



**SUNSHINE COAST COMMUNITY SERVICES
THIRD-PARTY FUNDRAISING TOOLKIT**



ABOUT SUNSHINE COAST COMMUNITY SERVICES

Sunshine Coast Community Services Society is a community-based organization that has been providing services for people on the Sunshine Coast since 1974. Our history is one of caring, commitment, and flexibility. We are a non-government organization overseen by a volunteer board of directors, funded by government contracts, foundations and community donations. We employ 85+ professional staff, work with 175+ volunteers and provide services through more than 30 programs all along the coast.

THIRD-PARTY GUIDELINES

Sunshine Coast Community Services Society (SCCSS) appreciates your generosity and enthusiasm to organize a fundraiser to benefit our many program and services here on the Sunshine Coast. We know that your initiative will require your time, energy and personal resources, which is why we kindly ask you to review our fundraising guidelines below.

All events must be aligned with SCCSS mission and values.

THIRD-PARTY FUNDRAISING EVENTS

Third-party events are events that happen independently from SCCSS. Individuals, or community groups plan and organize a fundraiser with proceeds going to Sunshine Coast Community Services. These dedicated individuals volunteer their own time, energy and connections to inspire others in the community to give.

WHAT KIND OF EVENT CAN I HAVE?

Third-party events can range from a small birthday fundraiser, to a large gala or Golf Tournament. Organizers for these events can collect donations during their event, or can set-up a fundraising page to collect donations before hand. The possibilities are endless and we are here to support you with the tools you need to hold a successful fundraiser.

WHERE CAN I HOST AN EVENT?

You can host an event anywhere that is appropriate. Once you decide on the type of event, and location, make sure that you have the proper approvals and permits in place (if required).

HOW WE CAN SUPPORT YOU

WE CAN OFFER YOU THE FOLLOWING SUPPORT:

- Provide you with a "Proud Supporter" logo that you can use on your promotional materials, and to display at your event.
- Provide a donation tracking form to track donations for tax receipts.
- Promote your event on our website, and on our Social Media channels (based on availability).
- We can provide tax receipts for cash donations over \$20.00. Be sure to include full contact information including name, middle initial, surname, and address so we can issue a tax receipt. Please consider including an email address so we can easily communicate with the donor.
- Personalized phone and email support while you plan your event.

WE ARE UNABLE TO:

- Pay for advertising for your event
- Provide any funding or reimbursement for your event expenses
- Solicit sponsorships or in-kind donations (auction items etc)
- Sell tickets for your event
- Provide insurance coverage for your event
- Apply for gaming licences
- Apply for liquor licences
- Provide staff or volunteers at your event

FINANCIAL RESPONSIBILITY

AS A THIRD-PARTY PLANNER, RAISING FUNDS FOR SCCSS, WE ASK THAT YOU FOLLOW BEST PRACTISES WHEN HANDLING YOUR FUNDRAISER'S FINANCES.

- SCCSS will not reimburse any event expenses. Please factor this in when planning your event.
- It is recommended to create a budget and consider your out of pockets expenses to host this event. On occasion, in-kind donations and sponsorships can help alleviate some of your costs.
- It is recommended that expenses and overhead do not exceed 25% of revenues.
- In order to keep administrative costs lower and to save resources, it is recommended that all cash be submitted in the form of one cheque after the event. The cheque should have the name of the fundraiser along with the date of the event.
- Please try submit your funds no later than 20 days after your after your fundraiser.

TAX RECEIPTING

OFFICIAL TAX DEDUCTIBLE RECEIPTS WILL BE ISSUED FOR:

- Monetary donations from identified individual or organization donors
- In-kind donations of services processed through a cheque exchange

ACKNOWLEDGEMENT RECEIPTS WILL BE ISSUED FOR:

- Donations transferred from other non-profit organizations, such as the United Way
- Funds provided as sponsorship support for a fundraising event, upon request

RECEIPTS WILL NOT BE ISSUED FOR:

- Donation of services unless processed through a cheque exchange
- Purchase of merchandise (such as auction items)
- Donation of items with an advertising component
- Donation of old clothes, used furniture, baking etc.

OFFICIAL RECEIPTS WILL BE ISSUED BY THE SCCSS OFFICE UPON RECEIPT OF:

- The full donation amount
- Full name and address of the donor/organization
- Complete supporting documentation

PLEASE NOTE:

- Official receipts for income tax will be provided for any donation over \$20.
- Please note that any in-kind support from corporate donors, gift certificate or object, do not technically require a tax receipt, but can be written-off as a marketing expense.



Thank you for supporting our community!

BRAND GUIDELINES

These guidelines must be followed for all uses/applications of the SCCSS and Building Together logos.

PROUD SUPPORTER LOGOS



SCCSS Supporter logo



Building Together Supporter logo

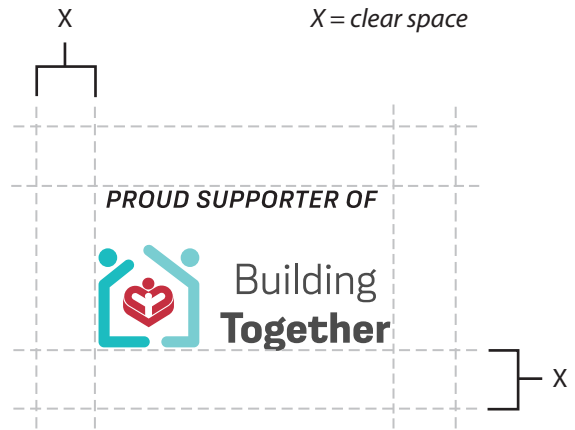
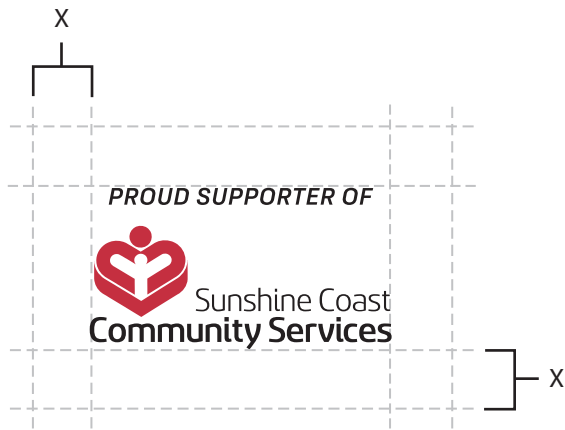
The Proud Supporter logos were developed to support organisations and businesses that support and fundraise for SCCSS and our Building Together initiative.

- Logos may only be used by a person/organization hosting an approved fundraiser event/activity to support SCCSS.
- The activity/event where the logo will be displayed must be in line with our organization's values. If displayed digitally, the contents of the website where the logo is being used must meet these same standards.
- Any other proposed change in appearance must first be approved by Sunshine Coast Community Services Society. Please email info@sccss.ca.

LOGO USAGE: The logos and their respective taglines should never be altered or added to. Do not change colours, fonts, orientation, or add drop shadows or outlines. The logo should never be stretched, condensed or rotated.

SIZE AND RATIO: When resizing the logo, always ensure that it looks proportional within the communication. The logo should not be too big or too small.

PLACEMENT: Every logo lives in a variety of environments, surrounded by various design elements or even other logos. For this reason, the space allotted around the logo is essential to properly represent the brand. The logo should be surrounded on all sides by at least 20% clear space of the width of the logo as per the examples below.



[CLICK HERE FOR LINK TO LOGOS](#)

If you have any questions or require assistance with branding and logos, please contact the Communications Lead, Sunshine Coast Community Services at info@scss.ca.



Every year, we support more than 5,000 community members through our programs and services:

Community Action & Engagement

- Arrowhead Clubhouse
- Better at Home
- Client Navigator
- Community Services Thrift Store
- Food Bank
- Keeping People Housed
- Legacy Housing
- Volunteer Program

Together Against Violence

- Thyme Second Stage Program
- Yew Transition House
- Women's Counselling
- Community Based Victim Services (CBVS)
- CBVS Youth Outreach
- Police Based Victim Services
- Women's Outreach Program

Family, Youth & Children's Services

Youth

- Youth in Transition
- Youth Outreach

Special Services

- Supported Services to Children
- Circle of Support
- Kids in Motion

Early Intervention

- Infant Development Program
- Physiotherapy Services
- Supported Child Development Program

Family Resources Programs

- Bellies and Babies
- Child Care Resources & Referrals (CCRR)
- Parent-Tot Drop-In

Child and Family Counselling

- PEACE
- Sexual Abuse Intervention Program (SAIP)
- Community Mental Health Services (CMHP)
- Family Preservation and Reunification
- Family Support Services

