

## Approval & Compliance

Make-A-Wish® Northern Alberta is very pleased to be the recipient of funds raised by individuals, organizations, or businesses. Those who engage in fundraising activities on behalf of the Foundation via donor events or external events must promote and maintain the positive image of Make-A-Wish. Use of our name and/or logo must have prior approval from our Foundation.

It is the policy of Make-A-Wish not to solicit funds through door-to-door or telemarketing methods. Our Foundation reserves the right to decline participation in any fundraising proposal that does not fall within our mandate.

## Fundraising Proposal Form

Any individual, organization or business wishing to conduct a fundraising event to benefit Make-A-Wish must complete the Fundraising Proposal Application. Applications are approved for a period of 12 months and renewal must be obtained after this time. Approved applicants may utilize an online fundraising platform provided by the Foundation.

## Responsibilities

In an effort to maximize the donation to Make-A-Wish Northern Alberta, the organizer is responsible for all aspects of the fundraising initiative, including but not limited to:

- recruiting and managing volunteers
- event advertising
- press releases
- ticket sales/registrations
- budgeting
- all expenses incurred
- event sponsorship and/or solicitation
- special event/liability insurance/licensing
- processing of auction and other payments

The applicant is responsible for ensuring liability insurances are in place. The sponsoring organization/individual will indemnify and save harmless Make-A-Wish Northern Alberta and its servants, agents, employees, officers and directors from and against all claims, suits and causes of action arising out of the fundraising event.

Event organizers are asked to submit the net proceeds from the event only and take out the direct cost of the event (expenses) prior to forwarding their contribution to Make-A-Wish. Proceeds to the Foundation must be remitted within 30 days of the event.

## Tax Receipts

Make-A-Wish is committed to following all rules and regulations regarding tax receipts set out by the Canada Revenue Agency (CRA). Charitable tax receipts will only be issued in accordance with CRA guidelines.

If tax receipts for your participants are a major consideration in the likely success of your event, please review the tax receipting guidelines and contact Make-A-Wish before you make any final decision regarding your event. Please note that in order to issue charitable tax receipts for the current calendar year, funds and supporting documents must be received in the Make-A-Wish office by December 31st.

## Make-A-Wish can provide charitable tax receipts to donors at third party events under the following circumstances:

1. If donations are collected on behalf of Make-A-Wish, any donation of more than \$100 must be made with a cheque payable directly to Make-A-Wish Northern Alberta. For smaller donations requiring a tax receipt (minimum \$20), the event organizers must submit, along with any funds, a detailed breakdown on a Make-A-Wish donation-tracking sheet with the full name, address, donor signature, and amount to be receipted. A separate cheque in the amount of the total of the receiptable cash donations must be forwarded with the tracking sheet. We prefer not to receive event donations in cash.
2. Charitable tax receipts for in-kind donations (e.g. auction items) will only be issued when the gift is received directly by, and authorized by, Make-A-Wish. Event organizers must contact Make-A-Wish before promising tax receipts on our behalf for in-kind donations. CRA maintains strict guidelines as to what in-kind donations are receiptable and Make-A-Wish adheres strictly to those guidelines, so the final decision to issue a tax receipt rests with Make-A-Wish.

### **Make-A-Wish cannot issue a charitable tax receipt:**

1. To donors, sponsors or organizers who receive value from a donor/external event.
2. For gifts of service. At law, a gift is a voluntary transfer of property. Gifts of services (donated time, skills or efforts) provided to a charity are not property, and therefore do not qualify, according to the CRA, as gifts for the purposes of issuing tax receipts.
3. For the purchase of auction items. If someone purchases an item at an auction, they are considered by the CRA to have received something of value (the item) and therefore a tax receipt will not be issued.
4. For the purchase of a ticket or entrance fee to an event (gala, show, sporting event etc). The purchaser is considered by the CRA to have received something of value (the event) and therefore a tax receipt will not be issued. Make-A-Wish Northern Alberta will not engage in split receipting for events.
5. Tax receipts will not be issued for funds raised through any form of gaming.
6. Sponsorship dollars are not receiptable, as sponsors are considered by CRA to be receiving marketing value in return for their sponsorship.

### **Sponsorships**

All donor/external fundraising events are to acquire their own sponsorships. We ask that you inform us of who you are approaching for sponsorships and donation requests so as to not inadvertently jeopardize an existing relationship that Make-A-Wish already has in place. You may and should recognize any and all sponsors on event materials and signage. They are helping make your event a success. Sponsors are not eligible for tax receipts. They are receiving value for their dollars (tickets, brand recognition etc.) and therefore do not qualify for a tax receipt.

A business acknowledgment letter can be provided to sponsors or other corporate contributors as proof of payment. Most companies claim sponsorships as business or marketing expenses.

### **Gaming Licenses**

Raffles, 50/50s and other prize draws require a gaming license from Alberta Liquor and Gaming Commission (AGLC). Any time a person pays for the chance at a

prize it requires a license. For more information on this go to [www.aglc.gov.ab.ca](http://www.aglc.gov.ab.ca) or contact them directly 780-447-8600. Make-A-Wish Northern Alberta will not obtain gaming licenses for donor/external fundraising events.

### **Publicity & Approval**

All promotional materials such as letters, media releases, posters, etc. that contain our name or marks must first be approved by Make-A-Wish. Promotional materials must state that you and/or your organizations are conducting a fundraising initiative "In Support of Make-A-Wish". All promotional materials electronic or print must clearly state what percentage of net proceeds will benefit the Foundation. Sponsoring organizer agrees to send samples of all materials using the Foundation's name to our office for approval prior to distribution. You are welcome to respond to media inquiries regarding your fundraising activity. However, for all media inquiries regarding Make-A-Wish, we kindly ask that they be referred directly to our office.

### **Right to Withdraw**

Make-A-Wish Northern Alberta has the right to withdraw its name from affiliation with the sponsoring organization or the event if the Board of Directors or Make-a-Wish Northern Alberta determines at its sole discretion that the Event is or will be injurious to Make-a-Wish Northern Alberta or the Marks. Make-a-Wish Northern Alberta may, at any time, withdraw the right to use its name for fundraising or other purposes and the right to conduct fundraising and/or a fundraising event in its name and all such activities shall forthwith cease and be discontinued.

I, \_\_\_\_\_

fully understand and support the policies of Make-A-Wish Northern Alberta. Prior approval must be given before any fundraising takes place.

Name: \_\_\_\_\_  
(please print)

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

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