



# Third Party Event Guide

## Introduction

You can make a difference and change lives!

Organizing and holding a special event in support of Dixon Hall is a great way to do something you love while you achieve your philanthropic goals, build community spirit and raise awareness for a cause you believe in. At Dixon Hall, we believe that together we can build a city where everyone thrives. By holding a fundraising event for Dixon Hall, you are making a difference in the lives of thousands of community members who use our services every year.

## Why support Dixon Hall?

When you choose to support Dixon Hall either by making a donation or by organizing a third party event, you are joining a community of supporters who are invested in creating last solutions to end poverty, social injustices, and isolation in Toronto. Dixon Hall serves more than 10,000 people annually, impacting the lives of the most vulnerable and the most at-risk members of our community. We work with at-risk youth, seniors, adults with physical and health disabilities, people who need housing, individuals searching for employment, those with mental health issues, and newly immigrated individuals and their families. Your support will directly fund over 60 crucial programs and services that so many depend on.

## About Dixon Hall

Dixon Hall Neighbourhood Services began as a soup kitchen in 1929, and since then has been steadily increasing and strengthening a diverse range of integrated services for residents of east downtown Toronto. Here is a brief timeline of the evolution of Dixon Hall:



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## Our Mission

We create lasting solutions to end poverty, social injustices, and isolation in Toronto

## Our Vision

A city where everyone thrives

## Our Values

- **Respect** – We believe that everyone has qualities and value worthy of admiration
- **Diversity** – We believe in an inclusive culture of diverse thought, experience, and background
- **Integrity** – Commitments we make will be commitments kept
- **Care and Compassion** – We live out our commitment for social justice through thoughtful action
- **Accountability** – We are responsible for our actions, and inaction

We hope this event guide will help you in planning your event. **Here are some key steps to guide you through the process:**

1. Complete the online registration process at [dixonhall.org](http://dixonhall.org)
2. Choose what kind of event you would like to host (see some ideas below)
3. Depending on the style of event, determine if you need a license by contacting City, Police and/or Alcohol and Gaming Commission in your community
4. Choose a date, time and venue
5. Set your fundraising goal and budget
6. Create your online fundraising page to share with friends and family
7. Promote your event using various methods, including:
  - Posters or ads in local publications
  - Request that Dixon Hall list your event on our website's event calendar
  - Social media
  - Use our online fundraising tool to email your contacts
8. After the event, don't forget to thank your supporters and post pictures that others can share!



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### Third Party Event Ideas

There is no limit to creativity when brainstorming ideas for successful third party events. Engage your creative resources and encourage your team to think BIG. Here are just a few ideas to consider:

Auction	Carnival/Festival	Poker Tournament
Arts and Crafts	Concert/Play	Proceeds from Sales
Sale/Show	Concession Stand	Rummage Sale
Battle of the Bands	Craft Sale	Run/Walk/Ride
Benefit Dinner	Dinner Party	Scavenger Hunt
BBQ	Donations in Lieu of Gifts	Sporting Events or
Bingo Night	Face Painting	Tournaments
Book Sale	Fashion Show	Ticketed Event
Bowling Tournament	Garage Sale	Wine Tasting
Casino Night	Golf Tournament	
Cocktails Event	Loonie/Twoonie Drives	
Car Wash	Pet Wash	

#### Special Fundraising Note

**Matched Gift: Why not double your fundraising efforts! Before you start coordinating your event, check to see if your employer has a “matching gift” program. A matching gift is a charitable gift directed to a charity by a matching donor under the condition that the original donor makes the first gift. Many employers sponsor matching gift programs and will match any charitable contributions made by their employees.**



## Fundraising Guidelines

1. Dixon Hall encourages fundraising events that are compatible with our mission, vision and values. Prior approval to hold a third party event is required. Approval is based on the type, theme and financial viability of the event. Dixon Hall Toronto reserves the right to withhold the use of its name and logo from any event, initiative, promotion, performance or presentation it feels is inappropriate.
2. To conduct a fundraising event, we ask that you complete the online registration process at least 15 days prior to your event.
3. Any organization/group wishing to use the Dixon Hall name or logo on any materials, including advertising, must receive prior approval from Dixon Hall.
4. All promotional materials must state that your event is “in support” of Dixon Hall and is not an official Dixon Hall event.
5. Taking commission, for any purpose, on funds raised as part of a third party event is prohibited.
6. The third party organizer is responsible for meeting all municipal/provincial or federal standards and fulfilling all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. Dixon Hall must not be party to any liability coverage without prior knowledge and/or approval. Dixon Hall accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.
7. Dixon Hall agrees to provide the sponsoring organization/group with appropriate recognition as set forth in our *Donor Recognition Policy*.
8. The third party event organizer will be responsible for all costs related to the event and will handle all monies until the official donation is submitted to Dixon Hall. Event expenses are to be deducted before sending proceeds to Dixon Hall. Dixon Hall shall incur no costs unless otherwise agreed in writing prior to the event or promotion.
9. The sponsoring organization/group agrees to handle all monetary transactions for the special event or promotion and to present the proceeds to Dixon Hall within 30 days of the event or as agreed in writing with Dixon Hall.
10. When tax receipts are requested, the third party event organizer is responsible for collecting the names, addresses and contact information of



all donors, and is required to either mail the appropriate materials to Dixon Hall within 30 days of the conclusion of the event.

11. Dixon Hall issues official income tax receipts in accordance with Canada Revenue Agency guidelines. Refer to *Tax Receipting* (page 6) for details.
12. Involvement of Dixon Hall staff and volunteers will be at our discretion and will be based on availability, location and the nature of the event.
13. The third party event organizer agrees to ensure that all materials borrowed are returned promptly and in the same condition they were received. The organizer agrees to accept responsibility for damage or loss of materials borrowed from Dixon Hall.
14. Dixon Hall will not be responsible for mailing materials to attendees/participants or volunteers, other than the mailing of applicable tax receipts.
15. The third party event organizer must send a complete accounting of all income and expenses associated with the event to Dixon Hall. By publicly naming Dixon Hall as the beneficiary of your initiative, you are required to donate the net proceeds to us within 30 days of the event completion.

Please send a cheque made payable to:

Dixon Hall  
58 Sumach St.  
Toronto, ON  
M5A 3J7  
Attn: Catie Primeau

## Tax Receipting

### What will Dixon Hall provide a tax receipt for?

Dixon Hall adheres to the Canada Revenue Agency (CRA) Income Tax Act when issuing charitable tax receipts. To learn more about charitable tax receipts, please visit <http://cra-arc.gc.ca>. Issuing inappropriate charitable tax receipts can put our charitable status in jeopardy.

### Under CRA guidelines, a “gift” is a:

Voluntary Transfer of Property with a conscious desire to make a gift (as distinguished from giving something for nothing by mistake or under pressure).

- Voluntary – given of free will (not compelled, not court ordered, etc.)



- Transfer – from donor to charity/qualified done (complete transfer)
- Property – cash or gifts in kind (not services)

**Dixon Hall will provide a tax receipt for the following:**

- Direct personal or corporate donations of \$20 or over (unless otherwise requested by the donor)
- In-kind donations where fair market value is easily determined
  - Tickets (sporting events, theatre, ballet, etc.) where the value is either noted on the ticket or a payment receipt is provided.
  - Air miles or payment of flights (again, proof of payment must be provided)
- Gifts of artwork provided the artwork has been appraised by a third party appraiser – appraisal must be included with the donation
- Gifts of shares
- Bequests
- Life insurance premiums
- Monthly donations (donor will receive one cumulative income tax receipt at the end of the calendar year)

**Dixon Hall cannot provide a tax receipt for the following:**

- Gifts of promises or pledges (for example, gift certificates donated by the issuer, hotel accommodation)
- Payment of basic fee for an event
- Gifts where the value or benefit of the donation cannot be determined
- Lottery or raffle tickets
- Donations of services (time, skills, or efforts) or loans of property, use of a timeshare or lease of premises
  - Donations of services will only be receipted when a 'cheque exchange' takes place. This means that the party who donated a service would invoice Dixon Hall for the cost of the services. Dixon Hall would then issue a cheque for the services. If the service provider should choose to donate these funds back to Dixon Hall, then Dixon Hall can issue a tax receipt for the amount of the donation.
  - Two distinct transactions must take place:
    - A person provides a service to Dixon Hall and is paid for that service, and
    - That same person makes a voluntary gift of property to Dixon Hall
      - Funds or gift in kind is from another qualified donor (gifts from other registered charities, or non-profit organizations)



- Name of true donor(s) cannot be determined (for example, bottle collection from several parties, donation bins, etc.) – one person cannot benefit from gifts made by multiple donors
- Gift is directed to a specific person or family unless Dixon Hall has already decided that person or family is the recipient of the charitable program and Dixon Hall has full discretion to reallocate funds and the person or family is arms-length from the donor
- Rent-free space
  - One of the criteria for a gift is that there be a voluntary transfer of property
  - With rent free space or accommodation, no property is being transferred – instead, use of the building is being provided. Since no property is transferred, no “gift” is made and a tax receipt for the value of the loan of property cannot be issued
- Court ordered donations (donations made as a condition of parole)
- Gifts intended for another organization
- Donations of items for auction (unless pre- approved by Dixon Hall)
- Sponsorships

## Frequently Asked Questions

### **Is Dixon Hall able to support any third party event expenses?**

It is the responsibility of the event organizers to create a budget and manage it accordingly for all expenses.

### **Can Dixon Hall provide volunteers for a third party event?**

It is the responsibility of the event organizers to recruit, train and manage all volunteers.

### **Can Dixon Hall provide sponsorship contacts to support third party events?**

Dixon Hall cannot solicit sponsors or provide sponsor/donor lists for third party events. It is the responsibility of the event organizer to request support from individuals or businesses to underwrite costs.

### **Who is responsible for all liability and legal risks associated with my event?**

Dixon Hall will not be responsible for any damage or accidents to any persons or property; we will not assume any legal or financial liability caused before, during or after the event.

Depending upon the nature of the third party event, the organizer may be required by Dixon Hall to submit proof of general liability insurance in the amount of \$1,000,000 or such other amount which covers any damage or accidents to persons or property arising out of the third party event. In acquiring insurance for an



event, it is the responsibility of the organizer to apply and obtain such documents in the name of the individual, organization or business coordinating the event.

Dixon Hall will not sign any contracts with vendors or suppliers. It is advisable that you seek guidance and direction from your own insurance broker on this matter.

**Will Dixon Hall help promote third party events?**

Yes, depending on the size of the event, Dixon Hall can help promote via our social media channels, e-blasts, or a feature on our website. Any additional promotion is up to the event organizers. All publicity for the proposed event must be approved by Dixon Hall prior to being printed and/or released, including: web content, press releases, and printed materials. Please forward all content for approval at minimum 10 days in advance of release to Catie Primeau by calling 416-863-0499 x 20166 or emailing [catie.primeau@dixonhall.org](mailto:catie.primeau@dixonhall.org)

**How do I send the proceeds of my event to Dixon Hall?**

Any offline funds raised by a third party event should be made payable and turned into Dixon Hall no later than 14 days after the event. It is preferred that all offline funds raised are deposited into one account and a cumulative cheque is written to Dixon Hall. Please make cheques payable to:

Dixon Hall  
58 Sumach St.  
Toronto, ON  
M5A 3J7  
Attn: Catie Primeau

**Can I use the Dixon Hall logo and how do I get it?**

Yes, please complete the appropriate checkbox on the *online registration form* and the logo will be emailed to you.

**Can Dixon Hall provide print and promotional/display materials?**

Dixon Hall can provide print materials about our programs and services. We may also be able to provide banners, subject to availability. Please provide us with all requests for Dixon Hall materials a minimum of ten days prior to your event by contacting Catie Primeau at 416-863-0499 x 2066 or [catie.primeau@dixonhall.org](mailto:catie.primeau@dixonhall.org)

**Do I need any licenses to host an event? (Raffle, liquor, etc.)**

Any licenses required such as raffle or liquor licenses, etc. are the responsibility of the event organizers. You must be able to provide proof of adequate licenses to Dixon Hall.

**Will I have access to Dixon Hall's media contacts?**

It is the responsibility of the event organizers to promote their own events.



**If I have a silent auction at my event, how do I get items for the auction?**

It is the responsibility of the event organizer to solicit for prizes to support your event. We can provide a letter from Dixon Hall authenticating your event to support your solicitation efforts. If you require a letter from Dixon Hall authenticating your event, please email your request to Catie Primeau at [catie.primeau@dixonhall.org](mailto:catie.primeau@dixonhall.org)

There are many ways to build your live and/or silent auction:

- 1) Donated Items - Create an ask letter to send to various companies requesting items for your auction that is in support of Dixon Hall.
- 2) Auction Houses – There are companies that build inventories of items for silent/live auctions, such as sports memorabilia, music collectables, etc. You are typically only required to pay for items that sell, and can return any items that don't. Reminder: Set minimum bids for these items to ensure that you are selling them for more than you are paying for them.
- 3) Purchased – You always have the option of purchasing items for the auction, however, the cost of these items are the responsibility of the organizers.

For any further information, please contact Catie Primeau, Development Officer by phone at 416-863-0499 x 2066 or by email at [catie.primeau@dixonhall.org](mailto:catie.primeau@dixonhall.org)

*Thank you for your generous support!*



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