



Childhood
Cancer Canada

THIRD PARTY EVENT GUIDE





Thank you for choosing to fundraise for Childhood Cancer Canada (CCC). We cannot thank you enough for your creativity and passion! The money you raise will help us to create victories for Canadian children with cancer through investment in national, lifesaving research, and empowering education and support programs.

Working together, we can help to make the future brighter for every child with cancer, from diagnosis to recovery and beyond.

Thank you for getting involved to make a difference.

Have fun!



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DID YOU KNOW?

About **1 in 5 children will not survive**, and this number increases beyond 5 years.



Cancer is the **#1 cause of death** by disease of Canadian children.

More than 10,000 children, adolescents, and young adults in Canada are in treatment or 5-year follow-up for cancer right now.



95% of survivors will live with a chronic health problem by the time they are 45-years-old

Only 5% of all **cancer research dollars** are dedicated to childhood cancer.

OUR IMPACT

Childhood Cancer Canada is Canada's leading national foundation dedicated to funding research and programs for kids with cancer. With integral support from sponsors, we ensure every dollar is invested in the areas of highest need for tangible results in the fight against childhood cancer.

RESEARCH

Since 2004, the Foundation has been the primary charitable funding partner of the C17 Council, supporting clinical trials and childhood cancer research in Canada. The C17 Council is led by the hematology / oncology Division Directors from all of the Canadian centres that treat children with cancer, including Canada's leading pediatric institutions, oncologists, and hematologists. The Foundation works with C17 Council with the goal of increased survival and wellbeing of our children, and ultimately a cure for all childhood cancers.

EMPOWER PACKS

We send EmPower Packs to families in Canada whose child is newly diagnosed with cancer. They provide families with information and inspiration to cope with what comes next. Each EmPower Pack is specialized based on the child's interest and needs. On average, we distribute more than 200 specialized EmPower packs a year.

SURVIVOR SCHOLARSHIP

The Childhood Cancer Canada Scholarship Program is open to young adult cancer survivors, a \$1,500 general scholarship and a \$5,000 TEVA Scholarship for those pursuing education in the medical, health and pharmaceutical fields. Survivor Scholarships support post-secondary academic aspirations and recognize the personal triumphs of students who have survived childhood cancer. On average, we award over 110 scholarships a year.





BENEVOLENT FUND

We support families with much needed financial assistance to help cover the costs of their child's funeral. Childhood Cancer Canada will fund up to \$1,500 in expenses to the family's funeral service provider for final arrangements and memorial services. On average, we support over 55 families with the cost of their child's funeral.



EMERGENCY FUND

Initiated in 2020 in response to the financial impact of COVID-19, The COVID-19 Emergency Fund is a financial program available to families across Canada who have a child in active treatment for cancer and who have been negatively impacted by the COVID-19 pandemic. Since the program began, we have supported over 600 families and young adults.



HOW TO RUN A FUNDRAISING EVENT

① PICK YOUR EVENT

With a bit of fun and creative flair, anything can become a fundraising opportunity. It could be a birthday bash, tournament, craft sale, dance-a-thon, bake sale, ski day or car wash. The ideas are limitless! We have a few ideas on the next page if you need help.

② PROMOTION

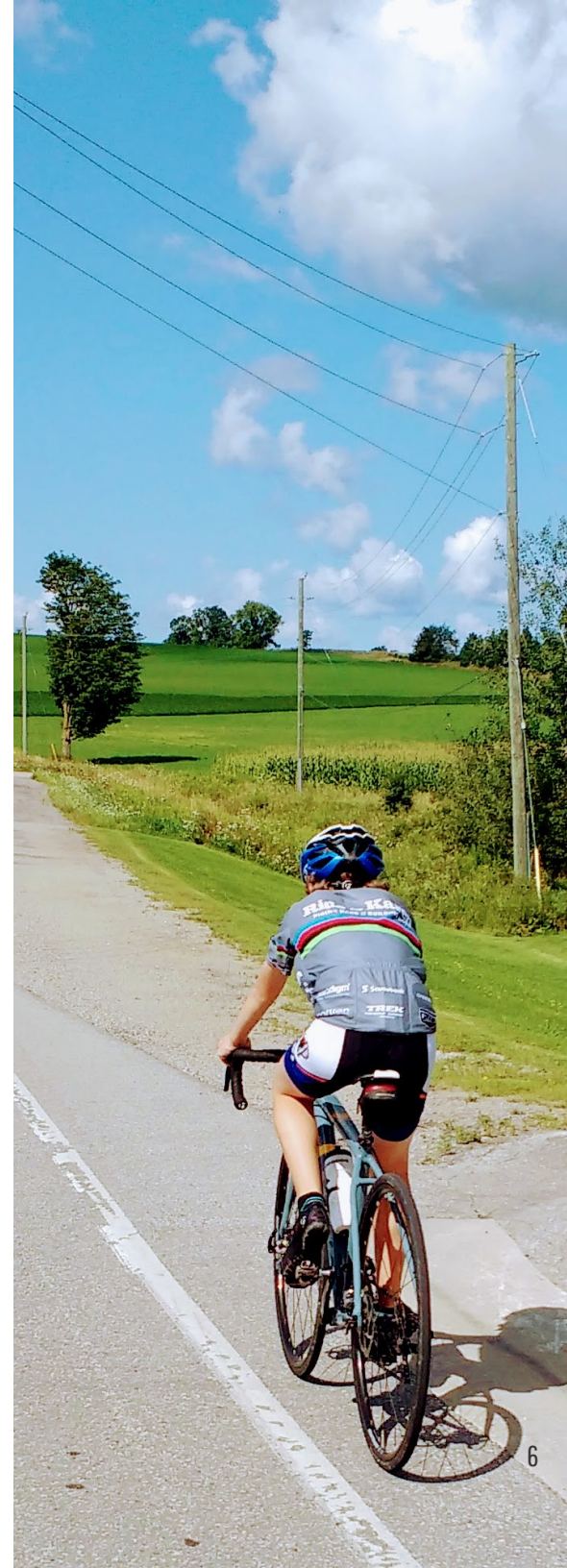
Promote your upcoming event on a poster, through social media, in a newsletter or face-to-face! Letting people know about the event in advance will really help with participation. We will even help you set up a fundraising page!

③ EVENT DAY

Recruit friends, colleagues, or family to support you during your event. Keep your supporters updated on how you are doing against your target – and most importantly, have fun!

④ A JOB WELL DONE

Thank everyone for coming to your event, and share how much you have raised so they know how much they have helped! Please get in touch with us so we can share your successes as well. Don't forget to send us your **Event Proceeds Report** along with the funds collected.



FUNDRAISING EVENT IDEAS



SPECIAL OCCASION

Set up an online Fundraising Page and collect donations in lieu of gifts for celebrations such as birthdays, weddings, anniversaries, etc.



HEADSHAVE

Recruit as many people as you can to shave their head or cut their hair if they reach their fundraising goal. Plan a party on "Shave Day" and raise awareness for CCC.



COMMUNITY/SCHOOL FUNDRAISER

Garage sales, BBQs, concerts, food stands, or car washes. Plan something fun and invite your community.



WORKPLACE FUN

Walk-a-thon, head shave, bake sale. Workplace fundraising events are a great way to engage employees and build morale.



A-THON

Walk-a-thon, bowl-a-thon, dance-a-thon... the possibilities are endless. Revolve an event around something you are passionate about and pledge donations for every half an hour!



TOURNAMENT

Sports, board games, trivia...you name it! A little friendly competition for a great cause is always a great idea.

EVENT CHECKLIST

① RECRUIT YOUR COMMITTEE

• There is strength in numbers. Identify the roles that need to be filled and let friends and family know of the opportunity to get involved (ex. securing sponsorship, designing promotional materials, etc.).

② LOGISTICS

- Set Event Date
- Create a preliminary budget
- Book Venue
- Apply for all necessary permits, waivers & additional insurance
- Create emergency plan
- Acquire all event supplies and equipment

③ SPREAD THE WORD

- Develop a promotion strategy
- Send information to all the people who may want to attend or support your event
- Promote in community or company newsletters, memos, website
- Promote through local media
- Promote through Facebook and Twitter
- Distribute posters and flyers

④ LOOK FOR SPONSORS

- Look for sponsors to cover your event costs.
 - Approach local businesses with CCC sponsorship letter
 - Use your network





⑤ PLAN HOW TO RAISE MONEY

- Set a fundraising goal.
- How will you achieve your fundraising goal?
 - Will you charge an admission/registration fee?
 - Encourage discretionary donations?
 - Hold a silent auction? Will you charge for food?

⑥ COLLECT DONATIONS

- Donations can be collected online.
- Collect donations at your event – don't forget the pledge forms!

⑦ CELEBRATE & SHARE YOUR SUCCESS

- Thank your sponsors and supporters.
- Share your successes and photos with us and on your social channels.

⑧ SUBMIT THE PAPERWORK

- Submit Event Agreement Form prior to event.
- Submit funds in a timely fashion so eligible tax receipts can be prepared and mailed to donors.
- Submit Event Proceeds Report with collected funds no later than 2 weeks after your event.

SUPPORT FROM CCC

SUPPORT ITEMS	< 5,000	\$5,000 - \$25,000	\$25,000 - \$50,000	\$50,000 - \$100,000	> \$100,000
Online Registration & Donation Platform	✓	✓	✓	✓	✓
Weekly registration/donation reports	✓	✓	✓	✓	✓
CCC Staff and/or Ambassador Family in attendance of event*	✓	✓	✓	✓	✓
Engagement level of CCC social channels for event awareness, promotion and recruitment	X	Low	Medium	High	High
Digital Content Creation	X	X	1 to 2 Items	2 to 4 Items	5-8 Items

*based on availability and current public health restrictions



PROMOTING YOUR EVENT

ONLINE FUNDRAISING PAGE

Our team will work with you to set up a fundraising page for people to register and donate to your event. All online donations show up on your “thermometer” instantly, and your supporters receive automated tax receipts.

MEDIA

Consider sending a press release to local newspapers, radio and TV stations.

Ask if one of their editors might be interested in doing a story, either in advance, at the event, or by taking photos.

Please contact us if you need media talking points, help preparing a press release, or if the reporter has questions about CCC.

SOCIAL MEDIA

Like and follow us on social media. When you mention us or your event make sure to tag us in your posts and include any unique hashtags. We’d love to share your progress!

Tag us:



@ChildhoodCancerCanada



@ChldhdCancerCan



@ChildhoodCancerCanada

PROMOTIONAL MATERIALS

Put up posters, flyers, invitations etc. at school, work, and/or around your community. Also, take advantage of free advertising, such as in local community magazines.





FUNDRAISING GUIDELINES

TERMS & CONDITIONS

Prior approval to host a third party event is required. CCC reserves the right to withhold the use of its name and logo from any event that is not considered to be in alignment with the mission, vision and values of the organization.

- An Event Agreement Form (Appendix A) must be submitted and approved before your event.
- All promotional materials must indicate that your event is “in support of” Childhood Cancer Canada. Publicity should not imply that CCC is involved as anything other than the beneficiary.
- Funds generated from your event must be issued to CCC within two weeks of your event (some exclusions may apply).
- CCC assumes no legal or financial liability associated with your event. Nor are we liable for any injuries sustained by volunteers or participants related to your event.
- Where applicable, alcohol and gaming licenses must be obtained by the third party.
- Insurance is the responsibility of the event organizer.
- Event organizers must respect the personal information of participants and donors. Event organizers must agree to only use personal information to administer the event and to keep volunteers and employees on a ‘need-to-know’ basis.
- All communications (invitations, tickets, solicitation for sponsorships, advertisements, posters, etc.) featuring the name and logo of CCC must be submitted for approval before distribution.

CCC CANNOT PROVIDE THE FOLLOWING

- Funding or reimbursement for event expenses. Nor can expenses be extracted from tax-receiptable donations.
- Donor or sponsor lists.
- Guaranteed attendance of staff, volunteers, or speakers to your event.
- Application for any required licenses and permits.
- Prizes, auction items and/or awards.

TAX RECEIPTING

TAX RECEIPTING FOR DONORS

Donations are eligible for tax receipts when the following criteria are met:

- If money or a “pledge” is given to the Foundation, in the form of a cheque or cash donation or made through our donation platform.
- Receipts are issued online for donations of \$5 or more, however receipts for manually-entered donations (collected with pledge forms) are issued for donations of \$20 or more.
- No goods or services were received in return for that donation. Purchase of draw tickets, event admission tickets, registration fees, live and silent auction items are NOT eligible for official charitable tax receipts.

*Please note that it can take up to 4-6 weeks time for manually-entered tax receipts once the event package has been received by the Foundation post-event.

As per the Canada Revenue Agency we require the following information to issue a tax receipt:

Complete donor/company information (full name, address, and donation amount).

Funds are received in the same calendar year the event was held.



DIFFERENTIATING BETWEEN SPONSORS & DONORS

We understand and are aware that many host organizations/benefiting charities at times offer sponsor-like benefits for all or part of a contribution in order to attract (larger) donors to their events. To keep things clear about when a receipt can be issued for a donation, we have elected to keep to the clearest cut and simplest differentiation according to Canada Revenue Agency and request that our Partners in this event do the same.

- a. **Sponsors** receive logo/brand recognition in the form of web, print, press, event day attribution as well as opportunities for participation and presentation at your event, and their dollars go to offsetting the cost of running the event (or may be products/services in kind)
- b. **Donors** receive a charitable tax receipt (issued by Childhood Cancer Canada) and may not receive logo/brand recognition in the form of web, print, press, event day representation aside from potential medals or prizes for high fundraising awards. All donations are made to Childhood Cancer Canada and are distributed to the beneficiary as agreed to by you the event hosts/owners and Childhood Cancer Canada.

EXAMPLES OF SPONSORSHIP OPPORTUNITIES

1. Provide a lump sum amount to cover the event costs
2. Provide in kind or pay for the event venue
3. Provide in kind or pay for the food and water
4. Provide in kind or pay for prizes, or draw items
5. Provide in kind or pay for services– i.e. printing of banners and posters, media coverage, web design, video and photography services

*Sponsors and in-kind donors may be provided with an acknowledgement letter as proof of contribution upon request.

FUNDS CAN BE SENT TO OR DROPPED OFF AT:

Childhood Cancer Canada
Attention: Third Party Events
20 Queen St W, Suite 702
Toronto, ON M5H 3R3

All cheques must be made payable to Childhood Cancer Canada

FAQs

WILL CCC HELP ME PLAN MY EVENT?

CCC can help guide and support you in your third-party event planning. Call or email us!

IS CCC ABLE TO SUPPORT MY EVENT EXPENSES?

It is the responsibility of the event organizer(s) to create a budget and manage it accordingly for all expenses. Please consider asking local businesses to sponsor your event and/or provide in-kind donations to alleviate costs.

CAN CCC PROVIDE ANY VOLUNTEERS FOR MY EVENT?

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

CAN CCC PROVIDE SPONSORSHIP CONTACTS TO SUPPORT MY EVENT?

CCC cannot solicit sponsors or provide sponsor/donor lists for third party events.

WHO IS RESPONSIBLE FOR ALL LIABILITY AND LEGAL RISKS ASSOCIATED WITH MY EVENT?

CCC 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 any third-party event. Event insurance is the responsibility of the event organizer.

WILL CCC HELP PROMOTE MY EVENT?

Yes, upon request, we can include it in our monthly newsletter, and promote it via our social media channels.

HOW DO I SEND PROCEEDS OF MY EVENT TO CCC?

Funds raised should be made payable and turned into Childhood Cancer Canada (in person or via mail) no later than two weeks after the event, along with any corresponding pledge and/or donation forms, and an [Event Proceeds Report](#). Please make cheques payable to Childhood Cancer Canada.

DO YOU GIVE TAX RECEIPTS FOR DONATIONS?

Yes, for donations of \$20+. We require the full name, address and donation amount of the donor. Please call us if you have any questions concerning receipts. www.cra-arc.gc.ca

CAN CCC HELP ME GET ITEMS FOR MY SILENT AUCTION?

It is the event organizers responsibility to solicit prizes for their event. We can provide a letter authenticating your event to support your solicitation efforts.

CAN CCC PROVIDE PRINT AND PROMOTIONAL DISPLAY MATERIALS?

Yes, CCC can provide materials upon request. These will be sent to you via Canada Post or if you prefer you can make arrangements to pick them up from the office. We kindly ask that you return any unused items.

CAN I GET A PHOTO TAKEN WITH A BIG CHEQUE?

Yes, we are happy to organize a cheque presentation at our office.

HAVE MORE QUESTIONS?

Give us a call at 1-800-363-1062 or email us at info@childhoodcancer.ca

CONTACT US

ADDRESS

20 Queen Street W. Unit 702
Toronto, ON M5H 3R3

PHONE

1-800-363-1062
Fax: (416) 489-9812

EMAIL

info@childhoodcancer.ca

WEBSITE

ChildhoodCancer.ca

