



Third-Party Toolkit

Guide, Fundraising Agreement, and more!



About the Toolkit

Thank you for choosing KidSport Calgary & Area (KidSport) and Calgary Flames Sports Bank (Flames Sports Bank) to assist you with your event! Your choice to fundraise with us will have a direct impact on the thousands of low-income families in Calgary and the surrounding areas by supporting kids in accessing and participating in organized sports.

Fundraising can take many forms, and we are here to help you discover the best option for your venture. We encourage you to reach out to our team for any assistance that you may need with your event and we will do our best to provide you with the tools necessary to make your fundraiser a success.

In the following pages, you will find information that will help you to incorporate KidSport and the Flames Sports Bank into your event plans. We would love to work with you to customize activations that will support your fundraiser.

What will you find in this Toolkit?

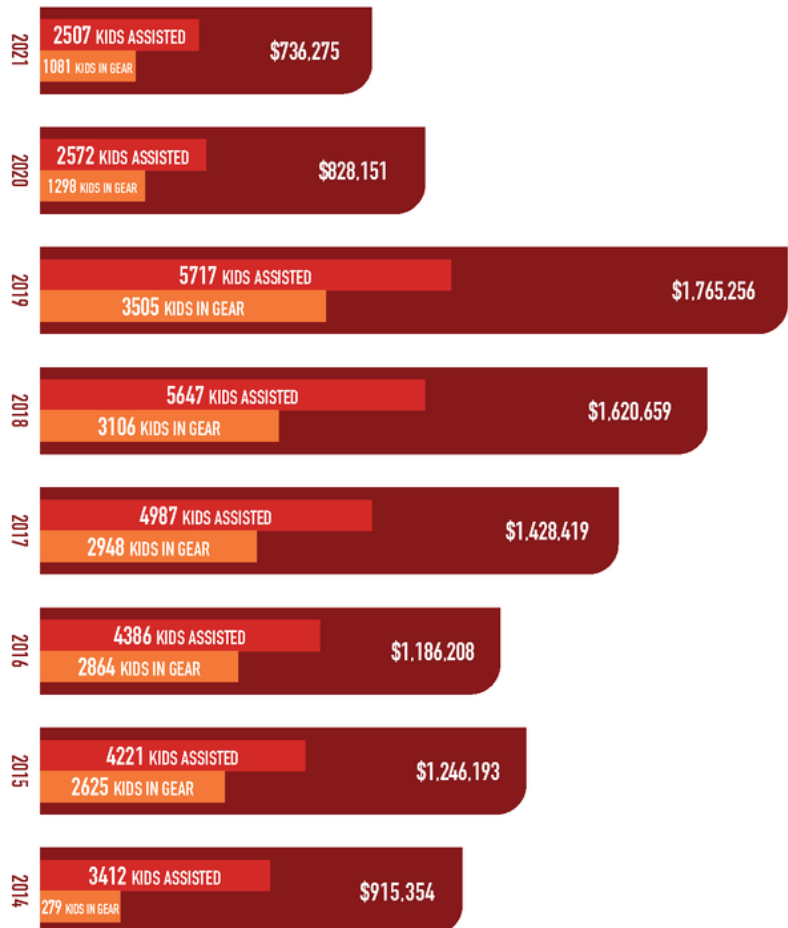
About KidSport & Flames Sports Bank	4
How We Provide Support	5
Where Your Money Goes	5
Charitable Status	6
How We Can Help With Your Event	6
How to Get Started	7
Fundraiser Ideas	7
Develop a Plan	7
Set up an Online Fundraising Page	8
Event Promotion	8
Testimonials	9
Let's Get Started!	10
Fundraising Agreement	11
Fundraising Application Form	12
Attachment A	13-14



About KidSport & Flames Sports Bank

We believe that no kid should be left on the sidelines and all should be afforded the opportunity to experience the positive benefits of organized sports. KidSport provides support to children by removing financial barriers that prevent them from participating in organized sports, while the Flames Sports Bank provides equipment at no cost to kids who would otherwise be denied the opportunity to play.

YEAR OVER YEAR IMPACT KIDS ASSISTED // KIDS IN GEAR // FUNDS DISTRIBUTED



KidSport proudly services Calgary and surrounding communities located within a 50km radius of the city (Rocky View County, Airdrie, Cochrane, Chestermere, Crossfield, Black Diamond, Turner Valley, High River, and Strathmore). This does not include Okotoks as they have their own community chapter. The Flames Sports Bank services families across Southern Alberta.



how we provide support

- Raising funds to create opportunities for kids facing financial barriers to play sports.
- Promoting the KidSport and Flames Sports Bank mission to community agencies with the goal of creating strategic alliances to support sport participation and physical activity options for kids.
- Advocating for the importance that all kids have access to sport programs, and the value, benefits, and importance of kids playing sport in the pursuit of lifelong health and wellness.

where your money goes

Every dollar raised at your event goes towards helping us get more kids off the sidelines and into the game! Both of our organizations are 100% community-funded and your fundraising helps us cover the following areas of our business.

- Kids' registration fees are directed right back into our local sport community (\$1.7+ million in 2019)
- Equipment outfitting
- New Equipment - i.e we only give out new helmets for registered hockey, ringette, and lacrosse players
- Communications, event promotions, and marketing
- Administration and operations

Charitable Status

KidSport Calgary & Area

- Designation: Charitable Organization under KidSport Canada
- Registration Number: 86212 5986 RR0003 (Registered Amateur Athletic Charity – RCAAA)

Southern Alberta Sports Equipment Bank Society (Flames Sports Bank)

- Designation: Charitable Organization
- Registration Number: 84100 4583 RR0001

How We Can Help With Your Event

We want to help make your fundraiser the best it can be. Below you will find a list of resources and support mechanisms that we can assist you with:

- Online fundraising page – Collect donations leading up to your event (explained on pg. 8)
- Raffle and 50/50 licenses – We can apply for these on your behalf
- Silent auction item recruitment – We can provide items and packages to auction off
- Ticketing and online auction/raffle technology solutions through our partners
- Promotion tools – We can promote your event on our social media platforms
- Informative marketing – We can provide fact sheets, donation cards, etc.
- Volunteer and staff responsibilities – We may be able to attend your event and assist with logistics based on the availability of resources when your event occurs
- Signage – We have a variety of tools you can borrow to advertise that your event is in support of KidSport and Flames Sports Bank





How To Get Started

The quality of an event is directly related to the level of planning that goes into it. We have outlined a few steps within this section to help guide you through this process.

fundraiser ideas

The first step to delivering on your fundraiser is to decide what type of event to host. If you are already set on an idea, great! If not, we've listed a few possibilities below. The KidSport team can also be consulted to discuss event possibilities and feasibility as well.

- Tournament, walkathon, sporting event, fitness challenge, or many other active options
- Virtual Q&A, with the potential to be hosted by one of our KidSport ambassadors
- Neighbourhood clean-up
- Bottle drive
- Community BBQ
- Office playoff pools and fantasy sport leagues

develop a plan

Commit to details of your event such as timeline, venue, budget, operations team, volunteers, and the type of experience that you want event attendees to have. You are encouraged to discuss your plan with the KidSport team to ensure your event complies with KidSport and Flames Sports Bank's terms and conditions. Complete the KidSport Calgary & Area and Flames Sports Bank Third-Party Event/ Fundraising Agreement and the Fundraising Application Form, included later in this document.



set up an online fundraising page

If you would like to collect donations leading up to your event, our online fundraising portal has everything you need to do so. The portal allows you to create your own team/ event and allows others to join or sponsor your team/ event. Upon request, KidSport may also provide resources to help customize your online fundraiser page. You can get started by navigating to the online portal by clicking [HERE](#)!

Creating a team/ event is a quick process!

1. Start with a Team Name; you may want to use the name of your event here.
2. Tell us about your team or event.
3. Set a fundraising goal that will be challenging, yet realistic. The amount should encourage supporters to make substantial contributions to your goal, but setting an unrealistic target can discourage people from contributing.
4. Complete the remainder of the registration form to see your page and get your personal link.

event promotion

Share your link on social media and let us help you promote. Use the hashtags #KidSport and #SoALLKidsCanPlay to get noticed. You can also contact us to discuss more options on how we can help you promote your event!

Testimonials

See the impact that the funds raised through your event could have on local children and their families.

"KidSport is literally helping my daughter to fulfill her dream of playing hockey! It is not only allowing her to be active and healthy, but also motivates her to do better in school. She learns to listen, focus, and do her best through her favorite activity. Thank you KidSport from the bottom of our hearts for your generous support."

"The Flames Sports Bank has helped my little family with the equipment we needed to start our sports when I didn't have the funds to purchase equipment. I can't thank everyone at the Flames Sports Bank and in the community enough for donating their used equipment and for taking the time to help out my family who was in need."

"I would like to thank KidSport Calgary and its donors for sponsoring my children's martial arts lessons. As a single mom and a student, I wouldn't have been able to cover the costs of these lessons so this means a lot to me. My kids are able to participate in an activity they love without a lack of funds serving as a constraint.

Participation in karate has improved their self-worth, self-control, and social skills. They enjoy their lessons and are better coordinated!"

A young boy with dark skin and curly hair, wearing a white tank top, is seen from behind, looking up at a basketball hoop in a gym. The background is slightly blurred, showing other people and the gym environment. A large yellow circular graphic is in the top left corner.

Let's Get Started!

Please review the KidSport Calgary & Area and Flames Sports Bank Third-Party Event/ Fundraising Agreement on pg. 11 and complete the Fundraising Application Form found on pg. 12 with all of the details of your event and how we can support your efforts. We have also provided useful information on donations, split receipting, sponsorship, and more in 'Attachment A' found on pages 13-14.

Return your Fundraising Application Form to Kelly Oehlerking by email:
kellyo@kidsportcalgary.ca
403-202-0251

Or

Come visit us:
3555 52nd St. SE
Calgary, AB

Thank You

Your contributions to KidSport and Flames Sports Bank are making sport for kids in Calgary and surrounding areas more equitable and inclusive for those less fortunate.



KidSport Calgary & Area and Calgary Flames Sports Bank Third Party Event/ Fundraising Agreement

Terms & Conditions

1. Agreement: A third party agreement signed by the organizer(s) and KidSport Calgary & Calgary Flames Sports Bank (otherwise referenced as KSC) is required prior to any advertising of the event as a KSC fundraising event.
2. Advertising: All copy for advertisements, point of purchase materials, programs, and other event-related materials must be approved by KSC and comply with our graphic standards guide.
3. Marketing & Promotion of KidSport Marks: Approval of this event authorizes the use of the KSC names and logos as outlined in the graphic standards manual. Approval will be granted in the form of an endorsement letter sent to the contact person.
4. Compliance with Canada Revenue Agency: Official tax receipts for income tax purposes will only be issued following CRA guidelines.
5. Event Expenses: The expenses required to run the event are the responsibility of the event organizer(s) and will not be reimbursed by KSC.
6. Donor Privacy: Although KSC may agree to promote a third-party event to our constituents through our website or other means, KSC does not provide lists of donors or volunteers to any third party.
7. Insurance: The organizer(s) of any event must provide proof of comprehensive liability insurance. KSC accepts no legal or financial responsibilities for third-party events held for our benefit (either partial or whole).
8. Post Event Promotions: Where possible, KSC would appreciate receiving materials or photographs that may be of use in our own publications or for archival purposes. We would also like to do a post-event photo, social media post, and thank you email to attendees, donors, sponsors, and prize, raffle, or auction donors.
9. Post Event Accounting: The organizer(s) of any event will forward funds raised to KSC within 60 days of the event date. If KSC has approved tax receipting, the organizer(s) will provide a donor list that includes name, email, full address of the donor and their donation amount.



Fundraising Application Form

Primary Contact: _____

Name of Organization (If Applicable): _____

Email: _____

Phone Number: _____

Name of Event: _____

Date(s) of Event: _____

Event Location: _____

Does your event take place indoors or outdoors? _____

Please give a brief description of the event & how you intend to raise funds for KidSport & Flames Sports Bank:

How many years have you hosted this event? _____

How many years has this event had a charity partner? _____

If applicable, how much has this event raised in the past for its charity partners? _____

What do you hope to raise this year at this event? _____

On behalf of _____, I agree with KidSport Calgary & Area and Calgary Flames Sports Bank Third-Party Event/ Fundraising Agreement.

Name: _____

Attachment A

What is a gift (donation)?

Canada Revenue Policy Statement: At law, a gift is a voluntary transfer of property without consideration.

Sponsorship

Sponsorship occurs when a business makes a donation to a charity and in return receives advertising or promotion of its brand, products, or services. Generally, tax receipts cannot be issued for sponsorships. However, the cost of the sponsorship to the business is generally considered a tax-deductible business expense, which is typically as attractive to a business as a donation receipt.

Split Receipting

When a donor makes a gift to a charity and receives something in return (known as an advantage by the Canada Revenue Agency), the charity can sometimes issue a charitable tax receipt for part of the value of the gift. This is called split receipting. Situations in which a donor might receive an advantage include:

- fundraising events, including dinners or cocktails
- silent or live auctions
- concerts, shows, or sporting events (for example, golf tournaments)

Subject to a number of limitations, the general approach can be described as:

Value of gift - value of advantage = Amount of receipt

- Very small advantages do not need to be deducted from the amount of the tax receipt. Specifically, advantages that are both \$75 or less in value and less than 10% of the value of the gift can be ignored when determining the amount of the tax receipt, and a tax receipt may be issued for the full amount of the gift (CRA refers to this provision as a de minimis threshold);
- Large advantages mean that no tax receipt can be issued. Specifically, if the value of the advantage is more than 80% of the value of the gift, then no receipt may be issued for the gift.

<http://www.cra-arc.gc.ca/chrts-gvng/chrts/plcy/csp/csp-g01-eng.html>

<http://charitytax.imaginecanada.ca/glossary/2#term20>

<http://charitytax.imaginecanada.ca/topics/gifts-receipting/split-receipting/rules-split-receipting>

Attachment A Cont.

Split Receipting Situations:

Fundraising Event

Information Required:

1. Cost per ticket \$ _____
2. Possible Advantages:
 - Complimentary Items (retail price) \$ _____
 - Meal (retail price, excluding GST & gratuities) \$ _____
 - Door prize (total value is divided by the number of attendees) \$ _____
3. Number of tickets sold, if there are door prizes _____

Golf Tournament

Information Required:

1. Entry fee \$ _____
2. Possible Advantages:
 - Green fees (normal non-member fees) \$ _____
 - Cart rental (regular cost) \$ _____
 - Meal (retail price, excluding tax and gratuities) \$ _____
 - Complimentary items (retail price) \$ _____
 - Door and achievement prizes (total value is divided by the number of attendees) \$ _____
3. Number of attendees, if there are door and achievement prizes _____

Hockey Tournament

Information Required:

1. Entry Fee \$ _____
2. Number of participants _____
3. Total ice rental expense \$ _____
4. Possible Advantages:
 - Ice rental (total expense is divided by the number of participants) \$ _____
 - Meal (retail price, excluding tax and gratuities) \$ _____
 - Complimentary items (retail price per item) \$ _____
 - Door and achievement prizes (total value divided by the number of attendees) \$ _____