

# **Organizing a fundraising activity**



## Organizing a fundraising activity

The Mira Foundation believes in the equality for all bodies. Our goal is to promote the autonomy and social inclusion of persons with visual and physical disabilities as well as those on the autism spectrum. For this purpose, we provide dogs, free of charge, that are bred and trained to meet their needs.

In 1981, Mira founded the first French-speaking Canadian guide dog school, and has since then provided over 3,000 guide dogs and service dogs. Mira receives no subsidies and relies entirely on donations from the general public for its funding. Without the generosity and initiative of people like you, Mira would be unable to reach its goals. You make all the difference, and we are truly grateful that you wish to help raise awareness of our mission.

In this document you will find the steps to follow to ensure the success of your fundraising activity. The Mira Foundation must approve your project before taking any action. It is important to send us the Fundraising Activity Submission form as soon as possible. When your activity is approved, we will provide you with the support documents that you need to organize your fundraising activity:

We encourage you to get creative while organizing an event that reflects you and motivates you. We will be happy to help if you have any questions.

### Head Office

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Administrative Event Coordinator  
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## STEPS TO FOLLOW

1. Send us the Fundraising Activity Submission form for approval. We will contact you as soon as possible.
2. Set up an organizing committee. Surround yourself with enthusiastic, available and dynamic people – that’s the key to success! Don’t forget to plan for enough volunteers to carry out all tasks related to your activity.
3. Fix a realistic and easily measurable financial goal.
4. Plan a budget. The more you reduce expenses through sponsorship, the more income you will generate. We will give you a letter authorizing you to ask for sponsorship and/or donations for the purposes of the organization of your fundraising activity in order to reduce your expenses.
5. Promote your activity. By approving your activity, the Mira Foundation allows you to use its name and logo. It is, however, obligatory to submit the advertising material for your activity for approval before having it printed or distributing it.
6. Collect the funds. The sums generated by your activity must be paid to the Mira Foundation within fifteen (15) days following the date of the end of your activity. Collect the donations received, fill in the “submission report” and write a cheque payable to the Mira Foundation.
7. If applicable, send us the list of tax receipts to issue. Certain conditions apply when the time comes to issue receipts for tax purposes. Before you make a commitment to your donors or participants on this subject, you must seek the approval of authorized Mira Foundation staff who will advise you.
8. Say thank you! Thank all those who have contributed to the success of your activity. Don’t forget to let them know the amount collected and about the success of your fundraising activity.
9. Send us a photo of your activity so that we can put it on our website.

**Facebook:** Fondation MIRA Inc. (Official page)

**Instagram:** @fondationmira / #mirafoundation

## **FUNDRAISING TERMS AND CONDITIONS**

The Mira Foundation agrees to give the necessary documents to organizers in order to facilitate their fundraising request, and its involvement is strictly limited to this fundraising enquiry. The Mira Foundation grants participants the right to use the Mira name and brand, solely to collect funds and only for the purposes of their fundraising project. The Mira Foundation must approve the use that you make of the name and logo for the purposes of promotion of your event.

It is important to insert a short note for your activity explaining the destination of the funds received, such as “in support of the Mira Foundation” or “\$30 per ticket will be given to the Mira Foundation.”

It is prohibited to fundraise through door-to-door canvassing.

It is prohibited to use the Mira name and brand to sell a product or commercial service, except in the framework of an agreement between the Mira Foundation and its main partners.

### **CROWDFUNDING**

It is prohibited to fundraise in the name of the Mira Foundation on any crowdfunding platform other than the one secured and managed by Mira.

### **DONATIONS AND SPONSORSHIP**

The Mira Foundation will provide you with a letter formally supporting your event. This will be an essential item and you can show it for the purposes of asking for potential donations and sponsorships.

The Mira Foundation must approve the list of all companies or organizations you wish to contact as potential sponsors, to make sure there is not conflict of interest with current partners and official sponsors of Mira.

### **PUBLIC RELATIONS AND MEDIAS**

If you wish to promote your event through the medias, you must ask permission to the Mira Foundation’s team before making any contact with journalists. It is prohibited to speak in the name of the Mira Foundation to any media representative. If you need stats or specifications on the dogs or Mira’s programs, an authorized member of the staff will speak to the media to make sure the information is valid and accurate.

## **ALCOHOL OR LOTTERY PERMIT**

It is prohibited to raise funds in the form of lottery games on behalf of the Mira Foundation. The Mira Foundation does not endorse and shall make no request for alcohol or drawing permits to the Régie des Alcools, des Courses et des Jeux du Québec for an external funding event for its own benefit.

## **TAX RECEIPTS FOR CHARITY DONATIONS**

As a registered charitable organization, the Mira Foundation allows donors who have offered \$20 and more in donations to obtain a tax receipt in order to receive a tax credit.

- > Sponsorships are not eligible to receive a tax receipt for charity donations.
- > Product or service donors can obtain a tax receipt on condition they provide written proof justifying the market value of the donation offered.
- > The buyer of a prize at auction can obtain a tax receipt for the amount exceeding the market value of the purchased prize.

You must contact us before promising tax receipts. We will first check the eligibility of donations according to the policies of the Canada Revenue Agency's Income Tax Act.

You must fill in the Tax Receipts Report and submit it to us at the same time as your profits, i.e. in the 15 days following the end of your activity. If your activity takes place in December, you must let us know what receipts to issue before the following January 30 in order to register it for the year of your activity.

## Fundraising activity submission

### PROJECT MANAGER

Name \_\_\_\_\_

Address \_\_\_\_\_

City/Province \_\_\_\_\_ Postcode \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

### AM ORGANIZING THIS ACTIVITY...

- in a personal capacity
- representing a group/association: \_\_\_\_\_
- representing a company: \_\_\_\_\_
- in a school context at the school: \_\_\_\_\_

### PROJECT DESCRIPTION

Name of the activity \_\_\_\_\_

Date \_\_\_\_\_

Address of the event \_\_\_\_\_

Start/end time \_\_\_\_\_

Number of participants expected \_\_\_\_\_

Description \_\_\_\_\_

Are you planning to sell tickets for your activity? Yes \_\_\_ No \_\_\_

If so, how many tickets will be on sale? \_\_\_\_\_

Are you planning to charge an entry fee? Yes \_\_\_ No \_\_\_

If so, how much? \_\_\_\_\_

For each ticket, item sold or entry fee collected, what proportion will be paid to Mira? \_\_\_\_\_

Will you need a reunion permit (alcohol)? Yes \_\_\_ No \_\_\_

\*Must be obtained from the RAJC a minimum of 30 days before the event

Are you going to look for sponsors? Yes \_\_\_ No \_\_\_

Who: \_\_\_\_\_



Please include all the details concerning the estimated proceeds of your activity, such as:

- Ticket sales
- Auction
- Sponsorships
- Other (please specify)

As well as estimated expenses, such as:

- Equipment rental (reception room, sound, lighting, etc.)
- Food
- Printing and advertising (tickets, flyers, posters, etc.)
- Other (please specify)

(Complete and attach a document in the appendix if needed)

The Mira Foundation would like to contact a person known to you for at least two years before authorizing this activity. This person could be either an employer, the head of an organization for which you have previously volunteered, the manager of a social club or service club, etc.

#### REFERENCE

Name \_\_\_\_\_

Address \_\_\_\_\_

City/Province \_\_\_\_\_ Postcode \_\_\_\_\_

Telephone \_\_\_\_\_

Relationship to you \_\_\_\_\_



## AGREEMENT

1. It is understood and accepted that any activity must be previously authorized by the Mira Foundation. No activity may take place without explicit authorization issued by the Mira Foundation staff.
2. The Mira Foundation is in no way responsible for the undertakings of the person or people in charge of the activity.
3. Any request for production of tax receipts must be subject to an understanding between the Mira Foundation and the person or people in charge of the activity.
4. In the case where an activity or fundraiser mainly collects money in cash, a monitoring system must be set up beforehand and authorized by staff mandated by the Mira Foundation and the person in charge of the event.
5. It is understood that any person or group of people who have been authorized to use the name of the Mira Foundation have a moral obligation to be a worthy representative of the Mira Foundation, putting the general interest of the Mira Foundation before their own interests, while managing the assets they are responsible for.
6. A detailed report of the activity and the total amount raised must be returned to the Mira Foundation within fifteen (15) days following the activity. The manager undertakes to keep the invoices for the activity for consultation.
7. Mira will in no circumstance be responsible for selling tickets or finding sponsors or spokespersons in relation to a fundraising activity organized by a third party.
8. The activity leaders are considered as generous volunteers. The approval of the activity by the Mira Foundation does not create a partnership relationship with the activity or the people responsible for the activity.
9. The Mira Foundation takes no responsibility for damages or losses related to the event.
10. The Mira Foundation reserves the right to refuse or postpone its decision if it has not obtained information via this form. It reserves the right to withdraw its approval of the event upon notice at any time. If applicable, any use of its name and logo in connection with the event must immediately cease upon receipt of the notice.

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SIGNATURE OF THE PROJECT MANAGER

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DATE