its own mailing list and/or contacts. The QAF will not actively sell tickets to the event and/or purchase tickets for attendance by QAF representatives. The Organizer is asked to give the QAF two complimentary tickets for use by the QAF staff and/or board.
11. Approval of the Organizer's application is only valid for the event detailed in the proposal. Events held in subsequent years and/or are of a different format must also be submitted for approval.

The QAF reserves the right at any time to withdraw its support of the Event and the use of the QAF's name and logo.

If the Event is cancelled, the Organizer will notify QAF within three business days.

Signed: _____ Date: _____
Organizer

Approved when Signed: _____ Date: _____
Queen Alexandra Foundation for Children

