



## Third-Party Fundraising Proposal Form

Charitable Registration #: 898029228 RR0001

Thank you for choosing to support National Service Dogs. We appreciate your efforts and enthusiasm for our organization. If you wish to host an independent fundraising event to benefit National Service Dogs, we request that you complete and submit this event proposal form for approval 60 days prior to your event. This will help clearly establish the parameters and expectations.

Please email this completed form to [cindy@nsd.on.ca](mailto:cindy@nsd.on.ca). If you have any additional questions please email or call 519-623-4188 ext. 17.

### Contact Information

<b>Name:</b>	<b>Day Phone:</b>
<b>Address:</b>	<b>Cell Phone:</b>
<b>City:</b>	<b>Company:</b>
<b>Province:</b>	<b>Email:</b>
<b>Postal Code:</b>	<b>Website:</b>

### Event/Initiative Information

**Event Name:**

**Start Date :**

**Start Time:**

**End Date:**

**End Time:**

**Location:**      Virtual Event      In-Person Event (Please specify)

**Program/Name of Client Supported (if applicable):**

**Description of the event to be displayed on NSD's website: (350 characters max.)**

## Financial Information

**Anticipated Gross Income:***(we are aware these figures are estimates)*

**Source(s) of Income:** *(i.e. ticket sales, sponsorships, auction, etc.)*

**Anticipated Corporate Sponsor(s):** *(please list organizations and corporations that will be approached for sponsorship)*

**Anticipated Expenses: \$**

*(To ensure donor, sponsorship and participant dollars directly support NSD clients and dogs, please try to keep your event expenses below 10% of your expected revenue.)*

**Types of Expenses:**

*(i.e. printing, food, location, etc.)*

## Expectations of National Service Dogs

**Please indicate if there are any areas you would like support from our NSD Staff.**  
*(Please note that due to the high volume of inquiries we cannot guarantee that we can accommodate all requests)*

Press Release      Volunteers      Invitations      Posters      Other

Details: When would you need them? Quantity? Duties of volunteers?

## Marketing/Publicity Information

**Which methods of promotion will you be utilizing to promote the event?**

Posters                      Your own website                      NSD Website

Flyers                      Press Release                      Radio

Social Media Sites - Please indicate which sites and the handles we can find you at:

Thank you for submitting your completed Event Proposal Form. ***Please ensure that you have included a signed copy of our Terms and Conditions as well as our Tax Receipting Guidelines.*** Your proposal will be reviewed upon receipt and you will be contacted by National Service Dogs within 3-5 business days.

## National Service Dogs Event Proposal Terms and Conditions

National Service Dogs has a set of guidelines that we ask all individuals and organizations to follow when fundraising on National Service Dogs' behalf:

1. The fundraising event activity should be one that does not conflict with the mission of National Service Dogs (if unclear, contact us.)
2. NSD will provide a high-resolution copy of our logo to be used solely in promotional materials for pre-approved fundraisers. The NSD logo is not to be altered in any way.
  - a. NSD reserves the right to request any promotional material bearing the National Service Dogs' name and/or logo no longer be distributed if it is deemed to be inappropriate or offensive in any way.
  - b. The use of National Service Dogs' name and/or logo in print materials requires approval by National Service Dogs. *All approved fundraising events should submit copies of print materials, which include the National Service Dogs logo/name prior to printing. Please send to [emma@nsd.on.ca](mailto:emma@nsd.on.ca).*
3. NSD will share content to their social media pages for the purpose of recognition or promotion where possible based on the following criteria;
  - a. Content must be created by the coordinator of the fundraiser (see appendix A for suggested guidelines).
  - b. Content must include a tag; @natlservicedogs
  - c. Fundraisers must be projected to raise a cumulative amount of \$250+ to be promoted by NSD. \*Fundraiser projected to raise amounts less than \$250 can still tag @natlservicedogs for the purpose of recognition, but may not always be featured due to high demand.
4. NSD will feature third-party events on their website for the duration of the event using the description provided in the proposal form.
5. Your fundraising event should not conflict with an existing National Service Dogs fundraising event. In addition, NSD will not advertise Third-Party fundraising events during NSD's official fundraising campaign dates as to not compete with organizational priorities. Blackout dates include but are not limited to;
  - a. 3-4 weeks prior to our signature Easter egg hunt
  - b. The last two weeks of June
  - c. The month of July
  - d. The month of December
6. Any volunteer support provided to third party events must be coordinated by NSD staff and all volunteer hours must be recorded on our internal volunteer database ( protocol as set forth by NSD's Volunteer Coordinator)
7. National Service Dogs asks that you do not organize a fundraising event that includes lotteries, gambling, raffles or drawings without first discussing it with National Service Dogs. *Any fundraiser that requires any type of license or insurance should first be discussed with and approved by National Service Dogs.*

8. All third-party events must clearly advertise how much of the proceeds that their activities will donate to NSD, whether it is a percentage or exact dollar amount. This ensures that our supporters can make informed decisions on making a financial gift to the organization.
9. Keep accurate accounts of your event. National Service Dogs will not be responsible for any expenses incurred for a fundraising event unless previously discussed and outlined in writing.
10. *All funds and a complete financial summary must be submitted to National Service Dogs no later than 30 days after the event.*

Please contact us with any additional questions you may have.

**I have read and agree to follow National Service Dogs' Event Proposal Guidelines.**

X \_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Title

## Tax Receipting Guidelines for Fundraising Events

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National Service Dogs is proud to be working with you. This document outlines Canada Revenue Agency (CRA) tax policies that apply to donation tax receipts. To ensure a successful event, please read these guidelines before undertaking your event. Independent Fundraising Events (IFE) are those organized by enthusiastic people like you who hold their own events to raise funds for National Service Dogs - with limited involvement from National Service Dogs. The planning and expenses associated with the event are the responsibility of the event organizer; however, the National Service Dogs staff can provide guidance, support, and the use of our logo. As well, National Service Dogs can provide tax receipts to event participants/donors provided CRA guidelines are followed.

### IFE Tax Receipting & Reporting in Compliance with CRA Regulations:

IFE organizers wishing to request tax receipts from National Service Dogs for event participants must gain approval prior to the event and must comply with certain requirements for record-keeping and financial accountability. ***In accordance with CRA's regulations, when an independent fundraising event takes place that National Service Dogs was not aware of in advance, National Service Dogs must not issue tax receipts.***

### Tax Receipts:

Donors of your event are eligible for tax receipts if they donate directly to National Service Dogs (e.g. writing their cheques out to National Service Dogs) – these donations will be credited to your fundraiser since your event inspired the donations to National Service Dogs. Event organizers must submit their list of donors and money within 30 days of their event to prevent delays in receipting donors. Donations of less than \$20 will not be receipted.

- Tax receipts can only be issued if a donation is made without a personal advantage being received:
- Tax receipts cannot be issued for purchasing raffle tickets or auction items.
- When donors pay registration fees or purchase merchandise at fair market value, no receipt can be issued.
- Sponsorship fees are amounts paid to support a charity event in return for advertising or other benefits. Therefore no official tax receipt may be issued.

The total amount that National Service Dogs receives must be equal to or greater than the sum total of the tax receipts to be issued. When planning your event, please consider how you will cover event expenses, e.g. a registration fee, concession stand proceeds, sponsors fees or other non-receiptable money.

**In order to issue tax receipts to IFE donors**, we require the following information about the event, donors and donations:

- Copy of the signed Event Proposal Form
- Copy of the signed Tax Receipting Guidelines
- A detailed financial summary
- The full name, mailing address and donation amount of all donors requiring a tax receipt.

For clarification on tax receipting guidelines, visit the [Canada Revenue Agency's website](#).

### I have read and understand National Service Dogs' Tax Receipting Guidelines.

*(Please initial the bottom of each attached page as well.)*

X \_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Title

## Appendix A

Helpful tips for creating social media content for your fundraiser

- Showcase any products. Clear, well-lit pictures are best.
  - If you have multiple products, consider making a collage for Instagram.
  - Add details on the product, including the price in the description box.
- Highlight dates. I.e. deadline to order, date of the event
- Include details on how to attend your event or order your product
- Remember that you cannot include links in an Instagram caption.
- Use consistent colours and fonts if you are posting more than once
- Puppy pictures never hurt!
- Ensure the NSD logo (attached) is included in your graphic. (Canva.com is a free online photo editing tool if you need one)
- Tag NSD in your post; @natlservicedogs
- Create follow up posts with your results and thank those who supported your fundraiser