

## Third-Party Fundraising Agreement

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We ask that all third-party event organizers read and agree to the terms of hosting an event in support of the Alzheimer Society.

1. Business, organization or individual will not open any bank account using the Society's name or Taxpayer Identification Number (TIN). Any cheque donation listing the Society as the payee must be forwarded to the Society for deposit into a Society bank account.
2. Only donations made directly to the Society are eligible for a charitable tax receipt, to the extent permitted by law.
3. The Society cannot guarantee staff support for third-party events.
4. Business, organization or individuals agree to an open-book policy and, if requested, will provide an event plan and budget.
5. Organizers must seek permission before using the Alzheimer Society name or logo. Permission and final approval of its use must be provided by Alzheimer Society staff.
6. The Society will not enter into an agreement with a business, organization or individual where there is a potential conflict of interest with the Society's programs or policies.
7. The Society does not release volunteer or donor names.
8. Third-party event organizers are responsible for obtaining insurance, if required.

### Publicity Guidelines

**Please read the following publicity guidelines, which will help you meet the requirements of this agreement.**

- The event must be registered through Anything for Alzheimer's or submitted to the Alzheimer Society of Brant, Haldimand Norfolk, Hamilton Halton before the fundraising activity. Approval is granted on a per-event or per-promotion basis.
- We reserve the right to deny any fundraising activity that does not complement the mission of, or project a positive image of, the Alzheimer Society.
- Permission from the Alzheimer Society of Brant, Haldimand Norfolk, Hamilton Halton is required before using our name or logo in connection with an event or promotion.

All publicity must be approved by the Alzheimer Society before distribution. Copies of publicity may be submitted by email to: **Email:** [communications@alzda.ca](mailto:communications@alzda.ca)

Publicity may not imply that the event is sponsored or co-sponsored by the Alzheimer Society, or that the Society is involved in any capacity other than as a beneficiary.

- List the event name followed by "In support of" or "Proceeds to," followed by the Alzheimer Society of Brant, Haldimand Norfolk, Hamilton Halton.
- If the Alzheimer Society will not receive all proceeds, the exact percentage benefiting the Society must be stated clearly on all related publicity.
- The Alzheimer Society must be notified if another organization will also benefit from the event.
- A licence may be required for a raffle, tag day or other activity involving sales to the public.
- The Alzheimer Society of Brant, Haldimand Norfolk, Hamilton Halton and its related entities are not liable for injuries sustained by event volunteers or participants in connection with an event benefiting the Society and cannot assume any liability for the event.

### Agreement and Release

I, individually or as a representative of my business or organization, agree to the requirements above. I fully release and agree to hold harmless the Alzheimer Society of Brant, Haldimand Norfolk, Hamilton Halton and its affiliates, officers, directors, trustees, agents, employees, representatives, successors and insurers from any and all liability, claims, damages, expenses, injuries or causes of action arising for any reason in connection with the third-party event.