

LANARK COUNTY COMMUNITY JUSTICE PROGRAM	POLICIES & PROCEDURES
SECTION: Financial	DATE: September 17, 2015
SUBJECT: 3 rd Party Fundraising Policy	HISTORY: New Policy
<p>Policy:</p> <p>LCCJP appreciates fundraising initiatives organized by others in support of our organization. This 3rd Party Fundraising Policy outlines the responsibilities of fundraising organizers and seeks to ensure consistent and accurate representation of the Lanark County Community Justice Program (LCCJP). In addition, we have responsibilities to our major program funders that must be respected by any 3rd parties conducting fundraising on our behalf as well as following the guidelines of the Canada Revenue Agency.</p> <p>3rd Party initiatives will:</p> <ul style="list-style-type: none"> • Be consistent with the mission and values of the LCCJP. • Maintain a positive representation and give LCCJP positive exposure and increased public awareness. • Benefit the LCCJP operations and programs. <p>In order for LCCJP to maintain brand integrity and consistency in dealing with the public, LCCJP will have final approval of:</p> <ul style="list-style-type: none"> • Any materials with our name or logo. • Any promotional materials. • Any other sponsors of the initiative. 	
<p>Procedure:</p> <p>1. Criteria: The Executive Director of LCCJP will approve a 3rd Party fundraising initiative based on compliance with the following:</p> <ol style="list-style-type: none"> a) Three weeks advance notice is provided to LCCJP by mail or email with all details outlined. b) Consistency of the 3rd Party initiative with LCCJP mission and values. 	

- c) Profitability of the 3rd Party initiative.
- d) Positive marketing/public relations exposure for LCCJP.
- e) The logo of the Lanark County Community Justice Program will be used on all promotional material, as provided by the Executive Director.
- f) As a United Way of Lanark County partner agency, the logo of the United Way of Lanark County will be used on all promotional materials, as provided by the Executive Director.
- g) Any organizer of a 3rd party fundraiser agrees to indemnify and hold harmless LCCJP and its Board of Directors and employees from any and all claims and liabilities in any way related to the initiative.

2. Guidelines:

3rd Party Initiative organizers will follow these guidelines:

- a) The Lanark County Community Justice Program name will be used in its full form and may not be shortened to LCCJP in any promotional materials. It is suggested that wording such as *"All proceeds raised at this initiative will be donated to the Lanark County Community Justice Program"* be used on promotional materials.
- b) The Lanark County Community Justice Program logo is the sole property of LCCJP, therefore it may only be used with the express permission of the LCCJP. Usage is limited to the approved initiative.
- c) If approved as a 3rd party fundraising initiative, LCCJP will provide signed approval on all promotional materials (brochures, flyers, advertisements, public and media communications, etc.) and commits to providing this approval in a timely manner. All promotional and communications materials must reflect that LCCJP is only the beneficiary of the fundraising initiative. LCCJP cannot appear to be in partnership with the 3rd Party fundraiser, or involved in the organizing, or collaborating with the organizers or their sponsors.
- d) 3rd Party Fundraisers will be requested to provide a list of sponsors who have donated to or sponsored the initiative to allow LCCJP the opportunity to recognize partners in our community. LCCJP will have final approval of sponsors.
- e) 3rd Party initiatives requiring licenses and fees (example raffles, 50/50 sales, etc.) will conform to all government regulations (federal, provincial, municipal) including but not limited to raffle licences and special occasion permits. It is the sole responsibility of the 3rd Party initiative organizer(s) to submit all such applications and ensure permits are in place prior to the initiative being held. 3rd Party initiative organizer(s) are responsible for any

fees for these licenses and are responsible for filing post-initiative forms/reports.

- f) LCCJP will not be expected to provide any staffing or volunteer time for any 3rd Party initiative. Our limited capacity prevents us from having official representation at every initiative. Requests for attendance of a representative of LCCJP should be directed through the Executive Director and we will make every effort to have a representative attend. 3rd Party fundraisers will not represent themselves as speaking in any official capacity on behalf of LCCJP.
- g) LCCJP will not underwrite any 3rd Party initiative and LCCJP insurance will not cover 3rd Party initiatives.
- h) 3rd Party initiative organizer(s) will:
 - i. Provide a record of revenues and expenses to LCCJP within two weeks of the completion of the initiative or as soon as possible thereafter.
 - ii. Provide reasonable notice to LCCJP of any 3rd Party initiative cancellation.
 - iii. Will inform LCCJP if the 3rd Party initiative is to benefit other charity partners.
 - iv. Will be responsible for any financial losses or unsettled accounts of the 3rd Party initiative.
- i) 3rd Party initiative organizer(s) will not:
 - i. Name LCCJP in contracts or sign contracts on behalf of LCCJP.
 - ii. Misrepresent the nature of the relationship between the 3rd Party initiative organizer and LCCJP.
 - iii. Convey any commitment or benefit to any party, or imply such commitment or benefit on behalf of LCCJP.
- j) LCCJP may provide receipts for income tax purposes, for donations incurred through the 3rd Party Initiative, and for which documentation has been provided, and only if said donations are deemed receipt-able by Revenue Canada. LCCJP reserves the right to issue or not issue any receipts at its sole discretion.

3. The LCCJP may relinquish support of any 3rd party initiative that does not abide by this policy, without any liability or obligation.