

Third Party Event Policies & Guidelines

Permission

The Royal Victoria Hospital Foundation retains a fiduciary responsibility to ensure that the Royal Victoria Hospital Foundation's name is used properly, that the funds are being handled and accounted for in a responsible manner and the fundraising is conducted in a manner consistent with the mission and public image of the McGill University Health Centre.

- All fundraising events benefiting The Royal Victoria Hospital Foundation require written permission from the Foundation office in advance. Public announcements and/or event promotion may not be initiated until event organizers have received written approval.
- Fundraising events must comply with all relevant provincial and federal laws.
- The Royal Victoria Hospital Foundation reserves the right to decline any underwriting and/or sponsorship when it believes the association may have a negative effect on the credibility of the Foundation and/or the MUHC.

Event Promotion and Logo Usage

- The Royal Victoria Hospital Foundation must review and approve all promotional materials including, but not limited to press releases, public service announcements, posters, brochures, and advertising prior to production or distribution.
- The Royal Victoria Hospital Foundation logo is property of The Royal Victoria Hospital Foundation and cannot legally be reproduced without written permission.
- When beneficiary status of an event is shared between The Royal Victoria Hospital Foundation and other organizations, The Royal Victoria Hospital Foundation must have the opportunity to approve beneficiary status for any fundraising initiative or event. All beneficiaries of an event should be listed on invitations, promotional items and press releases.
- The Royal Victoria Hospital Foundation may promote the event, when appropriate, through:
 - The Royal Victoria Hospital Foundation and MUHC website (with a link to the event's/organization's website if appropriate)
 - Internal advertisement to staff, physicians and volunteers through the internal newsletters/communiqués



- Acknowledgment or publication in Honor roll and/or newsletter

Event Language

- Any promotional materials must state clearly that the event is raising funds to benefit The Royal Victoria Hospital Foundation.
- The Royal Victoria Hospital Foundation name may not be listed as partner, sponsor, or supporter of the third-party event or its organizers.
- In naming the event/promotion, The Royal Victoria Hospital Foundation may not be used in the title, but may be listed as the beneficiary of the event. For example, organizers may not refer to the event as the “The Royal Victoria Hospital Foundation Bowl-a-thon.” Instead, it could be promoted as “Bowl-a-thon to benefit The Royal Victoria Hospital Foundation.”

Financial Guidelines

- The Royal Victoria Hospital Foundation requires that expenses related to the event be less than thirty-five percent (35%) of the total amount raised, excluding in-kind donations. Reasonable exceptions may be made on a case-by-case basis.
- Estimated expenses and revenue must be established by the event organizer and submitted to The Royal Victoria Hospital Foundation on the Third Party Events Proposal Form (enclosed) for review at least 30 days before the event.
- If event expenses are greater than the total collected, the group conducting the event is responsible for payment of these additional expenses.
- The Royal Victoria Hospital Foundation’s sales tax-exemption (on purchases) cannot be extended to any third party event or fundraising effort.
- The Royal Victoria Hospital Foundation cannot process any credit cards for third party events whose projected net revenues are less than \$10,000.
- The Royal Victoria Hospital Foundation is authorized to have complete access to all fundraising activities executed by third parties which claim to benefit The Royal Victoria Hospital Foundation. The Royal Victoria Hospital Foundation is authorized to audit such records at the completion of the fundraiser or at any time during the fundraising activity as deemed necessary by the Director of Finance. Under no circumstances may an individual keep any portion of the proceeds as profit or compensation for organizing the event.



- The net proceeds of the event must be submitted to The Royal Victoria Hospital Foundation within 30 days after the completion of the event.

Sponsorship

- The Royal Victoria Hospital Foundation cannot solicit sponsors for third party fundraising events and does not provide any donor or patient family contact information.
- A list of all potential sponsorship contacts (including all potential in-kind donors) must be reviewed and approved by The Royal Victoria Hospital Foundation before being approached in any way. Please remember that many local organizations have a long-standing history of involvement with The Royal Victoria Hospital Foundation. And while confidential donor information may not be revealed, staff can assist in strategy development for potential sponsors.

In-Kind Sponsorship

- In-kind sponsorship is defined as the donation of a product or service that carries no expense such as a silent auction item or printing.
- The Royal Victoria Hospital Foundation cannot solicit in-kind sponsors for third party fundraising events.
- The value of in-kind sponsors/donations must not be included in total event revenue, but should be acknowledged by the event coordinators.
- The Royal Victoria Hospital Foundation will not receipt in-kind donations for third party fundraising initiatives.

Tax Receipts and Donor Acknowledgements

- For tax reasons, The Royal Victoria Hospital Foundation can only acknowledge direct gifts. If the participants of a third party event want to be acknowledged by The Royal Victoria Hospital Foundation for their donation, they **MUST** donate directly to The Royal Victoria Hospital Foundation.
- Charitable receipts will be provided by The Royal Victoria Hospital Foundation only with prior agreement, and will reflect only the charitable portion of a contribution as applicable by Canada Revenue Agency guidelines.

Cancellation, Liability & Changes

- If circumstances warrant, The Royal Victoria Hospital Foundation may at any time through any of its directors, officers, or senior administrators, instruct the cancellation of



any third party event. By executing the third party event agreement, events Organizers agree to release The Royal Victoria Hospital Foundation, and its officers, directors, and employees from any and all liability and connection to such action.

- The sponsors agree to indemnify and hold harmless The Royal Victoria Hospital Foundation and all its officers, directors, and employees from any and all claims and liabilities in any way related to the event.
- The Royal Victoria Hospital Foundation must be informed of any changes to third party fundraising events.

How The Royal Victoria Hospital Foundation can help:

- Offer advice and expertise on event planning.
- Help event organizers determine how to direct the gift at the hospital.
- Promote the event on the Foundation and/or MUHC website events calendar.
- Acknowledge direct contributions to The Royal Victoria Hospital Foundation. These contributions will be added to the event donation total, but cannot be withdrawn for event expenses.
- Approve the use of The Royal Victoria Hospital Foundation name and/or logo.
- Provide a letter of authorization to validate the authenticity of the event and its organizers.
- Acknowledge the event's donation by publishing the event name, event description, locations and contact information.

The Royal Victoria Hospital Foundation may not:

(We state this information in advance so there are no disappointments or misunderstandings with regard to our ability to participate and support the fundraising event):

- Provide employees or volunteer support for the event.
- Promote, publicize or actively participate in the sale of tickets.
- Provide the hospital's tax exemption number.
- Provide funding or reimbursement for expenses.



- Provide mailing lists of donors, vendors, board members, medical staff members, employees and other affiliated hospital constituencies.
- Provide The Royal Victoria Hospital Foundation stationery.
- Guarantee attendance of employees, patients, physicians or volunteers at the event.
- Post or distribute promotional materials through the hospital.
- Provide patient pictures and stories.
- Provide publicity.

For events raising more than \$25,000 annually, The Royal Victoria Hospital Foundation can provide these additional benefits:

- Foundation/Hospital representative as guest speaker at event
- Testimonial speaker or story
- Publicity in Foundation/MUHC publications and/or website
- Hospital tour for event planning committee