



Impacting Lives. More than a Shelter.

THIRD-PARTY FUNDRAISING EVENT KIT

Mission Services of London thanks you for your interest in hosting an independent third-party fundraising event. We are grateful that funds raised will support our programs and services, while generating awareness of our organization's mission to serve London and area with compassion and hope. This kit provides the following: I. Event Primer, II. Event Guidelines Agreement, and III. Event Proposal.

I. EVENT PRIMER

What is a Third-Party Event?

This can be defined as any fundraising initiative brought forward by an individual(s), community group, service club, or business external to Mission Services of London - and/or employee who wishes to initiate a fundraiser - to raise money through a planned activity that is developed, managed and financially resourced by the external participants. Some examples are: silent auctions, concerts, curling bonspiels, garage sales, golf tournaments or even birthday or other celebration parties. With all of these events, a portion of or the entire proceeds may be given to Mission Services of London. We are blessed by the many people who help us in this way and are always delighted by new ideas.

Third-Party Event Criteria Check-list

We would be pleased to discuss your event idea to evaluate and determine whether it fits with our fundraising criteria.

- Have you provided sufficient information in your proposal?
- Does your initiative fit with Mission Services of London's fundraising model?
- Does the date and time of your initiative fit with Mission Services of London's roster of activities?
- Does your initiative contravene with any Mission Services of London policies?
- Is your fundraising plan achievable?
- Do you have a viable cancellation or alternate plan if needed?
- Have you obtained all required licenses, insurance and approvals for your event plan?

All boxes checked means, let's get started!

Please complete the parts II. and III. and submit to:

Katerina Frattas, Development Officer – Events & Gifts-in-Kind
Mission Services of London
4-797 York St, London, ON N5W 6A8
E: kfrattas@missionservices.ca T: 519-433-2807 ext. 2109

II. EVENT GUIDELINES AGREEMENT

We appreciate your commitment, time and resources required for the successful execution of your third-party fundraising event. To have a clear and mutual understanding of expectations from planning through to completion, we have developed guidelines for your agreement and signature.

Proposal:

- Mission Services of London (also referred to as “we”) request that you complete an Event Proposal (as shown in section III), or use an alternate format that covers the same areas. Please provide us with an adequate amount of time for our review. If it is approved, we will provide you with a Letter of Agreement, which may be shown to our potential donors, sponsors, and volunteers.
- We encourage third-party fundraising events (also referred to as “event”) that are positive in their message and consistent with our organizational values: compassion, hope, integrity and diligence.

Planning and Promotion:

- The third-party organizer(s) agree to underwrite all costs associated with their event. Mission Services of London has no financial responsibility for your event and shall incur no costs unless agreed to in writing prior to the event.
- We can provide advice on event planning if required, as well as a Letter of Agreement that validates the authenticity of the event from date of issue until the event is complete.
- We cannot provide or share lists of information pertaining to donors, volunteers, or media contacts. We cannot contact the media to promote third-party events; this is the responsibility of the third-party organizer(s). We ask to be apprised of any media requests or coverage that takes place.
- We require that all marketing materials – printed and electronic - be reviewed by us prior to your printing/publishing and distribution. Please obtain the Mission Services of London logo from us directly for use on your materials. We reserve the right to withhold the use of our name and logo from any event which does not align with our values.
- We cannot guarantee that representatives from our organization will attend or participate in your event.
- We may be able to provide an allotment of our materials to distribute or borrow at your event. The third-party organizer(s) accepts responsibility for damage to or loss of materials borrowed from Mission Services of London.

Liability and Cancellation:

- Mission Services of London assumes no liability for the planning or execution of your event, including promotion, set-up, staffing (including volunteers), or the collection and management of funds.
- The third-party organizer(s) is responsible for obtaining all required insurance, licenses, and permits for their event.
- The third-party organizer(s) is responsible for a cancellation plan and its execution if required.

Finance, Tax and Recognition:

- The third-party organizer(s) agrees to handle all monetary transactions for the event and to present the proceeds to Mission Services of London upon completion or as agreed to in writing. The preferred method of payment is a cheque or money order made payable to “Mission Services of London”.
- When donating a portion of the net proceeds from your event rather than the full amount, the exact amount must be stated on the proposal form – whether a percentage or a specific dollar amount.
- In accordance with our Gift Acceptance Policy, we cannot accept proceeds from the sale of alcohol or from the sale of tickets to activities associated with gambling, such as a 50/50 draw.
- Tax receipting will be discussed and appended to your proposal upon approval.
- The third-party organizer(s) agree to a meeting after the event to discuss recognition of their event.

Signature for Agreement

Name (please print)

Date (please print)



III. PROPOSAL INFORMATION

Tell us about yourself

*Please select the category that best describes you:

- Individual
- Business
- School
- Community or Social Club
- Service Club
- Church
- Other: _____

Event Details

Name of Event: _____

Anticipated Date of Event: _____

Location of Event: _____

Event Outline

How will the funds be raised?

- Pledges
- Silent Auction
- Live Auction
- Ticket Sales
- Donations
- Product Sales
- Other: _____

Is the event limited to a particular audience group? (Yes or No) _____

If yes please describe: _____

Will this be an annual event with proceeds to Mission Services of London every year? (Yes or No) _____

Please share with us any additional comments or information: _____

Where would you like to direct your gift?

- Undesignated – highest priority needs at any branch
- Any high priority need at specific branch: AO MM RH CMHP QWH STORE
- Capital project at a specific branch: AO MM RH CMHP QWH STORE

Which capital project? _____

Other (please describe intended use of gift): _____



Organizer Details

First Name: _____ Initial: _____ Last Name: _____

Title: _____

Organization Name: (complete if event is being organized by a business/organization)

Home Address: (complete if organizer is an individual)

Street: _____

City: _____ Province: _____ Postal Code: _____

Business/Organization Address (complete if event is organized by a business/organization)

Street: _____

City: _____ Province: _____ Postal Code: _____

Phone Numbers:

Home Phone: _____ Preferred

Cell Phone: _____ Preferred

Biz Phone: _____ Preferred

Email Address:

Home email: _____ Preferred

Cell email: _____ Preferred

By my signature below, I confirm that Mission Services of London has my permission to contact me at the above

Home email and/or Biz email for the purposes of sharing inspiring stories, invitations to events, regular updates, giving opportunities and volunteer openings.

Organizer Signature: _____



Mission Services of London Involvement

Do you require a Mission Services of London (MSL) representative at your event? (Yes/No): _____

How many representatives? _____

Time of MSL representative arrival: _____ Length of time requested: _____

Dress code for event (if any): _____

Representative role/responsibility: _____

Will there be a cheque presentation? (Yes/no, when?) _____

Speaking opportunity/speech (yes/no): _____ Length of speech: _____

*Please note that we will make every effort to have an MSL representative at your event if requested; however, we cannot always guarantee attendance of staff/volunteers.

Promotional Material Requested

Banners	Yes/No	Qty:
Posters	Yes/No	Qty:
Brochures	Yes/No	Qty:
Newsletters	Yes/No	Qty:
Donation Cards	Yes/No	Qty:
Other (please specify): 		

*Please indicate when you require these items? (Day of event or prior to event – specify date and time):

Additional information or comments:

