



THIRD-PARTY EVENT GUIDELINES

Thanks for your interest in planning an event to benefit The Stop Community Food Centre!

Funds raised from third-party events help support our mission to increase access to healthy food in a manner that maintains dignity, builds community and challenges inequality. Third-party events also increase the public's awareness of our various programs, and promote community involvement with The Stop.

Funds raised help support the following innovative hunger-fighting programs:

- Community gardens
- Community cooking
- Bake ovens and markets
- Food animators
- Our food bank
- Our drop-in
- The Healthy Beginnings and Family Support program
- The Sustainable Food Systems Education and after-school programs
- Community advocacy and civic engagement activities

There are countless ways that you can raise funds for The Stop, from hosting a dinner party to organizing a golf tournament to donating proceeds from product sales. We are open to exploring these and other ideas with you.

We deeply appreciate the commitment and investment of time and financial resources required in the successful execution of a third-party event. The Stop is fortunate to receive numerous inquiries and proposals from outside persons who wish to organize a fundraising event. Please note that anyone who is interested in planning an event to benefit The Stop must submit a completed and signed Third-Party Event Registration Form prior to the event.

Only those third-party events that support our mission and legitimately and genuinely benefit The Stop will be approved. Approval will be based on the information in the Third-Party Event Registration Form and will be communicated in writing directly to the main event contact.

The following guidelines provide helpful information for planning a successful fundraising event and define the extent to which The Stop can provide services for your event. If you have any questions, please contact Danielle Goldfinger at 416-652-7867 ext. 250 or catering@thestop.org.

Once again, thank you for your interest in planning a fundraising event to benefit The Stop Community Food Centre; we really appreciate your support!

THE DETAILS

Logos and Promotional Material

- The Stop reserves the right to review and approve all promotional materials prior to production or distribution, including but not limited to press releases, invitations, brochures, letters and flyers.
- The Stop logo must be used appropriately in conjunction with the event and must not be altered in any way.
- Any promotional materials must clearly state that your event is raising funds that will support The Stop, and must specify whether full or partial proceeds will be donated.
- When discussing your involvement with the event, you must make it clear that you are fundraising in support of The Stop and that you do not represent The Stop.
- Where appropriate, we can provide you with our own promotional literature, but we require one month notice to do so. Due to the large number of requests for promotional material, we cannot guarantee each request.
- The Stop may promote the event, when appropriate, through the following:
 - On our website
 - In our e-newsletter
 - In our quarterly print newsletter

Endorsement Letter

- Once The Stop approves your event request, we can provide you with an endorsement letter, which is a letter of support to be used to validate the authenticity of the event and its organizers.
- This endorsement letter may help you with sponsorship and other donations for your event.

Tax Receipts

The Stop Community Food Centre is happy to provide tax receipts, where applicable, under the laws of Canada Revenue Agency, for amounts \$10 or higher, as long as the following information is provided:

- All contact information of the donor, including full address and name, phone number and email address
- Donation amount
- Method of payment
- Tax receipts can only be issued for donations in which nothing was given in return (service, product or promotion i.e. sponsorship, auctions or raffles).
- Note that charitable tax receipts must only be issued to the person who made the donation (and the person who is on their cheque).

- If possible, please avoid submitting donations in cash. Cheque or money order is the preferred method for submitting donations.
- The Stop will issue tax receipts to donors within four weeks of The Stop receiving their donation. Please inform your donors of this timeline and take into account the period of time that you will hold their donations prior to submitting them to The Stop in the total processing time they should expect before receiving their tax receipt.

Will The Stop send representatives to attend my event?

- Due to an overwhelming request, The Stop cannot guarantee that a representative will attend your event.
- Representation at events will be considered on a case-by-case basis, and will be communicated clearly to the event coordinator.
- If representation is not given at an event, The Stop can coordinate, if necessary, a cheque presentation at either The Stop Community Food Centre or The Stop's Green Barn.

Legalities

All third-party event organizers must ensure that their event is held in accordance with municipal, provincial and federal laws. This especially pertains to liquor licenses and raffle/lottery/gaming licenses.

How to donate the money after the event

- All monies raised from a third-party event must be remitted within 30 days of the event.
- Please send money to The Stop Community Food Centre P.O Box 69, Station E, Toronto ON M6H 4E1. Attention: Danielle Goldfinger

What The Stop can do for you

- Offer event planning expertise and advice.
- Provide limited existing Stop promotional and educational materials for your events.
- Provide the official Stop logo for use on promotional materials.
- Provide a representative at your event (not guaranteed).

What The Stop cannot do

- The Stop is unable provide volunteers prior to or on the day of the event.
- The Stop is unable to sell tickets, coupons or raffles for third-party events. The Stop will not fundraise for any third-party event.
- The Stop is unable to finance any expenses related to a third-party event, or assume responsibility for any debts or any other liabilities incurred.
- The Stop is unable to be responsible for the planning, coordination and execution of any third-party event.