



Greater Ottawa

Habitat for Humanity®
Habitat pour l'humanité®
La Grande Région d'Ottawa



Third Party Event Manual

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Purpose of This Manual

This manual is designed to provide you with the necessary tools you may need to create a successful third party event. We have included a series of guidelines, tips, suggestions, and templates that will assist you in putting your event ideas into reality. It should be noted that the content included in this manual is aimed toward helping you organize your event but it is not mandatory you use everything provided. However, certain items such as the event application, raffle and lottery license, and pledge and donation forms are required by Habitat for Humanity Greater Ottawa (Habitat GO) if they are applicable to your event.

If you have any questions regarding the contents of this manual or your event, please contact:

Kristin Harold - Senior Director of Operations & Communications
(613) 749-9950 x 224 kharold@habitatgo.com

What is a Third Party Event?

A third party event is an activity or event organized by any individual, group, or corporation with the intent of raising funds for a specific charity of choice. With the approval from Habitat GO, third party events work toward creating quality awareness about our organization while raising money to help us continue to improve the lives of our community.

Habitat for Humanity Greater Ottawa

Established in 1993, Habitat GO is one of 56 affiliates of Habitat for Humanity Canada. Through the help of community volunteers and generous sponsors and donors, we are able to help families build safe and decent homes in the Ottawa area so they can achieve the strength, stability and independence they need to build a better life for themselves and their families. Habitat promotes homeownership as a means to breaking the cycle of poverty. Habitat GO has partnered with 72 families in need of affordable homeownership and continues to work hard every day to increase the number of people we can assist. Please, carefully read through the contents of this manual and contact us at any point necessary. Habitat for Humanity Greater Ottawa is very thankful for your consideration to organize a third party event and appreciates all efforts taken to help us positively impact more lives.

The following is a list of event ideas to help you get started with your brainstorming!

- Auction
- Bake Sale
- Benefit BBQ
- Benefit Concert
- Boat Cruise
- Bowling Party
- Can/Bottle Drive
- Car Wash
- Coffee House Poetry
- Dance/Walk/Bike/Swim-a-thon
- Dinner Party
- Fashion Show
- Food Sale
- Food Sampling/Wine Tasting
- Game Night
- Gift-wrapping for a charity
- Girls/Boys Night in
- Lemonade Stand
- Movie Night
- Office Olympics
- Penny Drive
- Photo Contest
- Quiz Night
- Seasonal or themed Fair
- Sign a stud for a Habitat build
- Speaker Series
- Sports Tournament
- Super Bowl/Stanley Cup/World Cup Party
- Talent Show
- Used Clothing Sale
- Video game Competition
- Yard Sale



Habitat for Humanity Greater Ottawa Third Party Event Agreement

Habitat for Humanity Greater Ottawa sincerely thanks you for your support and consideration. We hope your fundraising activity will be successful and will assist you any way we can.

Guidelines

Please submit a third party event application no less than four weeks prior to the proposed event. Applicants must reapply for approval for each subsequent future event. We review each application to ensure the activity complements the mission of Habitat GO and enhances the organization's image.

Permission must be given by Habitat GO to use our name/logo in conjunction with your event or promotion. Habitat GO will provide a copy of our logo via e-mail upon request and application approval. All advertising, marketing, and/or publicity that are intended for an external or public audience must be approved by Habitat GO prior to distribution. All public promotional materials should be submitted to Kristin at kharold@habitatgo.ca or faxed to 613-749-8991.

The name of the event must be followed by "In support of", or "Proceeds to" followed by the logo provided by Habitat for Humanity Greater Ottawa. Public material of any kind may not imply that the event is sponsored or co-sponsored by Habitat GO. It must be implied that Habitat GO is nothing but the beneficiary of the event.

It should be made clear to the public how Habitat GO will benefit from the event or promotion. If Habitat GO will not be receiving the entirety of the proceeds then the wording must clearly state that Habitat for Humanity Greater Ottawa is not the sole beneficiary of the proceeds. Habitat GO must be notified if another organization will benefit from this event.

Only non-profit organizations may receive a license for conducting a raffle. As such, a third party cannot conduct a raffle on behalf of Habitat GO without a license being obtained by us first. However, a third party may wish to conduct a "promotional draw" with a suggested donation amount. If however, there was a request made for a free draw/raffle ticket, it would have to be provided (99% of people will pay).

Habitat GO and all related entities are not liable for any injuries sustained by event volunteers or participants related to any event benefiting Habitat GO, and is not responsible for any type of liability involved with your event. Habitat GO unfortunately does not have the resources to provide staff or volunteers to support all third party events. However, there may be some areas where we can assist. Please call Kristin Harold at (613)-749-9950 x 224 for more information.



Habitat for Humanity Greater Ottawa Third Party Fundraising Application

Please complete Parts 1, 2, 3, and 4, and submit the application to:

*Habitat for Humanity Greater Ottawa
 768 Belfast Rd., Ottawa, ON, K1G 0Z5
 Fax to (613)-749-8991 or E-mail to kharold@habitatgo.ca*

Part 1: Contact Information

Contact Person: Title: _____

Organization: _____

Address: _____

Website: _____

Business Phone: _____ Cell: _____

Home Phone: _____ Fax: _____

E-mail: _____

Part 2: Event/Promotion Information

Name of Proposed Fundraiser:

Fundraiser Description (Explain the event and how the funds will be raised):

Date(s) of Event/Promotion: _____ Time(s): _____

Location(s) of Event: _____

What inspired you to organize this event?

Will you require a letter of authorization to validate the authenticity of the event?

YES NO

How many people do you anticipate will participate in your event/promotion? _____

How will you be promoting your event?

Medium	Date of Distribution
<input type="checkbox"/> Newsletters
<input type="checkbox"/> Website/E-Blasts
<input type="checkbox"/> Posters/Flyers
<input type="checkbox"/> Advertisements
<input type="checkbox"/> Media Releases
<input type="checkbox"/> Public Service Announcements (PSA)
<input type="checkbox"/> Other (please provide details):

If possible, would you like your event to be listed on Habit GO's website or included in our newsletters?

Any inclusion would be at the discretion of Habitat GO.

YES NO

What support or assistance would you like from Habitat GO? (If possible)

What kind of volunteer support do you need for the event, if any? Please include: time/shift, description of the tasks, number of volunteers needed, experience required, and any other information that will help us recruit volunteers. We cannot guarantee volunteer support.

NOTE: Please allow **at least one month** for volunteer recruitment at Third Party events.

Will other charitable organizations benefit from this event? YES NO

If yes, please list the organizations and their percentage allocation:

.....

.....

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Note: concluding the approval of your event/promotion, Habitat GO then relies on your donation. Please thoroughly ensure your application is properly submitted to Habitat GO and include **all required paperwork** for tax receipting, within 30 days of collecting funds. Habitat GO is not responsible for any financial losses incurred by third parties in their efforts to raise funds.

Please be advised that by publicly naming Habitat GO as the benefactor of your event or promotion, you are required to donate the proceeds to Habitat for Humanity Greater Ottawa.

Part 4: Assurance

I have fully read, understand, and agree to abide by the preceding guidelines for special events and promotions to benefit Habitat GO.

Name.....

Signature.....

Date.....

PLEASE RETURN ENTIRE APPLICATION TO:

Habitat for Humanity Greater Ottawa
 Attn: Kristin Harold, E-mail: kharold@habitatgo.ca
 768 Belfast Road, Ottawa, ON, K1G 0Z5
 Phone: (613) 749-9950 ext. 224, Fax: (613) 749-8991

For Habitat for Humanity Greater Ottawa use only: Approved..... Not approved.....	
Comments:	
Signature.....	Date.....

Available Resources

Habitat for Humanity Greater Ottawa can provide the following resources to third-party fundraising events:

- Access to Habitat for Humanity Greater Ottawa banner to display at your event
- Habitat GO corporate messaging and/or logo, brochures etc.
- Promotional support through Habitat GO's website, social media channels and e-newsletter
- Advice from Habitat GO's fundraising and event specialists
- Letter of authorization to validate the authenticity of the event or promotion as a fundraiser for Habitat GO
- Habitat GO staff or representative to speak at the event (based on availability and event type)
- Volunteers to assist at the event (based on availability, event type, and location)
- Charitable tax receipts for donors who make a minimum \$20.00 tax-deductible donation to Habitat GO (please review tax receipt guidelines in event agreement section)
- Donation and pledge forms

We do not provide:

- Financial support
- Insurance (liability or other)
- Registration assistance

Promoting Your Event

Creating awareness for your event is very significant to its potential success or failure. Here are some basic ideas you can follow to create publicity for your event through various marketing activities. These are a few of the many tools and techniques you can use and we encourage you to utilize anything else you feel appropriate.

Don't Wait Until the Last Minute!

The earlier you begin your promotion the more time you have to create quality awareness for it. Depending on the scale of your event, we suggest you need at least four weeks to advertise your event. Advertising your event well in advance provides attendants time to coordinate their schedules and relay this information to their own network.

Posters and Flyers

Distributing posters and flyers in areas of prospective event attendants is a great way to ensure awareness and publicity is created for your event. Poster and flyer designs require approval from Habitat GO, so please send it to us prior to distribution. Be sure to include all of the important details of your event so readers will be aware of all relevant information. Place your posters where your audience will be: at work, sports facilities, community centres, schools, colleges, libraries or stores.

Online Promotion

Social media sites such as Facebook, Twitter and Instagram are free and highly effective ways to promote your event. Ask your contacts to share your event details through their social media profiles and discuss it with their friends and family. Look into local online event calendars that are available through local community centres and ask if they will assist you in the promotion of your event. Habitat GO also has several media sites that may be able to assist you in the promotion as well.

Word-of-Mouth

Personal connections can be very effective for your promotion. Notify others of your event and ask for them to tell other potential attendants.

Media

For large scale events you may want to consider sending a press release to local media companies such as newspapers, radio and TV stations. If they reach out to you, provide all the necessary details and motives for the event.

Event Planning Checklist

This checklist can assist you in tracking your event planning. Remember that every event is different and this checklist is intended for reference only.

Before

- o Define the fundraising goal of the event
- o Determine the type of event
- o Examine the legal and safety regulations related to the event
- o Submit your event application a minimum of four weeks prior
- o Obtain the necessary permits and licenses for all activities
- o Book a venue appropriate for the event
- o Choose a date for the event
- o Budget and financial planning
- o Enlist and train volunteers for the day of the event
- o Express interest to Habitat for Humanity Greater Ottawa
- o Promote the event and ensure all materials with the Habitat name/logo have been approved
- o Purchase the décor, food and other applicable supplies for the event
- o Reserve for equipment rentals
- o Source in-kind donations for prizing and other event supplies
- o Draft an event agenda

During

- o Prepare guest list, name tags, extra parking maps, and monitor staff
- o Make logistical arrangements on the delivery of event supplies and catering
- o Display relevant permits
- o Assign someone in charge of donations
- o Secure a representative from Habitat to speak, if necessary

After

- o Collect the funds
- o Follow up with any outstanding payments for venue, equipment rentals, catering, etc.
- o Thank donors and participants
- o Compile your donations and forms and return to us no later than two weeks after the event

Sample Budget Form

EXPENSES

EXPENSE ITEM	EXPENSE AMOUNT	PURCHASE DATE	PURCHASED BY	ADDITIONAL INFO
Venue rental				
Basic Supplies				
Food and beverages				
Staffing				
Parking costs				
Prizes				
Permits/licensing				
Marketing				
Miscellaneous items				
TOTAL AMOUNT				

REVENUE

REVENUE ITEM	UNIT PRICE	NUMBER OF UNITS	TOTAL PAYMENT AMOUNT	ADDITIONAL INFO
Ticket sales				
Prize Revenue				
Donations				
Sponsorships				
Auctions				
Other Revenue				
TOTAL AMOUNT				
NET REVENUE (TOTAL REVENUE-TOTAL EXPENSES)				

Sample Solicitation Letter

Business Name
Address
City, Province, Postal Code

Dear Owner:

I am writing to respectfully request a gift-in-kind donation for **third party fundraiser/event name on day, date at location**. Add any other details about the event here. The funds raised through **event name** will directly support Habitat for Humanity Greater Ottawa (Habitat GO) and its valuable work in our community.

Habitat for Humanity works to mobilize volunteers and community partners to help build affordable housing and promote homeownership as a means to breaking the cycle of poverty. With a vision for a world where everyone has a safe and decent place to live, Habitat GO builds homes for low income, working families living in the Ottawa region. With the generous support of volunteers and community donations, Habitat Go has built and retrofitted a total of 61 homes since it began in 1993. With over 10,000 families still on waiting lists for affordable housing in the Greater Ottawa Area, the need for community support is as strong as ever.

We would be grateful if you could support us by donating **name of requested item, be specific e.g. food, prizes, products etc.** Your thoughtful donation will help us raise important public awareness toward Habitat GO and the need to work together to service and provide for families in need throughout our community.

We will be happy to show our appreciation by acknowledging your business **name or logo on sign, banner, t-shirt etc.** at the event.

Thank you so much for taking the time to consider this request.

I will be following up with you shortly but in the meantime, if you have any questions, please don't hesitate to contact me at **contact email or phone number**.

Sincerely,

Name of Event Organizer
Third Party Event Name

One of a Kind Show
DONATION (NOT PURCHASE)

One-time donation: \$ _____

Donor Name: _____

Address: _____

City: _____ Prov. _____ Postal Code: _____

Email: _____ Tel: _____

Habitat for Humanity Greater Ottawa respects your privacy. We do not sell, trade, rent or in any way distribute your personal information. We use your information to provide services and to keep you periodically informed of our activities including programs, funding needs, special events and opportunities to volunteer or to give. For further information, contact Kristin Harold at **613-749-9950**.

I am paying by (please check one):

- | | |
|---|-------------------------------------|
| <input type="checkbox"/> Cheque enclosed (<i>payable to Habitat for Humanity Greater Ottawa</i>) | <input type="checkbox"/> Cash |
| <input type="checkbox"/> Visa | <input type="checkbox"/> MasterCard |
| | <input type="checkbox"/> AMEX |

Card Number

Name on Card

Expiry Date (mm/yy)

Signature

*At this time, monthly giving is available through credit card. For those making one time contributions Income tax receipts will be issued quarterly whereas monthly contributions will be issued annually. If donors are interested in making pre-authorized monthly contributions or for further tax receipting information contact admin@habitatgo.ca or (613)-749-9950.

- Please list me as Anonymous in your publications.
- My company has a corporate matching program
 Company Name: _____
- I would like more information on making a planned gift to Habitat GO

Return donation form to:

Habitat for Humanity Greater Ottawa
 768 Belfast Road, Ottawa, ON K1G 0Z5
 Attn: Kristin Harold, Senior Director of Operations & Communications
 Tel: 613-749-9950 Fax: 613-749-8991 Email: kharold@habitatgo.com

Thank you for your support!

Charitable Registration # 14029 0735 RR0001

Raffle and Lottery Process – City of Ottawa

Any third party event organizers who wish to raise money via a raffle require a lottery license. Registered charities can apply for the license, which means we must do it internally. It can take several weeks to obtain all the documents.

All raffle proceeds, with the exception of ticket printing costs, must be donated to Habitat for Humanity Greater Ottawa. Organizers are responsible for all costs associated with the raffle including cost of prizes and advertising.

The organizer must:

- Draft a sample ticket (Habitat GO staff will send the design to the Bylaw Department for approval)
- Submit a budget
- Submit bills of sale for all prizes. If prizes were donated, we need documentation of the donation (such as a bill of sale with a zero balance)
- The organizer is required to donate 3% of the prize value to cover the application fees charged by the city at the time of the application

Raffle package to mail to the City's Bylaw Department includes:

1. Raffle Application
2. Cheque
3. Copy of first and last approved ticket (tickets need to be on separate pages)
4. Budget
5. Any other outstanding documents requested by the City.

Other useful information:

- If the raffle prize is over \$10,000 we will need a letter of credit from our bank. This cost is approx. \$250 and takes several weeks. This fee will also need to be paid upfront by the organizers.
- Habitat GO can run as many raffles as we like in one year
- Draws cannot be on the same date

Calculate the maximum revenue and number of tickets to be sold

The number of tickets is dependent on the value of the prize and cost of the tickets. You must offer a prize that is 20% of your expected (maximum) revenue. To calculate this:

1. Find the maximum revenue by:
$$\text{Prize value} \div 20\% = \text{maximum revenue}$$
2. Calculate the number of tickets
$$\text{Cost of each ticket} \div \text{maximum revenue} = \text{number of tickets}$$

Example:

A play house is valued at \$5000 and they want to sell tickets at \$10 each.

1. Find the maximum revenue by:
 $\$5000 \div 20\% = \$25\ 000$
2. Calculate the number of tickets
 $25000 \div \$10 = 2500$ tickets

This play house raffle can sell 2500 tickets at \$10 each and will make \$25 000

An alternative idea to an official raffle is to offer tickets for a suggested donation amount. For example, you could offer tickets for a playhouse at a suggested donation of \$5 each. However, you must be willing to give the tickets to anyone regardless of what they chose to donate for the ticket. These donations for the tickets do not qualify as a tax receipt.

Sample Thank You Letter

Dear Recipient,

Thank you for (attending/supporting/volunteering at) our fundraising event, event name on event date at event location.

Due to the hard work of those who kindly contributed, we were able to raise fundraising amount from the event and X% of the proceeds will be directly donated to Habitat for Humanity Greater Ottawa. These proceeds will work towards building more quality, affordable homes for Ottawa area families in need.

As one of the most recognized international non-profit housing organizations, Habitat for Humanity improves the housing situation for low income families in need somewhere in the world every 5.5 minutes. Since Habitat for Humanity Greater Ottawa began in 1993, 61 homes have been developed in the area through generous community support such as yours.

Your contribution to Habitat for Humanity Greater Ottawa will assist in creating a world where everyone has a safe place they call home.

On behalf of everyone at organization name, we want to sincerely thank you for your contribution and kind support that made event name a success.

Sincerely,

Name of Event Organizer

Third Party Event Name