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THIRD-PARTY EVENT PLANNING GUIDE

GET BEHIND THEIR BEHIND!

Holding a special event to fight colorectal cancer by fundraising for Colorectal Cancer Canada is an excellent way to build public awareness about colorectal cancer while supporting the many programs and initiatives of the organization.

WHY SUPPORT COLORECTAL CANCER CANADA?

Colorectal cancer is the second most commonly diagnosed cancer in Canada, claiming the lives of approximately 26,800 Canadian lives each year. Join us in improving colorectal cancer awareness and education, supporting patients and their loved ones, and advocating on their behalf. We work to improve patient access to equal and timely access to effective treatment to improve their outcomes regardless of where they live in Canada.

Our core values are rooted in dedication to improving the quality of life of patients, learning new and innovative ways to bring about change for the better, and working together to protect and enrich our common interests, goals and rights.

WHERE WILL YOUR MONEY GO?

CCC carries out a wide variety of awareness and education activities throughout the year to increase the profile of colorectal cancer in Canada and educate both the public and health care community.

Patient support is at the core of CCC's values and mission. At each event and campaign, patients are honoured and survivors are celebrated. CCC supports patients through a variety of avenues by providing information and counsel, support, and working together to increase the patient voice in CRC research and development.

CCC works to inform key decision makers of important colorectal cancer concerns in Canada.

For example,

- ◆ Primary prevention & screening
- ◆ Equal & timely access to effective treatment to improve patient outcomes
- ◆ Research & Clinical Trials
- ◆ Communicating patient values

STEPS TO SUCCESS!

1. Contact Us

Colorectal Cancer Canada is eager to assist you with ideas and to provide you with information in planning your event. Call toll-free at **1.877.502.6566** or email info@colorectalcancer.ca with “Third Party Event” in the subject line.

2. Event Ideas

Let your creativity shine! Here are a few ideas to get you started:

- Car wash
- Fashion show
- BBQ
- Celebration cards
- Comedy show
- Concert
- Fitness challenge
- Murder mystery
- Pancake breakfast
- Theme party
- Sporting event or tournament
- A-thon (spin-a-thon, yog-a-thon, dance-a-thon)
- Scavenger hunt
- Gala

3. Fundraising Opportunities

The following activities can help to generate revenue at your event:

- Silent or live auction
- Ticket sales
- Percentage of food and beverage sales
- Sponsorship
- Pledge-based activity
- Donations
- Item sale

4. Form a Committee

An organizing committee can help oversee the planning and management of your event. Recruit a team of enthusiastic volunteers with different experiences and skill-sets to help with all components of your event.

5. Set the Date & Venue

Schedule your event so that you have enough time to properly plan and promote it. It is best to check that it is not competing with another community event or holiday.

It is important to book your event in an accessible location that has all the amenities you need. If it is an outdoor activity, be sure to remind participants to prepare for the weather and always have a back-up in case of rain.



6. Set your Fundraising Goal & Budget

Set a fundraising goal and plan how you expect to reach your goal. Creating a budget will help to manage all expenses such as rentals, permits, fees, decorations, food, entertainment, etc. and to estimate the potential income from your fundraiser. Remember to always monitor your expenses and be realistic with your goals.

7. Licensing

Check with the Municipal Hall, Police, Gaming Policy & Enforcement Branch and Liquor Control and Licensing Branch in your city to determine if you need any licenses and the timeline for receiving them. Some permits require four to six weeks to process.

8. Donations & Tax Receipts

Donation cheques should be made out to Colorectal Cancer Canada. Cash may be collected and exchanged for a bank cheque made out to Colorectal Cancer Canada.

Colorectal Cancer Canada is a registered charity and is eligible to issue tax receipts for donation over \$10.00 at events that have submitted an event proposal form in advance. Some Canadian Revenue Agency conditions apply.

Tax Receipting Guidelines for Third-Party Fundraising Events

Colorectal Cancer Canada is proud to be your charity of choice. Third-party fundraising events are organized by enthusiastic volunteers who are making differences in their communities—with limited involvement from CCC. The planning and expenses associated with the event are the responsibility of the event organizer, however, CCC staff can provide guidance, support collateral and the use of our Proud Supporter logo. CCC can provide tax receipts to event participants/donors where CRA guidelines are followed.

CCC must not issue tax receipts when a third-party fundraising event takes place that CCC was not aware of in advance.

Donors to your event are eligible to receive tax receipts if they donate directly to Colorectal Cancer Canada. Event organizers must submit their list of donors and money soon after the event ends to prevent delays in receipting donors. Donations of less than \$10.00 will not be receipted unless specifically requested.

The total amount that CCC receives must be equal to or greater than the amount of tax receipts issued. Event organizers cannot claim all event donations for themselves because other people have donated as well and must plan how they will cover event expenses.

Tax receipts can only be issued if a donation is made without a personal advantage being received. Tax receipts cannot be issued for purchasing raffle tickets or auction items. When donors pay registration fees or purchase merchandise at fair market value, no receipt can be issued. Sponsorship fees are amounts paid to support a charity event in return for advertising or other benefit, therefore, no official tax receipt may be issued.

In order to issue tax receipts to third-party event donors, Colorectal Cancer Canada requires the following information about the event, donors and donations:

- Copy of the signed Event Proposal Form
- Copy of the Financial Summary Spreadsheet
- Listing of the cheques received and reconciled to the total dollar amount of the receipts to be issued.
- Completed Third-Party Event donation forms, noting:
 - Date of the event
 - Name of the event
 - Full names and addresses of donors requiring a receipt

Gifts with Advantage

In some circumstances the donor receives an advantage with their donation or registration fees (golf tournament or dinner event). In all cases where a donor has received an advantage (greens fees, dinner, prizes), the event will require a split receipting (advantage) calculation. Split receipting involves creating a breakdown of the fair market value of all advantages received and calculating the amount of each donation, amount of advantage per donation and amount eligible for receipt.

In accordance with CRA regulations Colorectal Cancer Canada is unable to issue receipts for any third party fundraising event where the donor receives an advantage for their donation if the above information has not been provided.

For more information of Gifts and Tax Receipting, visit www.cra-arc.gc.ca

9. Recruit Volunteers

Determine what duties need to be done for the planning or execution of your event. To recruit volunteers for your event, consider posting on volunteer websites, community message boards, local papers or through word of mouth.

10. Use the Colorectal Cancer Canada Proud Supporter Logo

Colorectal Cancer Canada can provide a Proud Supporter logo for your event materials (t-shirts, letters, posters, etc.) for promotion and authenticity. To ensure that the CCC is represented appropriately, we ask that any promotional materials bearing the Colorectal Cancer Canada name be approved by us prior to use.

11. Promote Your Event!

Social media is a free and effective way to get the word out about your event.

Promote your event with posters or other traditional methods. Consider submitting a release or story to your local media outlets (radio, television, news). Colorectal Cancer Canada is happy to share our organization materials with you for information purposes.

Sharing your personal connection with colorectal cancer is an inspiring way to motivate others to join the cause and attend your event.

12. After the Event

Please submit your funds to Colorectal Cancer Canada within 90 days of the event. It is best to have multiple volunteers help to count money to reduce errors and theft.

Remember to thank those who helped plan and execute your event. Recognizing the efforts of your team will encourage them to participate again in the future.

Showcase your success on social media or through your local media outlets! We would love to see your photos and will share across our platforms.





**NO MATTER HOW
BIG OR SMALL
YOUR EVENT**

**YOU ARE
MAKING A
DIFFERENCE!**

THANK YOU!



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CCC is incorporated under the Canada Not-for-Profit Corporation Act.
Charitable Registration Number: 86657 2423 RR0001