

## Standards and Guidelines for Fundraising for Family & Children's Services Foundation

### Branding & Promotions Guidelines:

Family & Children's Services Foundation is responsible for all awareness and fundraising events on behalf of Family & Children's Services of the Waterloo Region. Here is some of the information for you to keep in mind when you are working on your fundraising event or activity.

- Family & Children's Services Foundation (FACS) name and logo are registered trademarks and permission must be obtained from the Foundation before they are used.
- Family & Children's Services Foundation or FACS may not be used in the title or name of the event. For example, the event name "Family & Children's Services Foundation Car Wash" cannot be used. The correct event name would be "Car Wash in support of Family & Children's Services Foundation".
- When permission is given by FACS to use these logos and/or names in conjunction with any fundraising event or activity, all promotional or fundraising materials (including but not limited to ad proofs, broadcast copy, flyers, letters, and specialty items) **must also be approved in writing by FACS prior to production and distribution.**
- FACS Foundation will provide appropriate wording for referring to the children, youth, and families we serve. Positive language is to be used. Negative tone and word selection does not represent the children, youth, and families we serve and are not acceptable.
- The Event Organizer is responsible for all promotions for the event. Including sales, marketing and contacting the media to promote the Fundraising event or activity.

### Financial Practices Guidelines:

- The part of the event or activity that will raise money for FACS needs to be clearly stated on all promotional material (online, printed etc.). For example:
  - **“All proceeds go to Family & Children’s Services Foundation”**  
OR
  - **“A portion (for example 50%) of the ticket price will be donated to Family & Children’s Services Foundation”**  
OR
  - **“\$ XX.00 from each sale will be donated to Family & Children’s Services Foundation”**
- The volunteer event organizer agrees to handle all monetary transactions and present the proceeds to FACS within **30 days** of the event.
- For ongoing fundraising events, the event organizer agrees to handle all monetary transactions and set up a quarterly schedule to transfer the proceeds to FACS.
- Family & Children’s Services Foundation and FACS are not responsible for any financial losses incurred in the event. Family & Children’s Services Foundation will not be held liable for any damage, risk, injury, or otherwise with this event.
- The Volunteer Event Organizer will obtain all permits and insurance.
- All expenses are paid for by the event organizer and not covered by FACS.
- A FACS Representative at your event cannot be guaranteed. Please call FACS Foundation to arrange representation at least 3 weeks prior to the event. While we would love to be able to send a FACS Foundation representative to every fundraising event, please understand that the volume of requests often exceeds our resources.
- FACS reserves the right to withdraw the use of its name at any time and will not assume any costs that may be involved in doing so.
- FACS is not responsible for any damage or accidents to person or property.
- Donor recognition for the fundraising event will be provided in accordance with FACS procedures.
- FACS does not conduct door-to-door fundraising or support independent fundraisers door-to-door fundraising or sales efforts.

### Tax Receipt Guidelines:

FACS Foundation is subject to the rules and regulations set out by the Canada Revenue Agency (CRA). For additional information about Tax Receipting please visit the [Canada Revenue Agency website](#).

- Receipts are issued for donations of \$20.00 or more.
- The donor will not be receipted if there was a benefit for the contribution.
- Donations are in the form of a cheque or cash donation directed to FACS Foundation.
- Benefit to donors that are not eligible for tax receipt include; purchase of raffle tickets, cost of an event ticket, auction items, green fees, registration fees, admission, sponsorship fees.
- Before the Fundraising event or activity receives final approval, the issuing of tax receipts must also receive approval from FACS Foundation.

### For Business

Tax Receipts cannot be issued for:

- Services provided personal, professional, or legal council
- Examples include: consulting, marketing, public relations, printing, project management/event planning, training, web design, photographic, graphic design, accounting, legal, etc.
- Donations of Gifts in kind which are defined as goods or merchandise either used or new.
- The Foundation will issue a Gift Letter of Acknowledgement for monetary donations, in-kind products and sponsorship from businesses or organizations. This letter can be used to "write-off" the contributions as a business expense.

### Confidentiality & Privacy

- FACS is committed to protecting the privacy of personal information about its volunteers, donors, and other supporters. During the course of running your event, personal information (such as addresses and phone numbers) from donors may be acquired. This information is to be kept confidential at all times, and only given to a FACS staff person.

FACS is compliant with the Personal Information Protection and Electronic Documents Act (Canada). FACS will not use acquired personal information for any purposes other than those related to the event unless prior consent has been obtained. If you have any questions or concerns, please contact the Foundation Office at 519-576-0540.