



Third Party Fundraising Package

Cornerstone Counselling is a charitable agency committed to providing professional, accessible, and affordable mental health services to all Albertans. We believe that financial limitations should not prevent people from receiving the support they desperately need, and our goal is to serve the whole community without discrimination.

About Cornerstone Counselling:

Founded in Edmonton in 1977, Cornerstone has grown to be one of the largest not-for-profit providers of subsidized counselling, psycho-educational workshops, and psychotherapy training in the Edmonton area. We utilize a variety of treatment modalities to assist clients who are experiencing a broad range of issues including emotional distress; addictions; trauma, violence, and abuse; relationship issues; coping and behavioural issues; grief and loss; and more. We also offer our services on a sliding scale, based upon clients' financial needs, and provide fee subsidies from our Way to Wellness Fund to ensure our services are affordable. We, in turn, are dependent upon the generosity of individuals, businesses, foundations, and grants to run our programs.

Thank you for your interest in hosting a third-party fundraising event in support of Cornerstone Counselling. With your generous support, we can continue to remove the financial barriers that prevent individuals from getting the mental health support they need, when they need it.

Before proceeding with planning your event, please read through this document in its entirety. If you should have questions, please let us know.

Frequently Asked Questions:

What is a third-party fundraising event/initiative? It is an event or initiative organized by an individual, community group, or company that is not affiliated with Cornerstone Counselling. Acting independently and with Cornerstone Counselling's approval, third-party events are a valuable resource that help us carry out our work of providing affordable, professional mental health services across our community.

Why are third-party events so vital? Third-party events and/or initiatives not only raise vital funds that support Cornerstone Counselling, they garner invaluable awareness about the important work we do, allowing us to reach more people and make a larger community impact.

Guidelines:

- **Approval:** We ask that all events being held in support of Cornerstone Counselling are compatible with our mission, vision and values. [Prior approval to hold a third-party fundraising event for Cornerstone Counselling is required.](#) This approval is based on the type, theme and financial viability of the event. Cornerstone Counselling also reserves the right to withhold the use of our name and logo from events that we feel not support our vision and mission.

- **Third-Party Fundraising Agreement Form:** To garner third-party event approval, a Third-Party Fundraising Agreement must be submitted. To acquire a copy, please contact our office at events@cornerstonecounselling.com. After your form is completed and submitted, a team member from Cornerstone Counselling will be in touch with you on your next steps. Once approved, you will be sent resources from Cornerstone Counselling to help you with your event. These include our logo in several formats, brochures and links to our social media handles.
- **Promotions:** Cornerstone Counselling must approve all promotional and advertising copy that includes Cornerstone Counselling's name and logo. While we do not create specific promotional materials for third-party events, we do ask that any posters or promotional items that you create are sent to Cornerstone Counselling for approval. This will allow us to ensure our Brand Standard Guidelines are met before the posters are displayed and/or distributed. All promotional materials must state that your event is "in support" of Cornerstone Counselling, so it is not to be confused with an official Cornerstone Counselling event. Once you have a final version of your event promotions, such as a Facebook event, poster or website link, please send this over to us, so we can help promote your event via our website and social media channels.
- **Insurance and Licenses:** Cornerstone Counselling does not provide insurance coverage for any third-party event, nor will we assume any legal or financial responsibility before, during or after the event. The event organizer(s) must provide proof of insurance, if requested. This may include such things as public liability insurance, particularly if the event is being held on public property. Be sure to check with your event venue or municipality and perform all necessary due diligence.
- **Event Staffing:** Event organizers are tasked with staffing and recruiting volunteers for their own events. Cornerstone Counselling staff and volunteers may be able to assist based on availability, location and the nature of the event. Please note we do not have the staffing capacity to attend every event.
- **Sponsorships:** Cornerstone Counselling will not solicit sponsors on behalf of event organizers or provide contacts for sponsorships. However, we will provide a letter indicating our approval of you seeking sponsorships for your event in support of Cornerstone Counselling. When seeking sponsorships for your event, it is important to note that sponsorships do not receive tax receipts, as "sponsorship" is a marketing benefit. Under the CRA guidelines, this is ineligible for a tax receipt.
- **Speakers:** Cornerstone Counselling representatives are happy to attend your event to speak about Cornerstone Counselling, if we have someone available. We will do our best to accommodate your request. Please let us know if you will require a speaker at your event.
- **Tax Receipts:** Cornerstone Counselling issues official income tax receipts in accordance with the guidelines set by the Canada Revenue Agency. The donation must be made directly to Cornerstone Counselling (e.g.: writing their cheques out to Cornerstone Counselling) and without personal return. **Monetary donations of \$25.00 or more are eligible for receipts.** "In-kind" donations (an item) may also be available if the purchaser has the receipts for the item and completes a donation form. Please check with our office to confirm eligibility.

Please note: We require the following information to properly process a tax receipt: Donor's Name, Donor's Address (including postal code), Donor's Telephone Number and the Amount of the Donation. Tax receipts cannot be processed by Cornerstone Counselling unless the event organizer remits the funds, as well as the full donor information that is required. Processing tax receipts takes four to six weeks after the donation has been received through the Cornerstone Counselling office.

- **Donation Policy:** Cornerstone Counselling will decline any donation that arises in whole or in part from activities that appear to violate federal, provincial or municipal laws or that appear to compromise Cornerstone Counselling's integrity, autonomy or our commitment to providing affordable, professional mental health care.

Cornerstone Counselling will not accept any cash, or real property gift, pledge of support or noncash gift or services or enter into any partnership with any company or other organization that produces products that are or may be harmful to the persons served by Cornerstone Counselling. In addition, Cornerstone Counselling will not accept any of the above or support from any company or organization that in the judgment of Cornerstone Counselling exploits the persons served by Cornerstone Counselling in its product lines, advertising, marketing, workforce or in any other way.

Cornerstone Counselling will not accept any support that implies or requires an endorsement of products.

Corporate support acknowledgement will be limited to the company's names, logos, or slogans that are an established part of the supporters' identities, trade names, addresses and telephone numbers.

Collecting Donations

Please be aware that Cornerstone Counselling is committed to protecting the privacy and personal information of its donors and supporters. During your event, personal donor information, such as names, addresses and phone numbers, will be required for such things as tax receipts. This information is to be kept confidential. If you are an organization, group or individual that is fundraising on behalf of Cornerstone Counselling, please note the following:

- If your fundraiser is of a larger scale and invoices need to be paid, you may require a bank account specifically for the fundraiser.
- Donations that are \$25 and over are eligible for a tax receipt. For these to be issued, the full amount of the funds collected must be received by Cornerstone Counselling. The following information must also be included on the tracking sheet/donation form that we provide you:
 - Donor name
 - Donor's mailing address including postal code
 - Amount Received
 - Method of payment

- **If you have collected cheques that have been made payable to your organization or group**, you can deposit those into your event bank account and then provide a lump sum cheque that is made payable to Cornerstone Counselling. To ensure tax receipts are issued for donations over \$25, you will be required to provide a list of donors, including their names and full mailing addresses.
- **If you have collected cheques that have been made payable to Cornerstone Counselling**, it is important that we receive those cheques as soon as possible to ensure tax receipts are issued and the cheques do not become stale dated.
- **If you have collected e-transfers as an individual or company**, record all e-transfer details on the tracking sheet provided or have a donation form for each individual donor to capture all the required details. If the money will be used to purchase gifts in kind, the original receipts must also be provided to Cornerstone Counselling with the tracking sheet/donation form. Also provide a copy of the receipt to the donor. Tax receipts will be issued if the purchase of goods is over \$25 before taxes.
- **If you have collected e-transfers to Cornerstone Counselling**, please ensure the individuals provide their full name and mailing address (with postal code) to ensure they receive a tax receipt for all donations over \$25. Be sure they note your specific fundraiser, so their donation amount can be included in your fundraising total.
- **Once records have been completed**, please email the tracking sheet/donation form to events@cornerstonecounselling.com

Planning Your Event:

To help ensure the success of your event, we have included some tips and information to consider.

- **Know your cause and share the impact.** People are more likely to donate or volunteer if you can clearly articulate why a cause is important and why support is needed. At Cornerstone Counselling, one hundred per cent of donations help make life-changing counselling more accessible for low-income individuals and families. No donations support overhead costs. As mental health concerns continue to rise worldwide, it is vital that counselling services are made more accessible to everyone.
For more information, visit cornerstonecounselling.com/waytowellnessfund.
- **A good idea goes a long way.** If you are not sure of the specific type of event you would like to execute, you can brainstorm, research and get input from your friends, family and colleagues. Some ideas include auctions, bottle drives, movie nights, trivia nights, sports tournaments, benefit concerts, school dances, garage or rummage sales, swim/walk/skip/run-a-thons, casual day, 50/50 raffles, fashion shows, food or bake sales, galas, tournaments, cook offs, benefit barbecues and more.
- **Tailor your event to your audience.** Understanding the interests and size of your audience will help narrow options for suitable events and venues. It will also give you a better idea of how much advance planning and promotion will be required.

- **Set goals and make it fun.** Setting goals is a great way to encourage and motivate team members, giving them a concrete aim to strive for. It also tends to inspire a greater level of generosity.
- **Ask for help.** To manage your time and ensure all the elements of your event are successfully executed, it is important that you plan ahead and enlist support when needed.
- **Have a back-up plan.** Life can be unpredictable. To help ensure that the results of your hard work are not hindered by factors outside of your control, pre-planning an event contingency plan can alleviate stress and ensure success.
- **Time it right.** The timing of your event can determine its success. Be sure to pre-plan by researching what other competing events might impact the day and time you choose. To give your event special relevance, schedule its theme to coincide with special days. For example, May is Mental Health Month and October 10th is World Mental Health Day.

Promoting Your Event:

To garner interest and ensure attendance, event promotion is critical. Here are some promotion techniques to consider:

- **Online Promotion:** The use of social networking channels, such as Instagram, Facebook and Twitter, are quick, efficient and cost-effective ways of spreading event awareness. Event pages, in particular, are a great way to invite your followers to a specific event and ask them to forward it to their friends as well. If using online promotion, be sure to tag or mention Cornerstone Counselling, so we can share the post with our followers. You can also look at event calendars serving your community (such as municipal or community centre websites) to see if they will allow you to post and share your event.
- **Posters:** If using posters, be sure to acquire the approval of Cornerstone Counselling.
- **Email-blasts.** Share email blasts with your friends, family, colleagues and entire network. You can also ask that they share this information to their personal networks.
- **Media:** If you are planning a large event, you may want to consider sending a press release to local newspapers, TV and radio stations. This may garner the interest of the editors, who can then plan to cover the event. While local news outlets love human interest stories, they do receive a high volume of requests for coverage at community events. It is important to have a unique and engaging angle when you prepare your press release. If the media does not cover your idea for a story, you can still garner media promotion on their daily event calendars by submitting a media advisory a minimum of one week in advance. Be sure to follow up with all media outlets a couple of days in advance of your event to make sure they received your advisory and intend to list it on their event calendars.

If a reporter does contact you, tell them about your event, what you have planned, why you are doing it, etc., If a reporter has specific questions about Cornerstone Counselling, however, please refer them to us directly at 780-482-6215.

Planning Checklist

To help facilitate your success, follow these step-by-step checklists.

Before your event

- Brainstorm fundraising ideas.
- Check into any possible safety or legal issues, such as whether permits or insurance are required.
- Determine how many people you will need to help you execute your plan.
- Promote your event, ensuring that any promotional materials that contain Cornerstone Counselling's name and/or logo are approved prior to use.
- Plan your budget.
- Find a suitable location.
- Complete and return Cornerstone Counselling's Third-Party Fundraising Agreement form.
- Enlist volunteers, such as friends, family, colleagues.
- Think about your entertainment needs, such as music, MCs, AV equipment, band, comedian, auctioneer, etc.
- Schedule your event.

During your event

- Assign a point-person or persons to be responsible for handling the donations.
- Have a Cornerstone Counselling Donation Form handy for donations of \$25 or more (this will be sent to you after your event has been accepted by Cornerstone Counselling).
- Display and/or distribute the Cornerstone Counselling brochures that have been provided to you.

After your event

- Collect the funds.
- Thank all volunteers and donors.
- Compile all of your donation forms and money collected.
- Send these donation forms and all raised funds to Cornerstone Counselling within two weeks of the event.
- Evaluate your event and take note of what elements were successful and ones that could be tweaked for further success. Keep notes of useful contacts for future events.

We are here to help! Please keep in touch with us as you move through the process of planning and executing your event/initiative. Cornerstone Counselling, once again, thanks you for your investment in our community. Every penny counts and each donation we receive will allow someone to begin their journey toward healing.