



CASP CANADIAN ASSOCIATION
FOR SUICIDE PREVENTION

ACPS ASSOCIATION CANADIENNE POUR
LA PRÉVENTION DU SUICIDE

Envisioning a Canada without Suicide

Envisager un Canada sans suicide

Dear Prospective Third Party Fundraiser,

Thank you for considering the Canadian Association for Suicide Prevention (“CASP”) as the beneficiary of your fundraising activity.

CASP appreciates your efforts to help us support our National Mission to Advocate, Communicate and Educate for suicide prevention, intervention and postvention in Canada.

The attached template has been developed to assist you in organizing your event and offer support to you in achieving your fundraising goals. It contains the event application as well as guidelines for third party activities.

Please call us with any questions you may have.

Sincerely,

Sean Krausert

Executive Director, Canadian Association for Suicide Prevention
Directeur général, Association canadienne pour la prévention du suicide
PMB #619 104, 743 Railway Avenue Canmore, AB T1W 1P2
Tel: 613 702-4446

www.suicideprevention.ca



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CANADIAN ASSOCIATION FOR SUICIDE PREVENTION (CASP) Third-Party Fundraising Policy

Purpose:

The purpose of this policy is to provide criteria and outline responsibilities for those interested in engaging in 3rd party fundraising that would support/promote CASP/ACPS.

Application Process

Upon reception, the application will be reviewed by the Executive Director or designate to ensure the activity matches the Vision and Values of CASP. In some situations, The Third-Party Event Proposal Form will be reviewed by a sub-committee and brought to the board for final approval. The sub-committee will ensure the Third-Party event is in accordance with the Guiding Principles.

Event Criteria

The Third-Party event will work toward generating a positive image for the event and CASP in accordance with CASP's priorities and values.

CASP does not permit the following types of fundraising in a third-party context:

- i. Events that encourage/involve behaviour that is counter to CASP mission and/or programmatic activities;
- ii. Events involving the promotion or support of a political party or candidate, or those which appear to endorse a political activity;
- iii. Direct solicitation (including but not limited to door-to-door canvassing, telemarketing or internet). (DC)
- iv. Events that do not align with the Vision and Values of CASP.

Sponsorship

All sponsorship solicitations are to be made by the Event Organizer. CASP cannot provide suggestions for potential sponsors or participants. CASP must review and approve any potential corporations identified for sponsorship request and reserves the right to decline any sponsorship when it believes that the association may have a negative effect on the credibility of the CASP.

Event sponsors/supporters/contributors will be recognized in accordance with CASP recognition policies for their donations.

Use of Name and Logo

CASP disallows the use of its name in association with any non-approved fundraising activities. Use of CASP logo, name or any reference to CASP that implies fundraising initiatives is forbidden.

The CASP logo will be used with approval in promotional material and will not be altered. CASP must review and approve all promotional materials (including but not limited to letters, brochures, press releases, flyers, and advertising) prior to distribution.

The CASP logo or name cannot be altered in any way, unless otherwise approved. In addition the name "Canadian Association for Suicide Prevention", "CASP", "Association canadienne pour la prévention du suicide" or "ACPS" cannot be used in a manner that suggests CASP is sponsoring the event (e.g.: "Canadian Association for Suicide Prevention Triathlon"; but may be used to identify the relationship, "Run for Hope, benefitting the Canadian Association for Suicide Prevention.")

CASP reserves the right to withdraw the use of its name at any time.

Use of Media for Event Publicity

Mindset Media Guidelines will be used for all social media interactions regarding the event and distributed to any media covering the event.

Waiver of Liability

CASP will not be held responsible for liabilities associated with this event, unless otherwise authorized in writing by the Board of Directors or an approved authority for the CASP.

- For CASP protection, the Event Organizer agrees to indemnify and hold CASP harmless from and against all losses, damages, costs, attorney fees, expenses and liabilities incurred in connection with, or in the defense of, any claim or action or proceeding arising out of or incurred in connection with the event.
- The organizer of the fundraiser that is the subject of this agreement shall indemnify and hold harmless the CASP, its officers, directors, and employees, from and against any and all claims, liabilities, costs, fines and expenses (including reasonable legal fees) arising out of any claims or suits, or threats of suits which may be brought against CASP for any reason whatsoever in connection with the fundraiser including, but not limited to, claims related to personal injury related to the fundraiser. The organizers' obligations hereunder shall survive the termination of this agreement.
- It is the responsibility of the organizers of the Third-Party event to ensure that any and all Liability Waivers are completed by all participants either prior to the event or on the day of the event. CASP is in no way responsible for any injury which may occur as a result of this event and will not be held

responsible for any injuries associated with the event.

- CASP will not obtain gaming or liquor licenses on behalf of the organizing group. All requirements involving licenses and fees must conform to government regulations. Appropriate event insurance and any other licensing in the responsibility of the Third-Party.

Finance

1. By publically naming the Canadian Association for Suicide Prevention (CASP) as the beneficiary of our event, the Third-Party agrees to donate the indicated % or \$ amount within 30 days of the event.
2. All costs associated with the event are the responsibility of the organizing committee, unless agreed to in writing prior to the event. CASP will not be held responsible for any costs associated with this event.
3. Only the final net proceeds will be processed by CASP. Under no circumstances will third-party revenues and expenses flow through CASP.
4. CASP is not financially liable for the promotion and/or staging of third-party fundraisers.
5. Charitable donation receipts will be issued in accordance with the Canada Revenue Agency Guidelines.
6. All information relative to issuance of tax receipting becomes the property of CASP.
7. Where it is the desire of the Third-Party event organizers to designate proceeds to a special project or Restricted Donation Fund, CASP will ensure that the funds are dispersed as per the organizer's direction.



Third-Party Event Application

P.O. Box 53082, RPO Rideau Centre
Canmore, AB T1W 1P2
Tel : 613 702-4446
fundraising@suicideprevention.ca

COMPANY/INDIVIDUAL INFORMATION		
Name of group/organization planning the event:		
Name of Individual(s) responsible for the event		
1.	Name	
Phone		Email
2.	Name	
Phone		Email
3.	Name	
Phone		Email
Mailing Address		
City		Province Postal Code
EVENT INFORMATION		
Event Type		
<input type="checkbox"/> Golf Tournament <input type="checkbox"/> Luncheon/Dinner <input type="checkbox"/> Auction/Raffle <input type="checkbox"/> Dance <input type="checkbox"/> Sale/Show <input type="checkbox"/> Garage Sale <input type="checkbox"/> Themed Event <input type="checkbox"/> Sporting Event <input type="checkbox"/> Concert <input type="checkbox"/> A-thon <input type="checkbox"/> Other (please specify)		
Event Name		
Event is		
<input type="checkbox"/> Open to public <input type="checkbox"/> Private/Invitation only		
If you are donating a portion of the net proceeds from the event, rather than the full amount, please specify: %		
Proposed date(s)	Start time	End time
Alternate Date (if necessary)		
Venue		
Address of Venue		
City		Province Postal Code
Venue Contact Name		
Phone		Email

EVENT DESCRIPTION
Brief description of proposed event
Has this event taken place before? <input type="checkbox"/> Yes <input type="checkbox"/> No
Is this an annual event? <input type="checkbox"/> Yes <input type="checkbox"/> No
Are you requesting a CASP representative at your event? <input type="checkbox"/> Yes <input type="checkbox"/> No
What role will this person play? <input type="checkbox"/> Speaking <input type="checkbox"/> Receive Donation <input type="checkbox"/> Photo/Media <input type="checkbox"/> Participate <input type="checkbox"/> Other (please specify)
<p>Please note: Requests for speakers must be made a minimum of forty-five (45) days in advance of the event</p>
PROMOTION/PUBLICITY
How will this event be publicized?
<input type="checkbox"/> Press Releases <input type="checkbox"/> Advertisements <input type="checkbox"/> Public Service (PSA) <input type="checkbox"/> Posters/Flyers <input type="checkbox"/> Email blast <input type="checkbox"/> Website <input type="checkbox"/> Social Media <input type="checkbox"/> Tickets <input type="checkbox"/> Programs <input type="checkbox"/> Other (please specify)
Do you require CASP logo (pdf/jpeg) or signage for this event? <input type="checkbox"/> Yes <input type="checkbox"/> No
<p>Please note: Review and approval must be received PRIOR to printing materials with CASP logo</p>
REVENUE
Total projected revenue \$
Will the net proceeds be donated ONLY to CASP? <input type="checkbox"/> Yes <input type="checkbox"/> No
If no, please list all other beneficiaries
Is there potential for multi-year funding to CASP? <input type="checkbox"/> Yes <input type="checkbox"/> No
DIRECTED PROCEEDS



Please read and initial the following:

We agree that prior to holding or publicizing this event, the *Canadian Association for Suicide Prevention* must approve this proposal, and all uses of CASP’s name and/or logo.

By publically naming the *Canadian Association for Suicide Prevention* as the beneficiary of our event, we agree to donate the indicated % or \$ amount within 30 days of the event.

We agree that the *Canadian Association for Suicide Prevention* will not be held responsible for liabilities associated with this event, unless otherwise authorized in writing by the Executive Director or an approved authority for CASP.

We acknowledge that the CASP logo or name cannot be altered in any way, unless otherwise approved. In addition the name “Canadian Association for Suicide Prevention” cannot be used in a manner that suggests CASP is sponsoring the event (e.g.: “CASP Triathlon”; but may be used to identify the relationship, “Run for Hope, benefitting the Canadian Association for Suicide Prevention”).

The Event organizer is responsible for obtaining any and all necessary permits from the locale in which the event is taking place.

All sponsorship solicitations are to be made by the Event Organizer. CASP cannot provide suggestions for potential sponsors or participants. **CASP will review and approve any potential organizations identified for sponsorship requests and reserves the right to decline any sponsorship /partnership requests.**

If a separate bank account is established by the Event Organizer for income and expenses associated with the event, it must be opened in the name of the Event organizer or company, not CASP.

Charitable receipts may be provided for gifts of \$20 or more upon request.

The event organizer must, in its sole discretion, determine the extent of required insurance for the Event prior, in order to protect itself from claims, which may arise out of the event.

For CASP protection, the Event Organizer agrees to indemnify and hold CASP harmless from and against all losses, damages, costs, attorney fees, expenses and liabilities incurred in connection with, or in the defense of, any claim or action or proceeding arising out of or incurred in connection with the event.

I/we _____ have read and understand the terms outlined in this document and agree to adhere to the above guidelines and principles.

Signature of Event Organizer

Signature

Date

Approval on behalf of CASP

Signature

Date