



### **Third Party Fundraising Agreement**

Thank you for choosing Sunbeam for your fundraiser. We hope if you have made the commitment to support our organization you already have knowledge of our mission, values and the wide range of services we offer. If you would like to learn more, we would be happy to arrange for a representative from Sunbeam to come to your organization or company or for you to come for a tour at Sunbeam Centre.

**This agreement applies to the following event:**

**Date & Location:**

**Types of Third Party fundraising:**

#### **Insurance**

Sunbeam Centre's Liability Insurance does not cover Third Party Fundraisers.

The Third Party Organizer(s) must take sole responsibility and liability for the planning, promotion and management of the event or activity. Sunbeam Centre's Fundraising staff can provide input and guidance as needed.

Sunbeam Centre, its employees, volunteers and members are not liable for any accidents or injuries, damages or theft to individuals or property and cannot assume any type of liability for your event/activity, its participants, volunteers or employees.

#### **Fundraising Practices**

The Third Party Organizer(s) will adhere to an applicable code of ethics and standards of practice, such as:

- Act with fairness, integrity and in accordance with all applicable laws
- Clearly state what and how proceeds will be directed to Sunbeam Centre
- Discontinue solicitation of a prospective donor who identifies the solicitation as undue pressure or does not wish to be solicited

The Third Party Organizer(s) will immediately advise Sunbeam Centre of any apparent or actual conflict of interest.

Sunbeam Centre reserves the right to withdraw its approval for a fundraiser event/activity at any time if it appears that there is a likelihood of the Third Party Organizers failing to adhere to any of the above guidelines.

### **Event Promotion and Solicitation**

All promotional materials should clearly state that the event or activity is “In Support of” or, “Proceeds to” Sunbeam Centre.

The Third Party Organizer(s) is responsible for making all media contacts but must include Sunbeam’s Director of Fundraising in all correspondence.

Sunbeam Centre will have the final, signed approval on all marketing/promotional materials for the event including brochures, posters, flyers, advertisements and media communications relating to the event or activity.

Sunbeam Centre, at its discretion and understanding of benefit, will provide marketing materials for the event such as brochures, banners or other related promotional material.

Sunbeam Centre will not provide any of their own donor or sponsor contact lists. All sponsorship and donation lists must be provided to Director of Fundraising before sponsorships are requested and obtained.

### **Social Media**

All social media content related to the Third Party Event must not violate any of Sunbeam Centre’s values. Material posted must be tasteful, and proper consents must be obtained where appropriate (ie photos, quotes etc.). Sunbeam Centre reserves the right to reuse social media content used in relation to the Third Party Event on their own networks.

### **Use of the Sunbeam Centre Name and Logo**

Everything that displays Sunbeam’s logo or name must be approved by the Director of Fundraising at Sunbeam in advance of printing and/or publishing.

### **Budget & Goal**

With each application, Third Party organizers must provide a budget that shows how they intend to reach their goal. A final accounting of the event income and expenses must be submitted within 6 weeks after the event.

### **Staffing**

Sunbeam will, whenever possible, have an employee or volunteer attend each event. Event co-ordinators will work with the Director of Fundraising to clarify their hopes for representation, such as a public speaking part or display area etc.

