



THE CHILDREN'S HOSPITAL FOUNDATION OF MANITOBA CAUSE MARKETING APPLICATION AND GUIDELINES

FOR FOUNDATION OFFICE USE ONLY:

Approved by:

Date:

Thank you for your interest in raising funds for the **Children's Hospital Foundation of Manitoba**. Cause related marketing is a partnership between an organization and the Foundation that engages consumers in a cause the company believes in and supports, while looking to increase sales by influencing buying decisions. We appreciate you taking the time to read the guidelines and fill out the application. **In order for the Foundation to better support and approve your initiative, it is recommended that the application form is completed and returned at least 60 days prior to the event.** Please wait for written confirmation from the Foundation before proceeding with the event planning.

Application

All Fields Must Be Completed

Contact Person/Name:

Organizing Group Name:

Address:

City:

Province:

Postal Code:

Telephone:

E-mail:

Web address:

Start Date(s):

End Date(s):

Time(s):

Location(s) of the initiative:

How will the funds be raised?

Percentage of Sales:

Donation per Transaction:

Are tax receipts expected to be generated for this fundraising initiative? Yes No



**Tax receipts are issued according to Canada Revenue Agency guidelines.*

Please provide expected values of tax receipts:

Expected Donation Amount:

Will other charitable organizations benefit from this initiative? Yes No

If yes, please list:

Percentage of proceeds:

Have you planned / executed a similar initiative previously? Yes No

If yes, for whom:

When:

Total funds raised:

To assist you in getting the word out to the public about this initiative, would you like the Foundation to list / promote this initiative in our monthly Teddy News, social media and through other community event listings?

Yes

No

**Note that while we make every effort to assist event organizers in promoting these initiatives, due to content submission deadlines and/or if we have only received short notice of the event, we may not be able to include the event in our email newsletter or community event listings.*

If marked as "yes" above, please provide a 2 or 3 sentence "advertisement" for this initiative:
(How you would like to see your event promoted in the email newsletter and community event listings; samples below)

How will you be promoting this initiative? (check all that apply)

Word of Mouth Posters Website Letters Emails Radio Television Social Media

Other:

Please list the event/organization website address and/or social media link(s):

In order for the Foundation to communicate with you via email and continue sending you electronic news and information pertaining to the Foundation, we require your expressed consent to ensure we are in compliance with the government's existing privacy legislation and new anti-spam legislation that took effect July 1, 2014.

Yes, I give my expressed consent to receive emails from the Children's Hospital Foundation

No, I do not wish to receive emails from the Children's Hospital Foundation



**RELEASE & INDEMNITY
PURSUANT TO CAUSE MARKETING APPLICATION AND GUIDELINES
COMPLIANCE WITH CANADA'S ANTI-SPAM LAW ("CASL")**

The undersigned, (Name in Print), who is the contact person for the Organizing Group, (Name of Organizing Group) identified in the attached Community Fundraiser Application and Guidelines Form, hereby releases, indemnifies and saves harmless (both personally and on behalf of the Organizing Group) the Children's Hospital Foundation of Manitoba (the "**Foundation**") for any and all liability arising from non-compliance with Canada's Anti-Spam legislation referred to as CASL.¹

The undersigned acknowledges and agrees, both personally and on behalf of the Organizing Group, that it has been provided with the Foundation's policy on CASL compliance (the "**Policy**") and has further had the opportunity to review same. The undersigned hereby confirms, both personally and on behalf of the Organizing Group, acceptance of the terms of the Policy. This Release and Indemnity shall apply without limitation and notwithstanding any information, act or omission with respect to the Community Fundraiser Application and Guidelines Form and/or the community fundraising activity contemplated therein. This Release and Indemnity shall ensure to the benefit of the Foundation, its heirs, executors, assigns and successors.

I have read and understand the Release & Indemnity. I agree to abide by the terms as set out above by the Children's Hospital Foundation of Manitoba:

Date:

Print Name:

Signature:



Guidelines

Please read carefully as your signature is required

1. Cause related marketing is an initiative that is organized and executed by a company independent from the Children's Hospital Foundation of Manitoba.
2. The applicant must await approval from the Foundation prior to proceeding with the initiative.
3. **Children's Hospital Foundation of Manitoba Name and Logo are the sole property of the Children's Hospital Foundation of Manitoba and can only be used with the Foundation's written permission.**
4. All promotional materials, electronic or print, must clearly state what percentage of net proceeds will benefit the Children's Hospital Foundation of Manitoba.
5. The promotional material must clearly state that you and/or your organization are conducting a fundraising initiative "In Support of the Children's Hospital Foundation of Manitoba". All promotional material, electronic or print, MUST be approved by the Foundation prior to distribution. Any electronic promotions must be in compliance with Canada's Anti-Spam Legislation.
6. Proceeds to the Foundation must be remitted **within 30 days of the event or every second month for on-going initiatives.**
7. If donation tracking forms are being used (provided by the Foundation), the applicant must ensure that the cash and cheques received balances to the totals on each individual donation tracking form. The funds for each form must not be combined with another donation tracking form. If the Foundation is unable to balance the donations to the forms, the applicant will be contacted and is responsible to assist the Foundation in the reconciliation process.
8. The applicant is responsible for any financial costs associated with the initiative and no costs will be incurred by the Foundation unless otherwise agreed to in writing prior to commencement of this initiative.
9. The applicant is responsible for ensuring liability insurances are in place.
10. Tax receipting must be compliant with the Canada Revenue Agency and Children's Hospital Foundation of Manitoba policies.
11. Applications are approved for a defined period. The Foundation must be notified immediately of any schedule changes or cancellations.
12. In an effort to maximize the donation to the Foundation, the applicant is responsible for all aspects of the fundraising initiative, including but not limited to: recruiting & managing volunteers, advertising, press releases, creating a budget, all expenses incurred, and / or solicitation.
13. The Foundation does not support initiatives that pose a health hazard, solicit door-to-door, solicit through telemarketing or utilize vending machines. Nor does the Foundation endorse coin boxes or pass-the-hat types of donation collection. Fundraising initiatives must be consistent with the positive image of the Children's Hospital, Research Institute and of the Foundation.
14. The Foundation reserves the right to withdraw approval of an initiative, at any time, should it not comply with the values and Fundraising Guidelines of the Foundation, or differs, in any way, from the original fundraising application.
15. The Foundation does not trade, sell or exchange in any way, databases or lists of biographical information and abides by the Freedom of Information and Protection of Privacy Act.

I have read and understand the Application and Guidelines. I agree to abide by the terms set out above by the Children's Hospital Foundation of Manitoba:

Date:

Print Name:

Signature: