

Third Party Fundraising Events		
1.	Purpose	The purpose of this document is to provide guidelines around Pride Toronto's engagement with third party organizations wishing to hold a fundraising event with Pride Toronto as the beneficiary. The audience for this document is Pride Toronto staff, board and volunteers.
2.	Values	These standards are intended to enhance public confidence in the integrity of Pride Toronto and its partners. This policy is intended to represent transparency, fairness, and equality.
3.	Scope	This is policy is for WorldPride 2014 only and should be re-evaluated in advance of the 2015 Pride festival.
4.	Definitions	<p><u>Third Party Fundraising:</u> An external fundraising activity run by outside supporters whose net proceeds, in whole or in part, are directed to Pride Toronto</p> <p><u>LGBTTIQQ2SA</u> LGBTTIQQ2SA is an acronym used to represent a broad array of identities such as, but not limited to, lesbian, gay, bisexual, transsexual, transgender, intersex, queer, questioning, two-spirited, and allies.</p>
5.	Policy Guidelines	<p>5.1 Requirements of third party event organizers Third party fundraising event organizers must:</p> <ol style="list-style-type: none"> 1. Align with Pride Toronto and WorldPride 2014 Toronto's mission, vision and values, and Human Rights Framework, which include the City of Toronto's Anti-Discrimination Policy. 2. Use messaging and language that strives to be inclusive and reflect human rights principles and values. 3. Strive to use marketing visuals that reflect the diversity of race, culture, religion, sexuality and abilities of LGBTTIQQ2SA communities. 4. Strive to use marketing outreach that is inclusive of communities who have traditionally not been participants of Pride Week in Toronto. 5. Use event spaces that are accessible to all people, and ensure their activities do not exclude any person due to unnecessary barriers. <p>5.2 Requirements of Pride Toronto Pride Toronto agrees to the following:</p> <ol style="list-style-type: none"> 1. Confirmation that the request for Third Party Fundraising status has been received, within 14 days of receipt. 2. Confirmation that the event meets the requirements of this policy and guidelines within 30 days of receipt. 3. Maintain an official list of fundraising events and organizers 4. Make information of official events received public <p>5.3 Consequences for breaching this policy An individual or group who is in breach of this policy can be subject to an investigation, at the discretion of the Board or Executive Director. Consequences of breaching this policy may result in one or more of the following actions:</p> <ol style="list-style-type: none"> i. a verbal or written warning; and/ or ii. dismissal; and / or iii. litigation and / or

		iv. Or other action as deemed appropriate by Organization
6.	References	i. Pride Toronto Mission, Vision and Values ii. WorldPride Mission, Vision and Values iii. WorldPride Human Rights Framework
7.	Appendices	i. Third Party Fundraising Events - Overview for Event Organizers
8.	Approval & Responsibility	i. This policy shall be reviewed by the Board of Directors at the conclusion of WorldPride 2014 Toronto to assess the effectiveness of the policy in achieving the purpose set out in Section 1 as well as comply with municipal, provincial and federal laws and regulations, as may be amended from time to time. ii. Concerns and / or questions about this policy can be directed to the Executive Director. This policy shall be amended only by resolution of the Board of Directors through review and recommendation of the Board of Director.
9.	Approval Dates	This policy was approved on: 25-Apr-13 This version takes effect from: 26-Apr-13 This policy will be reviewed by: 28-Feb-15

Third Party Fundraising/Events Selection Process

This is a process administered by Pride Toronto staff, which has discretion to add, remove or edit any of the guidelines, within reason, based on the details of proposed event.

Candidates

Candidates for the program may come from a number of sources, including, but not limited to:

- An organization looking to be involved with Pride Toronto or WorldPride 2014 Toronto.
- Applications through the Affiliate Events Program.

Considerations

Considerations might include, but are not limited to:

- The size of the event
- Number of attendees
- Whether the event is ticketed
- Whether the event is public or private

Selection

Applications will be sent to the Director of Development, who will make recommendations to the Executive Director.

The Director of Development and the Executive Director will consider all proposed third party fundraising events by the criteria outlined in this document.

When assessing potential third party fundraising events, the aforementioned will consider the following:

- What is being asked from Pride Toronto staff, committee and board members
- How well the organization or individual's proposed event aligns with the Pride Toronto and WorldPride 2014 Toronto mission, vision and values, including mindfulness of human rights issues and accessibility
- The appropriate benefits to be included in the agreement
- Financial costs and benefits to Pride Toronto, including effects on other revenue sources and opportunities

The Executive Director will make the final decision to approve a third party fundraising event.

5.2 Guidelines

1. Benefits and status of third party fundraising events are only valid for the year in which they are held.
2. Official fundraising events must not conflict with any Pride Toronto fundraising or other events, or fall within a period of two weeks either side of the Pride Toronto event.
3. Pride Toronto must receive a minimum audited 20 per cent of the door revenue (a figure not to be shared publicly), subject to reasonable negotiation.
4. Pride Toronto may negotiate the activation of in-kind media space for advertising.
5. For fundraising events gearing towards WorldPride 2014 Toronto, the use of any WorldPride branding is strictly limited to the lead-up to the WorldPride 2014 festival and may only be used for historical purposes after June 29, 2014.
6. Branding and approved use of Pride Toronto and/or WorldPride 2014 Toronto branding is offered on a per event basis, and may not be used for any other event before or after.
7. All event advertising and marketing materials must be approved in writing within ten [10] business days by Pride Toronto, prior to release.
8. The third party fundraising event organizer may be required to carry a \$2M general liability insurance policy and Pride Toronto MUST be named as an additional insured.
9. If organizations would like a Pride Toronto representative at their event, they will be required to provide tickets.
10. All organizations interested in holding a third party fundraising event must complete an application form and submit it to Pride Toronto's Director of Development at least twenty-one [21] days before the event.
11. When promoting an event, all third party organizations may only reference "WorldPride" in the following way, "...in support of WorldPride 2014 Toronto".

5.3 Benefits

Organizations interested in holding a third party fundraising event may be eligible for some benefits. These include, but are not limited to:

1. Use of official WorldPride 2014 Toronto and Pride Toronto logos to promote the event.
2. Promotion of event through Pride Toronto social media channels.
3. If an event raises a minimum net of \$2,000, then Pride Toronto will waive the Affiliate Event fee for an event held during the Pride Festival in the same year the fundraising event is held, upon receipt of the donation funds. The Director of Development has discretion around waiving Affiliate Event fees for small community and not-for-profit organizations.
4. Pride Toronto will publish a list of official fundraising events on its website, as well as in other promotional material, if appropriate.



Pride Toronto
Third Party
Fundraising Events
Overview for Event Organizers

Version 2
March 5, 2013



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About Us

Thank you for your interest in hosting a third party fundraising event on behalf of Pride Toronto. Your contribution will help Pride Toronto further our mission: to celebrate the history, courage, diversity and future of Toronto's LGBTTIQQ2SA communities. We are most grateful for your support.

Pride Toronto is a not-for-profit organization that produces the Pride festival – one of Canada's premier arts and culture festivals, the largest Pride festival in Canada, and one of the world's three largest and most influential celebrations of queer expression. We are a volunteer-driven, community-based organization, composed of a volunteer Board of Directors, Volunteer Teams, Weekend Volunteers, and Staff – each working on separate but overlapping components of the Pride Festival.

Money raised by Pride Toronto is invested into Pride Festival programs – the presentation of queer and queer-positive artists, community grants, and our International Grand Marshall program which brings to light the struggles for equality and fights for justice happening around the world.

Most Funding for Pride Toronto is received through government grants, corporate sponsorship and community-based fundraising, including fundraising carried out on our behalf by third party individuals and organizations.

Overview and Guidelines

Thank you for supporting the Pride movement by choosing to host a third party event. Pride Toronto defines third party fundraising as:

An external fundraising activity run by outside supporters, whose net proceeds, in whole or in part, is directed to Pride Toronto.

Please review our guidelines below before planning your event.

Third Party Organizers Must:

- Register for this event by completing the Third Party Event Proposal Form and submit it to Pride Toronto prior to planning or publicizing the event
- Provide proof of insurance to Pride Toronto, if requested
- Provide proof of necessary licenses or permits, if requested
- Submit all event materials containing the Pride Toronto logo or the WorldPride 2014 logo to Pride Toronto for approval before printing or publishing online
- Be responsible for funding or reimbursement of event expenses, organizing and running the event

Pride Toronto may be able to provide the following:

- Letter of approval, confirming your event is registered with Pride Toronto
- General advice and guidance to help you plan and run a successful event
- Listing of event on organizational website
- Listing of event through social media channels
- Materials, representatives or speakers
- Recognition of your support

Pride Toronto cannot provide the following:

- Funding or reimbursement for event expenses
- Corporate sponsors for your event
- Special event permits and licenses

NOTE: Pride Toronto will NOT be responsible for any legal or financial liability howsoever caused before, during, or after a third party fundraiser.

General Questions

What if I have event expenses to pay for?

Unfortunately, Pride Toronto does not have the resources to cover third-party event expenses. The best way to cover event expenses is through event cover charges, auction proceeds or sponsorships, as these are not considered charitable donations. All general monetary donations made payable to Pride Toronto cannot be used to cover expenses.

How can we ensure large amounts of cash are delivered safely to the Pride Toronto office?

Please contact Pride Toronto to discuss possible options. If you must send the contribution in by mail, please do not send cash. Instead, send a cheque to cover the total amount along with complete contact info for all contributors so they can be properly recognized.

Can I approach Pride Toronto sponsors for support?

Pride Toronto sponsors are already committed to helping us make Pride happen through their current agreements with us, and therefore we ask that you do not approach our major sponsors with further requests. You may have better success securing sponsors by approaching local businesses and using personal connections.

Does Pride Toronto offer any branded marketing materials?

Once we have received your third party event proposal form, we would be happy to discuss different items we may have that would be appropriate for your event.

Are there audiovisual resources available to show at my event?

If your event space has internet access, you can access our Pride Toronto YouTube channel by following the link: <http://www.youtube.com/user/PrideToronto>
There are many great professionally produced videos to choose from.

Can someone from Pride Toronto speak at my event?

Please contact Pride Toronto to see if someone is available to speak at your event. If we are unable to send a representative, we will be happy to provide a letter of support that can be distributed to your event participants, or read at your event on our behalf.

If I want to serve alcohol at my event, what do I need to know?

If you wish to serve alcohol at your event, Pride Toronto may ask your venue to supply a liquor license number or a copy of the license. This license ensures servers are Smart Serve certified and will therefore provide responsible service to guests. If you plan to hold this event in your home, your homeowners insurance would apply.

Pride Toronto will not apply for liquor licenses or special occasion permits on your behalf. In addition, Pride Toronto staff, volunteers, members or representatives cannot serve alcohol.

Event Promotion

Can you help me promote my event?

Pride Toronto has limited resources to promote events. Our main form of promotion is through our active social media networks, and website. Once you have submitted the Third –Party Event Proposal Form, please contact Pride Toronto to discuss the possibilities.

Can you send out press releases on our behalf?

Pride Toronto is unable to send out press releases.

What is the process I need to follow to use the Pride Toronto logo?

Once your event has been approved, we can supply you with our “in support of” logo, which has been designed specifically for use on third-party event materials. To ensure proper use of our name and logo, the Pride Toronto must approve all materials prior to printing. The approval process takes approximately two weeks. Please note that we need to approve our name and logo each time they are used, as both are registered trademarks.

Issuing Tax Receipts & Recognizing Contributors

Is Pride Toronto able to issue tax receipts for donations?

At this time, Pride Toronto is unable to offer tax receipts for donations. We hope to change this in the future.

Is Pride Toronto able to recognize those who contribute to this event?

Pride Toronto has various ways it recognizes donors. Once your event has been approved, please contact Pride Toronto for more information.

Contacts

Please direct all questions and send completed Third Party Fundraising Event Proposal Form to:

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