



Third Party Event Guidelines

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Introduction

What are Third Party Events?

Third party events are activities held by an individual, group or organization in support of Laing House and can vary in size and scope. Third party events are an optimal way to connect with the community.

Things to Consider:

- Third party events are not Laing House events but rather events hosted by an external party that benefit Laing House.
- Third party events are usually hosted by individuals who feel strongly for their cause and have a great sense of ownership.
- A detailed screening process of potential partners will minimize exposure risks.

Application

Criteria and Conditions

Terms

1. Third party events must align with the Laing House mission, vision and values.
2. Laing House reserves the right to participate in other similar third party events.
3. Laing House reserves the right to cancel the agreement, including use of brand, with 24 hours notice and with just cause, in writing.
4. Laing House cannot be associated with events that are for the benefit of a specific Laing House member or staff member unless otherwise approved in writing from Laing House.
5. Laing House is not responsible for financial loss and cannot incur any expenses unless otherwise approved in the letter of agreement.

Use of Brand

1. The internal approval must be completed and signed before Laing House brand elements can be used.
2. Laing House must approve all materials comprising the Laing House brand elements before they are utilized.

Marketing and Promotions

1. Promotional materials must be clear on the portion of the funds that will go to Laing House.
2. All marketing and promotional materials must include the portion of the ticket price that is eligible for a tax receipt (if applicable).

Sponsorship

1. Third party event partners are responsible for obtaining sponsorship for the third party event unless otherwise approved in the letter of agreement.
2. A list of all potential sponsors who will be approached must first be approved by Laing House.

Liability

1. Laing House will not be involved in liability coverage unless otherwise approved in the letter of agreement.
2. Laing House will not be placed at risk and is not liable for financial loss or public liability.
3. Laing House accepts no legal responsibility.
4. Third party event organizers are responsible for obtaining appropriate insurance if required for the event.

Receipting and Record Keeping

1. It is preferred that all donations are made directly to Laing House with notation indicating the third party event. A lump sum received in a timely manner upon completion of the third party event when the sum is accompanied by completed Laing House Donor Sheets obtained from Laing House. Please note – if Laing House Donor Sheets are not filled out completely and correctly, Laing House will not be able to issue a receipt. Third party event partners are accountable for all record keeping for receipting in this situation.
2. Laing House will issue tax receipts only if the gift is one of the following:
 - a. A voluntary gift with no expectation of return
 - b. A portion of the ticket price for certain events
 - c. Pledges to event participants
 - d. Gifts in-kind – products only in accordance outlined by the Canada Revenue Agency
3. Tax receipts cannot be issue for:
 - a. Gifts of service
 - b. The purchase of an auction item
 - c. A donation that represents a group collection
 - d. A donation of a gift certificate
 - e. Registration fees for an event
 - f. Tickets, or a portion of the ticket, representing a return (e.g. dinner cost) for certain events
 - g. Gifts from other registered charities, unions, associations or community groups
 - h. Lottery tickets
 - i. Tickets for draws
 - j. Fundraising by participants in an event

These exceptions are based on Canada Revenue Guidelines. If there are any uncertainties regarding receipting procedures, Laing House may be required to submit a written request to CRA.

4. Receiptable gifts over \$10 will automatically receive a receipt.
5. Gifts in-kind valued over \$1,000 must be independently appraised. Appraisals must be arranged and financed by the donor before the gift is accepted.
6. Gifts in-kind values are based on fair market values. Laing House may verify the fair market value and adjust receipts accordingly.

Assistance from Laing House

The following provisions may be available for third party events following approval of the partnership:

1. Communication, marketing and information pieces on Laing House.
2. Acknowledgement in some/all of the Laing House public relation materials.
3. Tax receipts in accordance with Canada Revenue Agency Guidelines and the Laing House policies.
4. Designated staff support based on need and availability.
5. Laing House representation at the event when appropriate.
6. Use of brand.
7. Letters of endorsement.

Letter of Agreement Overview

All potential third party event partnerships will require the completion of the Internal Approval process. For smaller partnerships, this is all that will be stipulated. More comprehensive partnerships will also require a final letter of agreement. As every third party event will be unique with its own host of benefits, challenges, goals, timelines, etc., the letters of agreement for the partnerships will need to be addressed on a case by case basis. While the parameters for these areas will be distinctive to the partnerships, it is suggested that the following items be addressed in the letters of agreement:

- Acceptance of Laing House's Criteria and Conditions that pertain to the initiative
- Goals and expectations
- Amendment parameters
- Laing House involvement
- Request for evaluation upon completion
- Donor recognition expectations
- Area of designation
- Contingency/Succession planning