

Guidelines for Third-Party Fundraisers & Other “Charity of Choice” Activities

Do you or your organization want to raise funds and awareness for an amazing cause in your community? Why not host an event or activity in support of Birchway Niagara? You will be providing safe shelter and many other forms of help to the hundreds of women and children who walk through our doors each year. **Thank you.**

While Charity of Choice partners take full responsibility for any events that they host on our behalf, we promise to do our best to promote and support events which are sensitive to our mission and that are motivated by a genuine desire light the way to a future that is free from abuse.

OUR MISSION

We will be a shoulder to lean on, a voice to advocate for, a space to feel safe in, an ally to trust, a guide to navigate, and a counsellor to heal for everyone affected by abuse of all forms.

CHARITY OF CHOICE GUIDELINES

When you host a Charity of Choice event or activity, we ask that you respect the following guidelines:

- Please submit the “Host an event” form on our website. Our Fundraising and Events Manager will follow up with you to discuss your activity and, how your idea supports our mission, and will discuss ways that we can help promote your efforts.

- Please make sure to include any businesses or organizations you are planning to contact for sponsorship or other forms of support (e.g., silent auction items) on your application. This ensures that we are not duplicating requests for support.
- Please ensure that you have the approval of Birchway Niagara before including the agency's name, logo, or related images on promotional materials for your event or activity (e.g., brochures, flyers, posters, social media, website, print advertisements) and that you follow the brand standards guidelines on our website when using our assets.
- Birchway Niagara encourages you to provide the agency with promotional materials for review prior to publication in print or online to ensure that logos and other symbols of the agency are being used in a way that meets these guidelines.
- If you are soliciting financial donations on behalf of Birchway Niagara, please keep in mind that a donation is considered tax-deductible *only* when it is made directly to our agency and without benefit to the donor. If you have any questions about tax receipts, please contact 905-356-3933 ext. 241.
- If you are raising funds, please indicate the terms of the donation Birchway Niagara can expect from the event or activity (e.g., 50% of profits, a one-time donation of \$1000, or all proceeds).
- Digital and print marketing and public relations materials related to the event or activity should be transparent, allowing participants/donors have the opportunity to clearly understand what percentage of their donation, ticket price etc. will benefit our charity.
- Please refer any members of the media who would like further information about our agency to the Birchway Niagara development office, or direct them to the Media Relations section of our website.
- If you are hosting a 50/50 draw, lottery or raffle, please contact 905-356-3933 ext. 241 with the details so our Fundraising and Events Manager can apply for a lottery license for your event. Please provide a minimum of two weeks' notice to

allow for the application process. Further information about raffle licensing can be found on the [Alcohol and Gaming Commission of Ontario website](#).

- Birchway Niagara respects donor and client privacy. Unfortunately, we cannot provide donor or client information to third parties to help in the promotion of their event.

Thank you!

We could not support survivors of domestic violence without the support of community members like you.