



## Third-Party Fundraising Guidelines

Pride Toronto welcomes local community groups, businesses, individuals, and others who wish to host fundraising events (“Third-Party Fundraising”), where all or a portion of the proceeds go to Pride Toronto. Third-Party Fundraising is an incredibly effective - and fun - way to support the 2SLGBTQI+ communities of our city and beyond.

Please read this document carefully. It is vital for you - the Fundraiser - and Pride Toronto to understand our Third-Party Fundraising Guidelines to ensure that the fundraising is done ethically and that the funds are appropriately gifted and used for the intended purpose. These standards are intended to enhance public confidence in the integrity of Pride Toronto and its partners. This policy is intended to represent transparency, fairness, and equality.

Upon the completion of our Third-Party Fundraising application, Pride Toronto will consider the fundraising activity and grant a Letter of Endorsement with the understanding that the Fundraiser and the Third-Party Fundraiser adhere to our Third-Party Fundraising Guidelines.

### Guidelines:

- Pride Toronto is not a registered charity and cannot issue charitable tax receipts to either the Fundraiser or anyone donating to the Third-Party Fundraiser. For more information about the differences between a registered charity and a non-profit organization, visit the [Government of Canada's website](#).
- All fundraising activities must be endorsed and approved by Pride Toronto. Approval is based on the type, theme, and financial viability of your Third-Party Fundraiser. Donations will only be accepted from those whose mission, vision, values, and strategic pillars align with Pride Toronto. For more information about our organization's priorities, please visit [our website](#).
- Please complete the Third-Party Fundraising Application at least fifteen (15) business days before your fundraising activity. Once we receive your signed Third Party Fundraising Agreement and Third Party Fundraising Application, Pride Toronto will review and respond to your request within five (5) business days. If approved, we will forward you the Letter of Endorsement.
- If your Third-Party Fundraiser is approved, all fundraising activities must be held for the stated purpose and within the timeline outlined in your completed Third-Party Application.



- Your Third-Party Fundraiser is not an official Pride Toronto event or activity, nor does Pride Toronto endorse or recommend any products or services associated with your Third-Party Fundraiser.
- You must state on all promotional/advertising materials that the proceeds (or a portion of the profits) will be donated to Pride Toronto.
- Pride Toronto must approve all uses of our name, trademarks, logo, and other branded materials before any promotional, fundraising or merchandising activities are published or distributed. Please forward all content for approval a minimum of five (5) business days before release to our Grant and Fund Development Manager, [hannah@pridetoronto.com](mailto:hannah@pridetoronto.com).
- All marketing material must reflect the diversity of race, culture, religion and abilities of the 2SLGBTQI+ communities.
- All messaging and language around your event must be inclusive and reflect human rights principles and values.
- You must take sole responsibility and liability for the planning, promoting, managing and reporting your Third-Party Fundraiser. This may include soliciting prizes, organizing publicity and providing goods and services.
- Pride Toronto will not sign any contracts with vendors and supplies.
- You are responsible for meeting all municipal, provincial and federal standards and fulfilling all legal authorization(s), permit(s), licenses(s), precaution(s) and general liability insurance required to organize your Third-Party Fundraiser. Depending on the nature of the Third-Party Fundraiser, Pride Toronto may require proof of general liability insurance.
- You are responsible for all costs associated with your Third-Party Fundraiser and will handle all transactions and funds until the official donation is submitted to Pride Toronto. Pride Toronto will not incur or reimburse any costs associated with your fundraising activity.
- As the Fundraiser, you must ensure that your organization/company's officers, employees, agents, partners, volunteers, contractors and associates do not represent or hold themselves out as having any authority to act on behalf of Pride Toronto.
- Pride Toronto's insurance does not cover Third-Party Fundraisers. We accept no legal responsibility and cannot be held liable for any risk, injury or otherwise.



- If you are borrowing materials for your Third-Party Fundraiser, you must return them promptly and in the same condition they were received. You agree to accept responsibility for damaged or lost materials and will reimburse Pride Toronto for the total cost.
- You are responsible for submitting a complete accounting of all income and expenses associated with your Third-Party Fundraiser and donating the agreed upon portion of the proceeds to Pride Toronto within 28 days of your fundraising activity. Please send your donation as an e-transfer to [finance@pridetoronto.com](mailto:finance@pridetoronto.com).
- Your fundraising activity must abide by a Human Rights Framework, including the City of Toronto's Anti-Discrimination Policy, and meet or exceed the standards of the Accessible Canada Act and the Accessibility for Ontarians with Disabilities Act.
- Pride Toronto reserves the right to withdraw our approval of your Third-Party Fundraiser at any time if there is a likelihood of the fundraiser failing to adhere to any of the above Guidelines. Furthermore, Letters of Endorsement will not be issued where the viability of the fundraising activity is in doubt.

### **Consequences for Breaching these Guidelines:**

An individual or group who is in breach of this policy can be subject to an investigation, at the discretion of the Board or Executive Director. Consequences of breaching this policy may result in one or more of the following actions:

- A verbal or written warning; and/ or
- Litigation and / or
- Other action as deemed appropriate by Organization

### **Selection Process:**

Applications will be received by the Grant and Fund Development Manager, who will review each application and make recommendations to the Director of Development and Government Relations. Together, the Grant and Fund Development Manager and Director of Development and Government Relations will consider all proposed Third-Party Fundraising activities by the criteria outlined in this document.

When assessing a potential Third-Party Fundraiser, the aforementioned will consider the following:



- What is being asked from Pride Toronto staff, committee and board members
- How well the organization or individual's proposed event/activity aligns with Pride Toronto's mission, vision and values, including mindfulness of human rights issues and accessibility.
- Financial costs and benefits to Pride Toronto, including effects on other revenue sources and opportunities.

## How can we help?

Pride Toronto is happy to offer some of our resources to make your Third-Party Fundraiser successful. Here is a list of what Pride Toronto can and cannot do to support your fundraising activity:

### *Pride Toronto can:*

- Offer advice and resources on how to organize your fundraiser.
- Promote your fundraiser on our Facebook and Instagram stories. Additional promotion is available on a case-by-case basis. Please include information about your promotional needs in your initial application.
- Provide permission for Third-Party Fundraisers to be promoted as "In support of Pride Toronto" and use Pride Toronto's official logo. However, any promotional materials must follow Pride Toronto's branding guidelines and be signed off by our Marketing and Branding Manager. Please forward all content for approval a minimum of five (5) business days before release to [hannah@pridetoronto.com](mailto:hannah@pridetoronto.com).
- Depending on the committed minimum fundraising goal, location, and staff availability, a representative from Pride Toronto may attend an in-person fundraiser.
- Send a request to our volunteer list to promote the volunteering opportunity. Please provide us with two (2) weeks' notice. That said, Pride Toronto cannot guarantee volunteers. You are responsible, as the Fundraiser, for recruiting, training and managing volunteers.
- List your active [Third-Party Fundraiser](#) on our website, and list you as a Fundraiser on our Donor Wall (currently in development).

### *Pride Toronto cannot:*

- Issue charitable tax receipts for donations.



- Provide the contact information of our newsletter subscribers, members, board members, sponsors, partners, etc.
- Fund or reimburse any costs associated with your Third-Party Fundraiser.
- Print promotional materials for your fundraising activity.
- Guarantee the attendance of staff or volunteers at an in-person fundraising event.
- Apply for gaming licenses (e.g. bingos, raffles, liquor, insurance) for a fundraising campaign or event.
- Provide media coverage and support.
- Solicit individuals or companies for donations or sponsorships on your behalf.