

Third Party Fundraising Initiatives

Please read this document carefully, initial each page, complete pages 5-6 and return to your YW representative for approval.

Frequently individuals and corporations approach the YWCA Calgary with regard to their intent to raise money or gather gifts-in-kind for the organization. We genuinely appreciate the public's interest in supporting the YW and encourage such activities when they are undertaken in an ethical, accountable and cost effective manner.

Our Work:

The YW believes that healthy women lead to healthy families and a thriving community. The YW is a vital piece of Calgary's social and economic fabric, serving almost 10,000 vulnerable women, children and men each year. Our staff and volunteers are committed to social change and endeavour to create a healthy community by building strength and capacity in women.

Vision statement

Women thriving in a safe and equitable community.

Mission statement

To intervene, empower and lead when and where women need us most.

Over the last 115 years the YW has adapted and evolved to meet the needs of the community. As we look to the future, the YW and its employees aspire to be: a catalyst to a city sensitive and responsive to the real needs of women; a leader in ending family violence and poverty; and a work place of choice for people committed to measurable impact. These are exciting times at the YW as we redefine our role in supporting women, when and where they need us most.

Guiding Principles:

The following guiding principles must be adhered to with respect to Third Party Fundraising Initiatives:

1. The YW will not allow its name to be used in conjunction with any partner or activity that is in conflict with our Mission and Vision Statements or that the public would perceive negatively.
2. The YW has a responsibility to ensure that Third Party Fundraising Initiatives are highly ethical, accountable and provide full consumer disclosure.
3. We will discourage programs that are likely to erode existing funding to the YW.
4. Third Party Fundraising Initiatives should not place an unreasonable demand on YW staff resources, financial resources and/or volunteer resources.
5. All messaging involving the YW and all materials using the charity's name must be submitted for approval to the YW prior to use.

Ethical Guidelines:

Third Party Fundraisers:

- ✓ shall disclose all potential and actual conflicts of interests
- ✓ shall not exploit any relationship with a donor, prospect, volunteer or employee for the benefit of personal gain
- ✓ shall comply with all applicable local, state, provincial, federal, civil and criminal laws
- ✓ shall take care to ensure that contributions are used in accordance with the stated intentions of the fundraising initiative
- ✓ shall take care to ensure proper stewardship of funds raised, including tracking and recording of funds
- ✓ shall not disclose privileged or confidential information to unauthorized parties
- ✓ shall adhere to the principle that all donor information created by, or on behalf of, the YW is the property of the YW and shall not be transferred or utilized except by the YW
- ✓ shall give donors the opportunity to remain anonymous
- ✓ shall, when stating fundraising results, use accurate and consistent methods to be accountable

Tax receipting:

- The governing body in Canada is the Canada Revenue Agency (CRA).
- A donation is a voluntary transfer of property (cash or gifts-in-kind such as goods, land, or securities) to a registered charity.
- Donations are made to the YW Calgary.
- Gifts of services are *not* considered property and do *not* qualify as a donation.
- The YW Calgary issues tax receipts for donations of \$20 or more.
- Tax receipts are issued for the year in which the donation was made. For example: Donations received in 2025 will be issued a 2025 tax receipt. Donations received after Dec. 31 2025 will typically be issued a 2026 tax receipt.
- To provide a tax receipt the YW needs complete contact information including full name, address, phone and email.
- Sponsorship by a company or business does not qualify for a tax receipt as the sponsor receives something (advertising, media coverage, etc) in return. However, a business receipt that can be used as a marketing expense is provided.
- CRA has very strict rules on issuing tax receipts for the donation of auction items. It is strongly recommended that the donor “write off” the donation as a marketing expense.
- In certain circumstances the YWCA will approve a cheque exchange to balance the expenses of your event. Please contact your YWCA representative for more details prior to the start of your event.

Raffles/50-50 Draws:

- Alberta Gaming and Liquor Commission (AGLC) is the regulatory body for gambling and liquor licenses (including casino, raffle and lottery licenses) in Alberta.
- If you are thinking of holding a raffle or 50/50 draw please contact your YW representative.
- All gambling is illegal:
 - The *Criminal Code of Canada* says that, *“Everyone is guilty of an indictable offence and liable to imprisonment...”* who conducts or manages or participates in a scheme by which, on the payment of consideration, a person becomes entitled to receive money or property on the outcome of a game of chance or a game of mixed skill and chance.
 - The *Criminal Code* however provides specific and limited exceptions. *“it is lawful for a charitable organization, pursuant to a license issued by a province... if the proceeds from the lottery scheme are used for a charitable object or purpose.”*
- As per AGLC: A license is required if a gaming event contains the following three elements:
 1. Consideration (payment)
 2. Chance (opportunity to win a prize)
 3. Prize
- Discuss with your YW representative AGLC policies and procedures, license applications, having a YW representative attending your event, etc.

Door-to-door solicitations:

- * Please clearly state on your application if you or a member of your team is planning on door-to-door solicitations.
- * Your YW representative will then discuss identification requirements, training and communication requirements.

Gifts-in-kind:

The YW gratefully accepts the following items:

- Gift Cards
- Calgary transit adult tickets
- Recreation and event passes

These items are very much appreciated and are always in demand.



At times, the YW experiences a serious shortage of certain items. Please refer to our website for an updated WISH LIST or discuss your gift-in-kind drive with your YW representative prior to your event/initiative.

<http://www.ywcalgary.ca/how-to-help/>

Original sales receipts must be attached in order for the YW to issue a charitable tax receipt.

How the YW can support you:

Once the YW has received and approved your Third Party Fundraising Initiative, you will be provided with:

- ✓ YW Logo in eps, jpg and pdf format
- ✓ YW Donation form (please print additional copies as required)
- ✓ YW print materials/flyers/brochures as required

Your YW representative will also discuss with you the opportunity to have a representative of the YW attend the event and if appropriate, say a few words on behalf of the YW.



Third Party Fundraising Plan

Contact info:

Name: _____ Position: _____

Corporate/Group Name: _____

Phone: _____ Cell: _____

E-mail: _____

Website: _____

Address: _____

City: _____ Prov. _____ PC _____

1. Title or name of your proposed event/initiative:

2. Date(s): _____ Time: _____

3. Venue: _____

4. What is/are your fundraising goal(s)? _____

5. Fees/Expenses associated with hosting the event: _____

6. Description of event/initiative: _____

7. How will the funds be generated? *(Include comments on how these donations will be tracked internally)* _____

8. How will the fundraising initiative be promoted? _____



9. What wording will be used to promote the initiative? _____

Reminders:

All messaging involving the YW and all materials using the charity's name must be submitted for approval to the YW prior to use.

Communication regarding the initiative should be as clear as possible such that members of the general public fully understand the relationship between the third party fundraiser and the YW, and such that they understand exactly how money is being raised; for example "\$1.00 from the sale of every T-shirt" is preferred over "proceeds from every shirt."

10. When will the proceeds be transferred to YW? _____

11. Other comments or attachments: _____

I agree to adhere to the guiding principles and the ethical guidelines as described above:

Signature

Date

Please read this document carefully, initial each page, complete pages 4-5 and return to your YW representative for approval.

For further information please contact:

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