



## THIRD-PARTY FUNDRAISING EVENT GUIDELINES AGREEMENT/PROPOSAL

Thank you for your interest in hosting an independent third-party fundraising event in support of Unity Project for Relief of Homelessness in London (Unity Project). We are grateful for your efforts to raise funds and generate awareness of our organization's mission.

A Third Party Fundraiser is any fundraising initiative brought forward by an individual(s), community group, service club, or business external to Unity Project - 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 Unity Project.

We appreciate the 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.

Unity Project requests that you complete the Event Proposal (below) or use an alternate format that covers the same areas. Please allow an adequate amount of time for our review. If approved, we will provide a Letter of Agreement- which may be shown to potential donors, sponsors, and volunteers – and provide you with our branding package which will give you access to our logos, links and helpful language describing our cause to your audience.

Please review and sign the EVENT GUIDELINES AGREEMENT complete the PROPOSAL and submit to:

Development Director – Silvia Langer  
Unity Project for Relief of Homelessness in London  
717 Dundas Street, London ON N5W 2Z5  
E: [slanger@unityproject.ca](mailto:slanger@unityproject.ca) T: 519-433-8700 ext. 201

## I. UNITY PROJECT – THIRD PARTY EVENT GUIDELINES AGREEMENT

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### **Proposal:**

- Complete the Event Proposal (below) or use an alternate format that covers the same areas. If approved, we will provide a Letter of Agreement and Branding Package.

### **Planning and Promotion:**

- The third-party organizer(s) agree to underwrite all costs associated with their event. Unity Project has no financial responsibility for your event and shall incur no costs.
- We may be able to provide guidance or advice on event planning, if required.
- We cannot provide or share lists of information pertaining to donors, volunteers, or media contacts. Contacting and managing media is responsibility of the third-party organizer(s). We ask to be apprised of any media requests or coverage that takes place and to be tagged in promotions and coverage.
- We ask that all marketing materials – printed and electronic – be reviewed by us prior to your printing/publishing and distribution. Please obtain the Unity Project 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 or fundraising policy.
- We cannot guarantee promotion of your event on Unity Project social media channels.
- We cannot guarantee that representatives from our organization will attend or participate in your event.
- Due to privacy concerns, we cannot arrange for current or former UP participants to speak at or attend your event.
- Unity Project’s logo may not be altered in any way. The name “Unity Project” should not be used in a manner that might suggest that Unity Project is sponsoring the Event (e.g. “Unity Project’s Bake Sale”). Instead, the organization’s name may be used in a second line identifying the relationship (e.g. “Bake Sale, *benefitting* Unity Project for Relief of Homelessness”).

### **Liability and Cancellation:**

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

### **Finance, Tax and Recognition:**

- To ensure that the Event Organizer and Unity Project are not subject to controversy in regards to the Event, the Event Organizer may not be compensated for its work relating to the Event, and may only be reimbursed for actual expenses it incurs with third parties. Accordingly, unless the event application specified a different percentage and was approved, *100%* of net proceeds (event gross revenue minus expenses) from the Event must be donated to Unity Project or Unity Project and other named charity or not-for-profit recipients. Unity Project may consider events where e.g. 100% of proceeds from some distinct portion of an event benefit Unity Project providing the distinction is clear in marketing and communications.
- The third-party organizer(s) agrees to handle all monetary transactions for the event and to present the proceeds to Unity Project within 30 days of completion or as agreed to in writing. Preferred payment method is a cheque payable to “Unity Project” and other forms of transfer can be discussed.
- When donating a portion of the net proceeds from your event rather than the full amount, the amount should be stated on the proposal form as a percentage of proceeds or a specific dollar amount.
- Tax receipting will be discussed and appended to your proposal upon approval.
- The third-party organizer(s) agree to discuss recognition of their event, and provide any photos.

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Signature for Agreement

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Name (please print)

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Date DD/MM/YYYY

**I. UNITY PROJECT - THIRD PARTY FUNDRAISER PROPOSAL INFORMATION**

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**Organizer Category**

- Individual     Business     School     Community/Sport/Social Club-Association  
 Service Club     Church     Non-Profit     Other: \_\_\_\_\_

**Organizer Details**

Organization Name (if any): \_\_\_\_\_

Address : \_\_\_\_\_ City: \_\_\_\_\_ Prov: \_\_\_\_\_ Post Code: \_\_\_\_\_

Website : \_\_\_\_\_ Social Media Handles: \_\_\_\_\_

Principal Organizer/Treasurer (1)

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

Principal Organizer/Treasurer (2)

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

**Event Details**

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

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

Event Description: \_\_\_\_\_

\_\_\_\_\_

Event Facebook-Instagram-Twitter-TikTok: \_\_\_\_\_

**Event Outline**

How will the funds be raised (check all that apply)?

- Pledges     Silent Auction     Live Auction     Ticket Sales     Product Sales  
 Other (describe): \_\_\_\_\_

Is the event limited to a particular group? (if yes, describe) \_\_\_\_\_

Annual event or one-time event? \_\_\_\_\_

How much money do you expect to raise? \_\_\_\_\_ % of net proceeds to benefit? \_\_\_\_\_

How will benefit proceeds be determined? \_\_\_\_\_

\_\_\_\_\_

**Sponsorship and Beneficiaries**

Please list any other beneficiaries: \_\_\_\_\_

Please list any targeted sponsors: \_\_\_\_\_

**Unity Project Involvement**

Do you require/wish Unity Project representative(s) at your event? (Yes/No/If Possible): \_\_\_\_\_

How many representatives? \_\_\_\_\_

Representative role/responsibility: \_\_\_\_\_

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

Speaking opportunity/speech (yes/no): \_\_\_\_\_ Length of speech: \_\_\_\_\_

Dress Code (if any): \_\_\_\_\_ Arrival Time: \_\_\_\_\_

\*Please note that Unity Project cannot guarantee staff/ volunteer representation at third party events. We will make every effort and let you know after reviewing proposal if it is possible.

**Promotional Material Requested**

|                         |        |      |
|-------------------------|--------|------|
| Pop-up Banners          | Yes/No | Qty: |
| Brochures               | Yes/No | Qty: |
| Donation Cards          | Yes/No | Qty: |
| Other (please specify): |        |      |

\*Please indicate when you require these items, for what duration, if you will pick-up and return any supplies? (Day of event or prior to event – specify date and time):

\_\_\_\_\_

Additional information or comments:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_