



Third Party Event Proposal Form

We are delighted that you have selected Variety–The Children's Charity (Ontario) to benefit from your fundraising event! With your help we are able to promote inclusive educational and recreational programs for children of all abilities across Ontario.

**Important Note: Variety –The Children's Charity must approve this proposal form prior to holding or publicizing your event.*

Please complete the Event Proposal Form and return to:

Variety – The Children's Charity
Attn: Chris Murdoch

Mail to:

3701 Danforth Avenue
Scarborough, Ontario M1N 2G2

Fax: 416-367-0028

E-mail: cmurdoch@varietyvillage.on.ca

Please allow at least 5 – 10 business days for final approval of your proposal

EVENT PROPOSAL FORM

Variety–The Children’s Charity (Ontario) is accountable to the public for all fundraising activities using the Variety name. Since Variety–The Children’s Charity is a registered trademark, the Supervisor of Special Events together with the Vice President of Fundraising need to approve all uses of the charity’s name and logo. Please have all of your materials approved before they are printed. The following information must be provided to the Supervisor of Special Events for review and approval before you proceed with your event plans.

REQUIRED INFORMATION

Date Submitted: _____

Organization/Sponsoring Agency: _____

Contact Person(s): _____

Address: _____

Phone Number: _____

Email: _____

Event Name: _____

Event Date _____

EVENT DETAILS

- Please provide a brief description of the event and how the event will raise funds/awareness: (pledges, ticket sales, product sales, sponsorship, auctions, etc.)

- How are you promoting the event/activity (posters, newsletter, radio, print, TV):

- Which other organizations will also benefit from this event/fundraiser (if any):

- Is your organization a registered charity in its own right? If so, what is your charitable registration number?

- Will the event be open to the public?

- Will you require a Variety Representative to assist or speak at your event?

YES _____ NO _____

- Will you require Tax Receipts?

YES _____ NO _____

PLEASE NOTE: It will be necessary to discuss receipting issues with Variety – The Children’s Charity in order to determine whether issuing a tax receipt is possible under Canada Revenue Agency regulations.

BUDGET

All costs are to come out of event proceeds or should be paid directly by the event organizer. Please list expected revenues and estimated expenses (even if you anticipate having them donated or sponsored).

- Estimated proceeds from the event/fundraising activity:

- Estimated amount of donation (\$) to Variety–The Children’s Charity:

Revenue		Expenses	
Sponsorship	\$ _____	Location/Venue	\$ _____
Donations	\$ _____	Food/Beverage	\$ _____
Ticket Sales	\$ _____	Printing	\$ _____
Product Sales	\$ _____	Prizes	\$ _____
Silent Auction	\$ _____	Advertising	\$ _____
Raffle	\$ _____	License Fees	\$ _____
Other	\$ _____	Postage	\$ _____
		Other	\$ _____
Total Revenue	\$ _____	Total Expenses	\$ _____

NET PROFIT (Total Revenue – Total Expenses) \$ _____

EXPECTATIONS FROM VARIETY

Variety –The Children’s Charity is pleased to make the following promotional materials available to you. Please specify the quantity of each you will need for your event.

Newsletter: _____ Posters: _____ Brochures: _____

Gold Hearts: _____ Logos: _____ Video: _____

Additional requirements, comments or suggestions:

What Variety – The Children’s Charity (Ontario) can for you:

- Offer advice and expertise on the planning of your event.
- Advertise your event on our online event calendar and Barker Newsletter (where applicable.)
- Provide a Variety Representative (Staff Member, Ambassador or Volunteer) to attend your event, depending on location and advance notice.
- Acknowledge your direct contributions to Variety–The Children’s Charity.
- Approve the use of the Variety logo. **(Please note you must complete and return the event proposal form and Terms of Conditions in order to use the Variety – The Children’s Charity logo.)**
- Provide a letter of support from Variety to validate the authenticity of the event and its organizers.
- Provide advice and guidance for event sponsorship. (Please contact Variety if you are planning to solicit sponsors for your event.)
- Apply for liquor or gaming licenses if necessary. Please note that it takes six to eight weeks to apply for a license and raffle or event tickets may **not** be sold until the license is obtained. For more information please contact the Supervisor, Special Events.
- We will issue official tax receipts (according to Canada Revenue Agency regulations).
- We will issue thank you letters to you and as requested to your supporters.
- We can organize tours of Variety Village to help acquaint you with the cause you are supporting.

What Variety– The Children’s Charity (Ontario) cannot do for you:

We state this information in advance so that there are no disappointments or misunderstandings with regards to our ability to participate with you and support your fundraising event.

- Guarantee staff or volunteer support the day of your event, although we will do our best to accommodate all requests.
- Promote your event anywhere other than the online event calendar and Barker Newsletter.
- Share access to donor contact information.
- Fund or reimburse any expenses incurred throughout the planning and execution of the event.
- Guarantee attendance.
- Solicit sponsorship revenue.

REFERENCE

If this is the first time that you and/or your organization are raising funds for Variety–The Children's Charity, please provide us with the contact information of two personal references. A personal reference can be a teacher, business contact or previous recipient organization and contact person.

Reference # 1:

Organization or Company: _____

Address: _____

Contact: _____

Title: _____

Phone Number: _____

Email: _____

Website: _____

Reference # 2:

Organization or Company: _____

Address: _____

Contact: _____

Title: _____

Phone Number: _____

Email: _____

Website: _____

I agree that Variety–The Children's Charity (Ontario) name and logo are important symbols which should not be misrepresented. Prior to publicizing or holding the event a Variety Representative must approve this proposal and use of name or logo. By publicly naming Variety–The Children's Charity as the beneficiary of my event, I agree to donate the full amount of the net proceeds raised within 30 days following the event. Variety–The Children's Charity reserves the right to cancel this agreement at any time should the activities of _____ undermine respect for children and youth with special needs or for Variety–the Children's Charity's work and/or reputation.

Signature of applicant: _____ Date: _____

For use by Variety - The Children's Charity:

Date approved: _____

Approved by: _____

TERMS AND CONDITIONS

Please read the following guidelines carefully and sign below:

This is a third party fundraiser letter of agreement between Variety–The Children’s Charity (Ontario) and _____.

1. Variety–The Children’s Charity (Ontario) will not pay any expenses incurred by the Third Party Special Event held by _____.
2. Variety–The Children’s Charity (Ontario) reserves the right to cancel this agreement at any time should the activities of _____, in the view of Variety, undermine respect for people of all abilities or for the work of Variety–The Children’s Charity.
3. Any questions about tax receipting guidelines will be directed to Variety–The Children’s Charity.
4. Net funds raised from the third party event must be submitted to Variety–The Children’s Charity no later than 30 days after the event.
5. Third party event organizers must take the proper precautions with regards to insurance and coverage. Variety–The Children’s Charity will not be responsible for any damages or injuries as a result of the third party event.
6. Variety–The Children’s Charity is not responsible for any financial loss and may withdraw support of the third party event should any activity be discovered that undermines Variety–The Children’s Charity and people of all abilities. This includes the approved use of the Variety logo. (Use of the logo must be approved beforehand.)
7. I have read and understand the above terms and conditions.

Name of third party contact: _____

Date Submitted: _____ Signature: _____

Name of Event: _____

For use by Variety–The Children’s Charity:

Approved By: _____

Date: _____

THINGS TO THINK ABOUT

- **What do you hope to accomplish with this event?**

For example do you want to raise money, increase awareness of Variety–The Children’s Charity or boost employee morale?

- **Has a similar event been held at your organization before?**

If so, you should determine how successful it was as a fundraiser, awareness builder, and morale booster. If it wasn’t successful, was it due to poor planning or a general lack of interest? You can learn from past experience.

- **How much time will you need to organize this event?**

Consider the time commitment your event will consume. If it will take a month to plan, organize, and execute, you can’t expect to hold the event in one week.

- **What are your resources?**

Before committing to an event, you need to think about the resources you have on hand. Is there someone on your committee that has helped organize this type of event before? Does a committee member know a local business owner that might donate prizes? Consider the tangible and intangible assets available.

- **What is your budget?**

Plan a budget and stick to it. Depending on the type of special event you are running, there may be significant costs involved.

- **Do you have a back-up plan?**

It’s always a good idea to come up with some alternate ideas in case an event proves impossible. You may also need to contingency plan if your event is held outdoors and it rains or snows.

VARIETY'S TOP 10 TIPS FOR A SUCCESSFUL EVENT:

1. Variety's Approval

After conceptualizing your event, it is important to fill out a proposal form and submit the completed and signed copy to Variety–The Children's Charity for approval. Permission is required in order to execute your special event using Variety's name and/or logo.

2. Form a Group

The success of a special event is directly related to the enthusiasm of those organizing it! Create a group that is composed of enthusiastic, skilled and motivated people. Depending on your location, we may be able to offer some support for your event.

3. Set Goals

Be realistic when setting a financial goal. The budget section of the event proposal form will help you gauge the scale of your event.

4. Brainstorm

Use your imagination to create fun and successful fundraisers! Go to www.varietyontario.ca for a list of great ideas!

5. Make Sure You Have the Right Event

Utilize the skills and assets of your group members. For example, if your group is composed of artists and photographers, maybe a bake sale isn't the best fundraiser for you! Try having a silent auction where your members' work can be auctioned off for a profit.

6. Schedule the Event

Be mindful of any other fundraising events going on that may be competition for your event. Also, make sure your event is held at a time when attendance will be high, such as on the weekend or outside of the usual 9-5 work week hours. Unless your event is based around the office work-day!

7. Budget

Keeping costs down will generate a bigger profit for your event. Be sure to account for costs such as venue, food, postage, permits etc. Try and get things donated where possible! As much as possible Variety–The Children's Charity will try and lend resources such as posters, literature, Gold Hearts, t-shirts, donation material, etc.

8. Promotion and Publicity

Be sure to communicate to Variety your plans for using Variety's logo. Variety's logo is symbolic and meant for specific use. Its use must be approved. PROMOTE your event! Just be sure your materials have been approved by Variety before doing so.

9. Collect the Funds

Remember to be very clear about how funds will be generated for Variety and in what percentages. For example, if you are selling tickets to an event, be sure to display what percentage of the price of the ticket will be donated to Variety – The Children's Charity. You may choose to say, "\$2 of every ticket sold will be donated to Variety–The Children's Charity." Please have your funds in to Variety within 30 days of your event.

10. Thank You, Thank You, Thank You

Please be sure to thank the people who have helped with your event. They would also be proud to hear how much money was raised in support of Variety's Children.

THANK YOU so much for your interest in Variety–The Children's Charity and your commitment to children and youth with special needs! It is because of people, groups and communities like you which make it possible for Variety to maintain the scope and quality of programs that those with special needs rely on every year.