

# 360° OF GIVING

Small circles.  
Big hearts.  
Lasting impact.



Easy ways you can raise money  
to support CMHA Niagara.



Canadian Mental  
Health Association  
Niagara  
*Mental health for all*

Association canadienne  
pour la santé mentale  
Niagara  
*La santé mentale pour tous*

Strengthening mental wellness in our community

# Someone in your circle needs our help.

## What is a third party fundraiser?

Third party fundraisers are events or initiatives organized by an individual, company or company organization that is not an official CMHA Niagara event but benefits the work we do, the people we support and the programs we offer. Third party fundraisers are an important resource for raising funds and increasing awareness of CMHA Niagara.

Acting independently and with CMHA Niagara's approval and support, third party events help us to expand, enhance and sustain our services to meet the needs of Niagara residents. We require the financial support of those who believe in our work and recognize the importance of ensuring mental health and addictions services are available to every member of our community.

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For more information about third party events please contact us:

CMHA Niagara  
264 Welland Avenue, Suite 103  
St. Catharines, ON L2R 2P9  
Tel: (905) 641-5222, Ext. 2644  
Email: [kmarazzo@cmhaniagara.ca](mailto:kmarazzo@cmhaniagara.ca)

## We are helping someone you know.

*In any given year, 1 in 5 people in Niagara will personally experience a mental health condition or illness. The other 4 people will love, work with or care for someone with a mental health concern. CMHA Niagara is here to support our local community and the person in your circle who is impacted.*

### MISSION

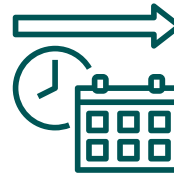
Our purpose is to strengthen mental wellness in the Niagara community.

### VISION

A Niagara where mental health is recognized, supported and optimized.



**7,830**  
individuals served



**1,298**  
long term



**6,532**  
brief



**8,526**  
additional individual telephone interactions

CMHA Niagara receives funding from several sources including Ministries, United Way and various grants. These funding agreements are specific to particular program intentions and do not always cover the full costs of providing these programs. In order to expand, enhance and sustain our services to meet the needs of Niagara residents, we require the financial support of those who believe in our work and recognize the importance of ensuring mental health and addictions services are available to every member of our community. Third party fundraisers support:

#### IMMEDIATE ACCESS TO CONNECTIONS

Increasing the availability of programs like Urgent Support, COAST, Safe Beds and the Mobile Crisis Rapid Response Team (MCRRT).

#### COMFORT AND SAFETY

Providing basic needs like housing, food, clothing, transportation and hygiene essentials.

#### QUALITY AND CAPACITY BUILDING

Supporting the development of volunteers and staff to ensure services are delivered effectively for community mental wellness.

#### SUPPORT FOR YOUTH

Expanding opportunities and meeting the unique needs of youth for connection and recovery to support young adults in living their best life.

# How we can support your fundraising efforts

We are in the business of supporting people and that extends to you! From helping you form your initial idea to supporting your planning and donor follow up, we look forward to working with you in support of strengthening mental wellness in Niagara.

Depending on your idea, here are some ways we can help:



## Planning

Access to a member of our CMHA team who can help answer questions, provide fundraising and planning support and work with you to ensure your idea aligns with our organizational values and our community.



## Implementation

We can provide fundraising tools such as pledge forms, donation cards, planning checklists, custom online fundraising pages, social media graphics and more. We may also be able to assist with lottery license applications. Let us know what you need!



## Promotion

You will have access to our CMHA logo and materials to support your fundraising efforts including brochures, contact cards and statistics to help you convey the message of strengthening mental wellness in Niagara. Depending on your event, there may also be additional opportunities for social media shout outs and promotion on our website.



## Post Event

You will be responsible for ensuring your supporters are thanked and donations are submitted to CMHA Niagara. We are here to help and can provide you with some information to help show and share your thanks. We will also issue any required tax receipts for donations.



### **Bring the community together**

Organize a bbq, car wash, lemonade sale, bake sale, garage sale, walk-a-thon, run, ride, race, etc.

### **Turn your passion into a purpose**

Host a yoga class or hiking group by donation, plan a kayaking event, organize a dinner, etc.

### **Challenge yourself**

Collect pledges to try to break a record, swim across a lake, climb a mountain, etc.

### **Challenge others**

Host a tournament in any number of activities from golf to ping pong.

### **Ask friends and family for their support**

Ask people to donate to CMHA Niagara in honour of your birthday or wedding or other special milestone

Inspire giving in your workplace with casual days by donation or a corporate matching program.

Leverage your network with retail or restaurant campaigns that give partial proceeds from an item in your store or an item on your food menu to CMHA Niagara. You can also ask customers if they would like to add a small donation to their total.



# Bright Ideas

- Auction
- Arts and Crafts Show / Sale
- Bake sale
- Balloon pop
- Battle of the bands
- Benefit dinner
- Bbq
- Bingo night
- Birthday party with a purpose
- Book sale
- Bowling tournament
- Breakfast with \_\_\_\_\_
- Brown bag lunch day (bring in own lunch and donate money you would have spent)
- Casino night
- Cocktails for a cause
- Car wash
- Carnival / festival
- Comedy night
- Concert / play
- Concession stand
- Craft sale
- Cut-a-thon
- Date auction
- Dinner party
- Donations in lieu of gifts
- Donut days
- Email invitation to donate
- Face painting
- Fashion show
- Fifty-fifty draw
- Fishing derby
- Flower sale
- Game night (entrance fee)
- Garage sale
- Garden tour/party (donate to attend)
- Golf tournament
- Grand opening
- Holiday party
- Ice cream social (donate to attend)
- Kick ball / soft ball tournament
- Lawn service / snow removal (fee to donation)
- Loonie/twoonie drives / money jars
- Monthly giving campaigns
- Movie night (donate to attend)
- Pet wash
- Pledged events
- Photo outing
- Poker tournaments
- Proceeds from sales
- Raffle
- Rummage sale
- Run/walk/ride
- Scavenger hunt
- Spaghetti dinner
- Sporting events / tournaments
- Tailgate party
- Ticketed event
- Traditional gala event
- Tupperware / product parties
- Wii tournament
- Wine tasting
- Wishing well (set up at work, school, business)
- Work department challenge
- Work event
- Holiday hampers – make them\*See needs list)



# Steps for success

1. Choose your event idea: what type of event do you want to host? Where will the funds be designated (i.e. immediate access to services, youth support, where the need is greatest)? Who can help you organize the event? How much time can you put towards this work?
2. Contact CMHA Niagara to 'register' your event: Call our Fund Development Coordinator at (905) 641-5222, extension 2644 or visit our website to download our application form and submit it.
3. Pick a date, time and location for your event: Decide where and when you will hold your event. Pick a back-up location and date if necessary.
4. Create a budget: Determine a fundraising goal, and ensure that your event revenue and expenses will support you meeting this goal. We are happy to discuss ways you may consider increasing your fundraising.
5. Create a work plan and timeline and set deadlines for tasks: A thorough plan will make hosting your event that much easier and more enjoyable. Don't forget to designate tasks to team members, you can't do it all alone. (See our helpful checklist)
6. Promote your event: Make sure to find ways to get the word out about your event. We can help!
7. Enjoy your event: The day of the event, make sure you take time to enjoy all the hard work you have dedicated to its success.
8. Share your success: You've done a great job, so share your news. Make sure to let event attendees and supporters and sponsors know of your success. Arrange for a photo with CMHA Niagara representatives to include in a media release about the events success.

## Event Planning Checklist

### Before your event

Brainstorm ideas – refer to our event ideas to help get you started

Consider any possible safety or legal issues and re-plan accordingly (especially during the COVID-19 pandemic)

Determine how many people you'll need to help you with your event and recruit volunteers

Contact us to discuss your event. We are here to help. You can call our Fund Development Coordinator at (905) 641-5222, Ext. 2644 or [kmarazzo@cmhaniagara.ca](mailto:kmarazzo@cmhaniagara.ca). You will be asked to complete the event proposal form and return it to CMHA Niagara before planning gets underway- if possible a minimum of 2 weeks prior to your event.

Find a suitable location

Create a budget plan and set a fundraising goal.

Pick your date and schedule your event

Determine if you need to obtain a lottery or other license. Our office can help.

Promote your event, ensuring all materials with our logo have been approved

### During your event

Ensure volunteers have clear directions and understand their roles

Assign someone to be responsible for handling the donations

Have CMHA Niagara pledge forms on hand to ensure no donation is missed.

Have fun! You're doing a great thing for a great cause so be sure to enjoy yourself.

### After your event

Be sure to thank your donors – we have provided a template to help.

Collect the funds. Provide CMHA Niagara a list of donors and donations so that we can issue tax receipts as applicable. (see more on tax receipting)

Complete the financial summary form and fundraising feedback form

Send your completed forms along with the funds to CMHA Niagara within two weeks of your event

# Fundraising guidelines for third party event organizers

We have created third party event guidelines to highlight roles and responsibilities held by CMHA Niagara and third party event organizers.

## **CMHA Niagara can provide the following:**

- *Use of the CMHA Niagara logo and name (with permission) and provision of appropriate branding images. The event logo must be used with the phrase "proceeds to"*
- *Event listing on our website [www.cmhaniagara.ca](http://www.cmhaniagara.ca) and promotion in our social media channels.*
- *Education and promotional materials*
- *A letter of support, validating the authenticity of the agreement between CMHA Niagara and the third party event*
- *A letter of support, validating the authenticity of the agreement between CMHA Niagara and the third party event*
- *Attendance of CMHA Niagara representatives where appropriate and available*
- *Assistance in applying for raffle licenses for the event.*

## **CMHA Niagara cannot offer:**

- *Funding or reimbursement of event expenses*
- *Sharing of CMHA Niagara mailing lists*
- *Authorization on being included in contracts required for the event*
- *Assistance in applying for other licenses including liquor licenses.*

In order to ensure that CMHA Niagara maintains its commitment to ethical, businesslike and lawful conduct, Third party event rules (attached), apply to all individuals and organizations seeking to support CMHA Niagara through promotions and events.

## **Third Part Events are required to:**

- Be consistent with the mission and values of CMHA Niagara
- Maintain a positive presentation and give CMHA Niagara positive exposure and increased public awareness
- Provide an overall financial net gain to CMHA Niagara operations or programs
- Provide positive marketing / public relations exposure that is pre-approved by CMHA Niagara. Please send content at least 10 business days prior to publication.
- Funds raised by a third party event should be made payable and turned into CMHA Niagara no later than 14 days after the event. It is preferred that all funds raised are deposited into one account and a cumulative cheque is written to CMHA Niagara.

## **CMHA Niagara reserves the right to:**

- Refuse involvement, and the use of its name and logo, in any event that does not meet with its expressed written approval, which is the signed CMHA Niagara Third Party Events form and agreement
- Relinquish support of any third party event that does not abide by the policies, criteria and guidelines set out in this policy, the event agreement form or the CMHA Niagara Third Party Fundraising Event rules, without any liability or obligation.
- Evaluate third party events



# Fundraising guidelines for third party event organizers

1. The Canadian Mental Health Association Niagara (CMHA Niagara) name, logo and/or letterhead may not be used by any individual or organization to solicit prizes, sponsorship, underwriting or cash donations from another organization in order to support the event, promotion or sale. The use of the name of the CMHA Niagara may not be used in any way without written permission. The official logo may not be used without prior written approval from CMHA Niagara.
2. CMHA Niagara will not solicit prizes for your event.
3. The organizer must register the event with CMHA Niagara at least four (4) weeks in advance of the event wherever practicable. This is done using the CMHA Niagara Third Party Events and Promotions Event Proposal Form.
4. An individual, company, or organization may not offer, on behalf of CMHA Niagara, free tickets, advertising, or mentions in the event programs in exchange for cash donations, sponsorships, or underwriting.
5. Contributions to CMHA Niagara are tax deductible less the value of goods and services received. This must be stated on the event invitation or promotion. Items sold at the event are not tax deductible.
6. CMHA Niagara cannot guarantee media coverage (television, radio, or print). Contact with the media about the event or promotion may be made, provided that the host communicates with CMHA Niagara about or regarding contacts or arrangements that are made. CHMA Niagara does not purchase advertising to promote third-party events.
7. CMHA Niagara is not responsible for providing liability insurance for the event. Event organizers shall indemnify and hold harmless CMHA Niagara from liabilities, losses, and expenses arising from the event or promotion.
8. CMHA Niagara cannot serve as the fiscal agent for the event, i.e. the Association will not pay expenses for the event. In addition, event organizers must comply with all local, provincial and federal laws and purchase any necessary permits and licenses.
9. CMHA Niagara cannot guarantee employees and/or volunteers will be available for the event. Requests for staff/volunteer assistance at the event should be made at the time of the proposal.
10. CMHA Niagara reserves the right to approve any additional sponsors which are considered.
11. A financial statement must be presented, along with the proceeds, within thirty (30) days of the event's conclusion. The expenses for the event should not exceed 25% of the total revenue generated
12. Exemptions to these rules may be granted on a case-by-case basis based on the discretion and written consent of the Executive Director of CMHA Niagara.

# CMHA NIAGARA Third party Event Agreement



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

Contact Name		
Organization		
Tel		Website
Email		
Mailing Address		
Venue Address		

Name of Event	Type of Event
Event Date	Event Time

Event Description

Is the event being held in honour or in memory of someone? <input type="checkbox"/> No, it is not. <input type="checkbox"/> honour of _____ <input type="checkbox"/> memory of _____	Details:
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How much do you expect to raise? <input type="checkbox"/> less than \$1,000 <input type="checkbox"/> \$1,000 - \$5,000 <input type="checkbox"/> More than \$5,000	What percentage of proceeds will be donated to CMHA Niagara?
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Is the event Open to the Public <input type="checkbox"/> yes <input type="checkbox"/> no	Will there be a formal cheque presentation? <input type="checkbox"/> yes <input type="checkbox"/> no
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Please outline how you will promote the event and submit copies of the materials to be used.

<input type="checkbox"/> Media – Print	<input type="checkbox"/> Public Relations	<input type="checkbox"/> Brochures	<input type="checkbox"/> Direct Mail
<input type="checkbox"/> Media – TV	<input type="checkbox"/> Paid Advertisements	<input type="checkbox"/> Flyers, Posters & Signs	<input type="checkbox"/> Other
<input type="checkbox"/> Media – Radio			

Why did you choose CMHA Niagara?

Additional Information

I have read and agree to the Third Party Event Agreement and Fundraising Rules.

Name of Applicant	CMHA Exec. Dir.    Tara McKendrick
Applicant Signature	CMHA Signature
Date	Date