



Third Party Event Ideas

There is no limit to creativity when brainstorming ideas for successful third party events. Engage your creative resources and encourage your team to think BIG. Here are just a few ideas to consider:

Auction	Date Auction	Photo Outing
Arts and Crafts Sale/Show	Dinner Party	Poker Tournament
Balloon Pop	Donations in Lieu of Gifts	Proceeds from Sales
Battle of the Bands	Face Painting	Raffle
Benefit Dinner	Fashion Show	Rummage Sale
BBQ	Fishing Derby	Run/Walk/Ride
Bingo Night	Flower Sale	Scavenger Hunt
Book Sale	Garage Sale	Sporting Events
Bowling Tournament	Golf Tournament	Tailgate Party
Casino Night	Grand Opening	Ticketed Event
Cocktails for a Cause	Jail'n Bail	Traditional Gala Event
Car Wash	Kickball/Softball Tournament	Wii Tournament
Carnival/Festival	Loonie/Twoonie Drives	Wine Tasting
Concert/Play	Monthly Giving Campaign	Work Department Challenge
Concession Stand	Pet Wash	Work Event
Craft Sale	Pledged Events	

Special Fundraising Note

Matched Gift: Why not double your fundraising efforts! Before you start coordinating your event, [check to see if your employer has a "matching gift" program.](#) A matching gift is a charitable gift directed to a charity by a matching donor under the condition that the original donor makes the first gift. Many employers sponsor matching gift programs and will match any charitable contributions made by their employees.

Success Tips:

Your event is what you make it, so have fun with it! Here are some steps to assist in your coordination:

- Step 1: Choose your event idea
- Step 2: Pick date/time of the event
- Step 3: Create budget
- Step 4: Create work plan and set deadlines for tasks
- Step 5: Promote your event



Fundraising Guidelines

1. New Stride encourages fundraising events that are compatible with our mission, vision and values. Prior approval to hold a third party event is required. Approval is based on the type, theme and financial viability of the event. New Stride reserves the right to withhold the use of its name and logo from any event, initiative, promotion, performance or presentation it feels is inappropriate.
2. To conduct a fundraising event, we ask that you complete and send in the *Third Party Event Application Form* at least 15 days prior to your event.
3. Any organization/group wishing to use the New Stride name or logo on any materials, including advertising, must receive prior approval from the New Stride.
4. All promotional materials must state that your event is “in support” of New Stride and is not an official New Stride event.
5. Taking commission, for any purpose, on funds raised as part of a third party event is prohibited.
6. The third party organizer is responsible for meeting all municipal/provincial or federal standards and fulfill all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. New Stride must not be party to any liability coverage without prior knowledge and/or approval. New Stride accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.
7. New Stride agrees to provide the sponsoring organization/group with appropriate recognition as set forth in our *Donor Recognition Policy*.
8. The third party event organizer will be responsible for all costs related to the event and will handle all monies until the official donation is submitted to New Stride. Event expenses are to be deducted before sending proceeds to New Stride. New Stride shall incur no costs unless otherwise agreed in writing prior to the event or promotion.
9. The sponsoring organization/group agrees to handle all monetary transactions for the special event or promotion and to present the proceeds to New Stride within 30 days of the event or as agreed in writing with New Stride.
10. When tax receipts are requested, the third party event organizer is responsible for collecting the names, addresses and contact information of all donors, and is required to mail the appropriate materials to New Stride within 30 days of the conclusion of the event.



11. New Stride issues official income tax receipts in accordance with Canada Revenue Agency guidelines. Refer to *Tax Receipting* for details.
12. Involvement of New Stride staff and volunteers will be at our discretion and will be based on availability, location and the nature of the event.
13. The third party event organizer agrees to ensure that all materials borrowed are returned promptly and in the same condition they were received. The organizer agrees to accept responsibility for damage or loss of materials borrowed from New Stride.
14. New Stride will not be responsible for mailing materials to attendees/participants or volunteers, other than the mailing of applicable tax receipts.
15. The third party event organizer must send a complete accounting of all income and expenses associated with the event to New Stride. By publicly naming New Stride as the beneficiary of your initiative, you are required to donate the net proceeds to us within 30 days of the event completion.

Please send a cheque made payable to:
New Stride Thoroughbred Adoption Society
4799 Olund Road
Abbotsford, BC V4X 1V6

BC Gaming

Third party events involving licenses and fees will conform to government regulations (federal, provincial, municipal). It is the sole responsibility of the Third Party Event Organizer(s) to fill out and submit all such applications. Adequate time must be given to New Stride to review such licenses. Third Party Event Organizer(s) will pay the fees for said licenses and are responsible for filing post events forms/reports.

By law, any Gaming requires a license, which is regulated by the Gaming Commission of British Columbia. For information about Gaming laws, you can visit <http://www.eia.gov.bc.ca/gaming/licences/index.htm>



Tax Receipting

What will New Stride provide a tax receipt for?

New Stride adheres to the Canada Revenue Agency (CRA) Income Tax Act when issuing charitable tax receipts. To learn more about charitable tax receipts, please visit <http://cra-arc.gc.ca>. Issuing inappropriate charitable tax receipts can put our charitable status in jeopardy.

Under CRA guidelines, a “gift” is a:

Voluntary Transfer of Property with a conscious desire to make a gift (as distinguished from giving something for nothing by mistake or under pressure).

- Voluntary – given of free will (not compelled, not court ordered, etc.)
- Transfer – from donor to charity/qualified done (complete transfer)
- Property – cash or gifts in kind (not services)

New Stride will provide a tax receipt for the following:

- Direct personal or corporate donations of \$20 or over (unless otherwise requested by the donor)
- In-kind donations where fair market value is easily determined
 - Tickets (sporting events, theatre, ballet, etc.) where the value is either noted on the ticket or a payment receipt is provided.
 - Air miles or payment of flights (again, proof of payment must be provided)
- Gifts of artwork provided the artwork has been appraised by a third party appraiser – appraisal must be included with the donation
- Gifts of shares
- Bequests
- Life insurance premiums
- Monthly donations (donor will receive one cumulative income tax receipt at the end of the calendar year)

New Stride cannot provide a tax receipt for the following:

- Gifts of promises or pledges (for example, gift certificates donated by the issuer, hotel accommodation)
- Payment of basic fee for an event
- Gifts where the value or benefit of the donation cannot be determined
- Lottery or raffle tickets
- Donations of services (time, skills, or efforts) or loans of property, use of a timeshare or lease of premises



- Donations of services will only be receipted when a 'cheque exchange' takes place. This means that the party who donated a service would invoice New Stride for the cost of the services. New Stride would then issue a cheque for the services. If the service provider should choose to donate these funds back to New Stride, then New Stride can issue a tax receipt for the amount of the donation.
- Two distinct transactions must take place:
 - A person provides a service to New Stride and is paid for that service, and
 - That same person makes a voluntary gift of property to New Stride
- Funds or gift in kind is from another qualified donor (gifts from other registered charities, or non-profit organizations)
- Name of true donor(s) cannot be determined (for example, bottle collection from several parties, donation bins, etc.) – one person cannot benefit from gifts made by multiple donors
- Gift is directed to a specific person or family unless New Stride has already decided that person or family is the recipient of the charitable program and New Stride has full discretion to reallocate funds and the person or family is arms-length from the donor
- Rent-free space
 - One of the criteria for a gift is that there be a voluntary transfer of property
 - With rent free space or accommodation, no property is being transferred – instead, use of the building is being provided. Since no property is transferred, no “gift” is made and a tax receipt for the value of the loan of property cannot be issued
- Court ordered donations (donations made as a condition of parole)
- Gifts intended for another organization
- Donations of items for auction (unless pre- approved by New Stride)
- Sponsorships



Frequently Asked Questions

Will New Stride help organize events?

Our priority is to focus our resources on finding adoptive homes and new careers for former Thoroughbred racehorses. We have created this *Third Party Event Toolkit* to help you start planning your event.

Is New Stride able to support any third party event expenses?

It is the responsibility of the event organizers to create a budget and manage it accordingly for all expenses.

Can New Stride provide volunteers for a third party event?

It is the responsibility of the event organizers to recruit, train and manage all volunteers.

Can New Stride provide sponsorship contacts to support third party events?

New Stride cannot solicit sponsors or provide sponsor/donor lists for third party events. It is the responsibility of the event organizer to request support from individuals or businesses to underwrite costs.

Who is responsible for all liability and legal risks associated with my event?

New Stride will not be responsible for any damage or accidents to any persons or property; we will not assume any legal or financial liability caused before, during or after the event. Depending upon the nature of the third party event, the organizer may be required by New Stride to submit proof of general liability insurance in the amount of \$1,000,000 or such other amount which covers any damage or accidents to persons or property arising out of the third party event. In acquiring insurance for an event, it is the responsibility of the organizer to apply and obtain such documents in the name of the individual, organization or business coordinating the event. New Stride will not sign any contracts with vendors or suppliers. It is advisable that you seek guidance and direction from your own insurance broker on this matter.

Will New Stride help promote third party events (*Donor Recognition Policy*)?

Yes, we will include it in our newsletters, and will post it on the events section of our website as well as Facebook and Twitter. Any additional promotion is up to the event organizers. All publicity for the proposed event must be approved by New Stride prior to being printed and/or released, including: web content, press releases, and printed materials. Please forward all content for approval at minimum 10 days in advance of release to New Stride by calling 778.985.5673 or email info@newstride.com



How do I send the proceeds of my event to New Stride?

Funds raised by a third party event should be made payable and turned into New Stride no later than 14 days after the event. It is preferred that all funds raised are deposited into one account and a cumulative cheque is written to New Stride Thoroughbred Adoption Society. Cash funds must be turned in to New Stride no later than 3 days after the event. Cash must be in a sealed envelope, counted, with a count sheet detailing the funds included. Please make cheques payable to:

New Stride Thoroughbred Adoption Society
4799 Olund Road
Abbotsford, BC V4X 1V6

Can I use the New Stride logo and how do I get it?

Yes, please complete the appropriate checkbox on the *Third Party Event Application Form*, and the logo will be emailed to you.

Can New Stride provide print and promotional/display materials?

New Stride can provide print materials about our programs and services. We may also be able to provide banners, subject to availability. Please provide us with all requests for New Stride materials a minimum of ten days prior to your event by calling 778.985.5673 or email info@newstride.com

Do I need any licenses to host an event? (Raffle, liquor, etc.)

Third party events involving licenses and fees will conform to government regulations (federal, provincial, municipal). It is the sole responsibility of the Third Party Event Organizer(s) to fill out and submit all such applications. Adequate time must be given to New Stride to review such licenses. Third Party Event Organizer(s) will pay the fees for said licenses and are responsible for filing post events forms/reports.

By law, any Gaming requires a license, which is regulated by the Gaming Commission of British Columbia. For information about Gaming laws, you can visit <http://www.eia.gov.bc.ca/gaming/licences/index.htm>

Will I have access to New Stride's media contacts?

It is the responsibility of the event organizers to promote their own events.

If I have a silent auction at my event, how do I get items for the auction?

It is the responsibility of the event organizer to solicit for prizes to support your event. We can provide a letter from New Stride authenticating your event to support your solicitation efforts. If you require a letter from New Stride authenticating your event, please call 778.985.5673 or email info@newstride.com



There are many ways to build your live and/or silent auction:

- 1) Donated Items - Create an ask letter to send to various companies requesting items for your auction that is in support of New Stride.
- 2) Auction Houses – There are companies that build inventories of items for silent/live auctions, such as sports memorabilia, music collectables, etc. You are typically only required to pay for items that sell, and can return any items that don't. Reminder: Set minimum bids for these items to ensure that you are selling them for more than you are paying for them.
- 3) Purchased – You always have the option of purchasing items for the auction, however, the cost of these items are the responsibility of the organizers.



Third Party Event Application Form

Event Name: _____

Date: _____ Time: _____

Location (Address/Facility/City): _____

Contact Name: _____ Contact Phone: _____

Contact Address: _____ Postal Code: _____

Contact Email: _____

Fundraising Goal: _____ Expected Number of Attendees: _____

Description: _____

Would you like a New Stride representative to attend the event (circle one)? Yes / No

If yes, what involvement will they have? Please note this is subject to availability.

Speech Cheque Presentation Press Conference Other: _____

Additional details: _____

Would you like to use the New Stride logo on your event promotional material (circle one)? If Yes, it will be emailed to you at the above email address: Yes / No

Would you like a sample Event Checklist to assist in your planning (circle one)? Yes / No

ACKNOWLEDGMENTS

I acknowledge that New Stride Thoroughbred Adoption Society reserves the right to withdraw its name from the event at any time. I acknowledge that I have read and understand the information contained in the New Stride Third Party Event Toolkit and will adhere to all of New Stride's Fundraising Guidelines.

Applicant Name Applicant Signature Date

New Stride Representative Name New Stride Representative Signature Date