Event Planning Guidelines

threads® OF LIFE

Association for Workplace Tragedy Family Support

Overview

Thank you for your interest in organizing a fundraising event on behalf of Threads of Life. We appreciate your support and are excited to learn more about your plans.

As a first step, we would ask that you contact us to discuss your event. Please call (1-888-567-9490) or email us at:

Atlantic Canada & Quebec (NB, NS, NL, PE, QC)
Aubrey Bird
Ext: 108; abird@threadsoflife.ca

Central Canada (ON, NU)
Georgina Murphy
Ext: 111; gmurphy@threadsoflife.ca

Western Canada (MB, SK, AB, BC, NT, YT)
Shari Hinz
Ext: 112; shinz@threadsoflife.ca

About Threads of Life

On any given workday in Canada, 3 people will die from a job-related fatality, life-altering injury or occupational disease. These people leave behind families, friends and co-workers devastated by this tragic loss.

Threads of Life is a national charity dedicated to supporting families who have experienced a workplace tragedy. Our mission is to help families heal through a community of support and to promote the elimination of life-altering injuries, illnesses and deaths.

Threads of Life supports thousands of family members across Canada through our peer-support and community action programs.

Support for your Event

Threads of Life is pleased to offer support for your event in the following ways:

- Dedicated staff member to provide information and answer questions about Threads of Life;
- Promotional materials, such as brochures, newsletters, table top tent cards and annual reports to show the impact of your fundraising efforts;
- Volunteer Representation — depending on the timing, size and location of your event a volunteer spokesperson may be able to attend and speak;
- Communications Support — options for pre and post event promotion on social media and through other Threads of Life communication tools;
- Post-event support including receipts and thank you letters are to be approved prior to your event.

Threads of Life is unable to provide the following:

- Financial support or reimbursement of event expenses;
- Guaranteed attendance of staff, volunteers or attendees;
- Prizes, auction or award items;
- Application for gaming licences, liquor licences or insurance;
- Donor, volunteer or sponsor lists.

> ***I have a dream that one day no other family will ever receive that phone call or that knock on the door and find out their loved one will never come home again or has been seriously injured. But until that day, there is much work to be done. And I am honored and humbled to be a part of this great Threads of Life work.***
>
> — Donna Van Bruggen, Alberta

Did you know?

The Association for Workplace Tragedy Family Support – Threads of Life has been accredited by Imagine Canada's Standards Program. The Imagine Canada Standards Program offers accreditation to charities and nonprofits that can demonstrate excellence in the areas of board governance, financial accountability and transparency, fundraising, staff management, and volunteer involvement

Event Guidelines:

1. Threads of Life encourages fundraising events that are compatible with our Mission, Vision and Values.

2. Event organizers wishing to use the Threads of Life name or logo on event promotional materials are required to obtain approval first. Threads of Life reserves the right to withhold the use of its name and logo from any event that does not align with our values.

3. Promotional materials must clearly state that the event is in support of Threads of Life and not an official Threads of Life event.

4. The event organizer is required to obtain all necessary permits, licenses and insurance for their event.

5. Taking commission, for any purpose, on funds raised as part of the event is prohibited.

6. The event organizer is responsible for all costs related to the event and will handle all monies until the official donation is submitted to Threads of Life. Event expenses are to be deducted before sending the proceeds to Threads of Life. Threads of Life will incur no costs unless otherwise agreed in writing prior to the event.

7. When tax receipts are requested, the event organizer is responsible for collecting names and complete mailing addresses for all donors. This information must be submitted to Threads of Life within 30 days of the conclusion of the event. Please see the Tax Receipting Guidelines on p.4 for more details.

8. Threads of Life issues tax receipts in accordance with Canada Revenue Agency guidelines. Please see the Tax Receipting Guidelines on p.4 for more details.

9. The event organizer is required to handle all monetary transactions for the event and to present the proceeds to Threads of Life within 30 days of the event or as agreed upon with Threads of Life.

10. Involvement of Threads of Life staff and volunteers will be at our discretion and will be based on availability, location and the nature of the event.

11. All personal information pertaining to donors, participants or others shared with Threads of Life is protected under the Threads of Life Privacy Policy.

Tax Receipting Guidelines

As a registered charitable organization, Threads of Life adheres to all Canada Revenue Agency rules and regulations when issuing charitable tax receipts. Please visit CRA Charities and giving for more information. The event organizer will be required to communicate accurate tax receipting information to event participants.

Tax receipts may be issued for donations of $20 or more if:

1. A benefit has not been received for the value of the donation (e.g. dinner, alcohol, entertainment, auction, etc.);

2. Threads of Life received a statement showing all revenue and expenses from the event;

3. The funds and a complete list of donor names, addresses and donation amount is received within 30 days of the event and/or by December 31 in the same calendar year that the event was held.

Threads of Life cannot issue receipts for:

1. Purchase of admission tickets or green fees;

2. Purchase of an auction or draw item;

3. In-kind goods and services donated to an event;

4. Sponsorship when a tangible benefit of advertising and promotion is received in return for payment.

Please note: Sponsors and donors of "in-kind" items may be provided a letter detailing the nature of their support upon request.

Frequently Asked Questions:

Will Threads of Life help plan external events?

Threads of Life can assist with some aspects of planning your event such as marketing and promotion. Speak with us for details.

All event expenses are the responsibility of the event organizers.

Will Threads of Life provide volunteers for an event?

Depending on the event, we may be able to assist with arranging a volunteer speaker. Speak with us for details.

How do I obtain a copy of Threads of Life's logo?

Contact your Development Coordinator to discuss your event plans and request a logo.

How do I send the proceeds of my event to Threads of Life?

All funds raised should be remitted to Threads of Life within 30 days of the event. To submit funds by cheque, make the cheque payable to Threads of Life and mail it to:

Threads of Life
PO Box 9066
1795 Ernest Ave.
London, ON N6E 2V0

For payments by e-transfer, please send to accounts@threadsoflife.ca and record the organizer and event name in the message section.

Should you wish to remit the proceeds of the event using a credit card, please call our office at 1-888-567-9490. Our Administrative Coordinator will be pleased to assist.

Will Threads of Life help promote my event?

Threads of Life can help promote your event through our social media channels. We are also happy to provide post-event recognition through social media, and in our print and electronic newsletters. Speak with us for details.