



*Building a Brighter Future for Foster Kids*

## Third Party Events Package

Thank you for considering Aunt Leah's Place as the beneficiary of your fundraising activity. Aunt Leah's Place relies on the generous support of individuals and organizations to respond to the needs of local foster youth and young mothers in need. This document will outline the policies and guidelines for organizing your Third Party Event and will highlight how we can assist you throughout the process.

Please read through this package prior to completing the attached agreement and returning it to our office. Aunt Leah's Place requires three weeks advance notice of third party fundraising events.

We thank you for thinking of Aunt Leah's Place and look forward to working with you as you plan for your event. Please do not hesitate to contact us with any questions or concerns you may have.

Sincerely,

### **Lourdes Pérez de Lara**

*Communications & Development Lead*

*Aunt Leah's Place*

[cdunn@auntleahs.org](mailto:cdunn@auntleahs.org)

604-525-1204 ext. 255





*Building a Brighter Future for Foster Kids*

## Steps To Plan Your Event

- 1. Decide on Your Event & Create a Plan:** Think about what event you will be holding, where the event should be located and how you are going to raise the money (i.e. by donation, ticket sales).
- 2. Complete & Submit the Third Party Event Form:** Please scan your third party event form and email it to Lourdes Pérez de Lara at [lperezdelara@auntleahs.org](mailto:lperezdelara@auntleahs.org) or mail the form to our head office at 816 20<sup>th</sup> Street, New Westminster, BC V3M 4W6
- 3. Recruit a Team to Help Run Your Event:** If the event is large, setting up a planning committee is a great idea. Family, friends and colleagues are a great place to start when recruiting volunteers.
- 4. Create a Timeline & Assign Tasks:** A timeline will ensure that your event is well organized and by assigning tasks you can effectively spread the work out evenly.
- 5. Prepare Your Budget**
- 6. Book Your Event:** Even if your event is located in your home or workplace, you will need to consider the venue, food, décor, and audio needs required to run your event.
- 7. Determine if You Need Any License or Special Insurance**
- 8. Promote Your Event:** You can promote your event through social media, posters, newspapers, radio, and event listings. For all event promotion, please consult Aunt Leah's Place for proper logos and information.
- 9. Tax Receipt:** Aunt Leah's Place would be happy to provide you with a tax receipt for the amount raised at your event, please contact us for more information.
- 10. Thanks:** Make sure to take lots of pictures, we want to make sure to thank the people and organizations who made your event successful.



*Building a Brighter Future for Foster Kids*

# Policies for Third Party Events

## Third Party Events are Required to:

- \*Be consistent with the mission and values of Aunt Leah's Place
- \*Adhere to the Aunt Leah's Place branding guidelines
- Provide positive exposure & awareness for Aunt Leah's Place

*\* Please see attached Mission & Branding Document*

## Aunt Leah's Place Reserves the Right to:

- Refuse involvement, and the use of its name and logo, to any event that does not have our expressed approval.
- Relinquish support of any third party event that does not abide by the policies, criteria, and guidelines set out in this agreement without any liability or obligation.

# Guidelines for Third Party Events

## 1. Media Guidelines

It is important for Aunt Leah's Place to maintain brand integrity and consistence in dealing with the public. Aunt Leah's Place asks Third Party Event Organizers to follow the following branding guidelines:

- Organizers must have approval for the event before any announcements or press is released.
- All publicity and promotional materials for the proposed event must be approved by Aunt Leah's Place prior to being released.
- The official Aunt Leah's Place logo should be used appropriately in conjunction with the event and may not be altered in any way.
- We encourage Organizers to indicate on their promotional items or announce during the event that "proceeds from [Your Event] will be donated to Aunt Leah's Place".

## 2. Planning & Staffing

- Third Party Organizers are responsible for the complete planning and execution of the event including set up, promotion, staffing and liability.



*Building a Brighter Future for Foster Kids*

- Organizers are responsible for paying for all of the expenses related to the event.
- Organizers will handle all monetary transactions for the event and present the proceeds to Aunt Leah's Place within 30 days of completion of the event.

### **3. Donations & Sponsorships**

- If third party sponsors (Cash or In-kind) are also contributing to Aunt Leah's Place during the event, please provide Aunt Leah's Place with a list of the sponsors and include a value or description of their donation.
- If donations are collected during the event, official charitable tax receipts can be issued to individuals that make donations without receiving any product or tangible item in return. For a receipt to be issued the full name and address (including postal code) of the donors and the amount of donation must be provided to Aunt Leah's Place.

### **4. Licenses & Insurance**

- Third Party Event Organizers are responsible for obtaining and paying for appropriate licenses and insurance (i.e. raffle, 50/50, liquor permits). It is the sole responsibility of the Third Party Event Organizer to fill out and submit all such applications.
- By law, any Gaming requires a license. For information about Gaming Laws in B.C., please visit: [www.gaming.gov.bc.ca](http://www.gaming.gov.bc.ca)
- Aunt Leah's Place insurance will not cover third party events. Please arrange for special event insurance coverage.
- Aunt Leah's Place is not responsible for any damage or accidents to persons or property at the event.

### **5. Staffing & Volunteers**

- The Third Party Organizer will provide all staffing and volunteers for the event.

### **6. Photographs**

- Aunt Leah's Place reserves the right to display photos from individuals participating in Third Party Events to be displayed on the Aunt Leah's Place website, social media accounts (i.e. Facebook, Twitter, Instagram) or other promotional materials. Please ensure that photo releases are completed.



*Building a Brighter Future for Foster Kids*

## Support for Third Party Events

**Aunt Leah's Place can support your event in the following ways:**

- Provide informational material and banners for the event, if requested.
- Provide a letter of support to demonstrate the authenticity of the event.
- Provide a representative to speak at the event on behalf of the organization at the advanced request of the organizer.
- Post information about your event and organization on our website and social media accounts.

**To Thank You for Your Fundraising Efforts, Aunt Leah's Place will:**

- Acknowledge your donation on our website and social media accounts.
- List your name or business in our Annual General Report.



*Building a Brighter Future for Foster Kids*

## Mission & Branding

### **Vision:**

Building a Brighter Future for Foster Kids

### **Mission:**

Aunt Leah's Place helps prevent children in foster care from becoming homeless and mothers in need from losing custody of their children.

### **Success:**

Create an environment where all children connected to the foster care system have equal opportunities akin to what parented children receive.

### **Issue:**

In BC, when a child in care turns 19, their government support is cut-off and they are deemed "aged-out" of the system. Today, almost half of these vulnerable teens experience homelessness. Aunt Leah's is there to help support these kids make a successful transition to independence and adulthood.

### **Logo:**

- Please do not tilt, cut or change the aspect ratio of the Aunt Leah's Place Logo or any subsidiary logos in any way.
- Aunt Leah's Place Logo can be provided to you the Organizer in the following formats PDF, JPG, and PNG.



### **Colours:**

- **Orange** (RGB: 0, 161, 155; Web: #FF4612)
- **Pink** (RGB: 225, 19, 131; Web: #E11383)
- **Teal** (RGB: 0, 161, 155; Web: #00A19B)
- **Maroon** (RGB: 123, 48, 62; Web #7B303E)



*Building a Brighter Future for Foster Kids*

## Third Party Event Form

### Contact Information

Name of Business or Individual: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Event Information

Event Name: \_\_\_\_\_

Event Date: \_\_\_\_\_ Event Time(s): \_\_\_\_\_

Event Location: \_\_\_\_\_

Brief Description of the Event: \_\_\_\_\_

Other Charities Involved: \_\_\_\_\_

### Support You Need from Aunt Leah's Place (i.e. Banner, Materials, Representative)

---

---

---

---

### Any Other Pertinent Information or Comments:

---

---

*I have Read and Accept the Guidelines for Third Party Events detailed in this document.*

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### Please Return Completed Form To:

Attention: Lourdes Perez de Lara

Communications & Development Lead

[cdunn@auntleahs.org](mailto:cdunn@auntleahs.org) | 604 525 1204 ext. 255

816 20<sup>th</sup> Street, New Westminster, BC V3M 4W6