

JDRF CANADA
COMMUNITY EVENTS
HANDBOOK



JDRF Canada Community Events

Welcome to the Community Events Information Package! In this package you will find all of the tools required to execute and enjoy a great event to benefit JDRF Canada.

Table of Contents:

1. Community Event Application Form
 - » This is your first step in organizing your community event. Please ensure that you fill out this form and return it to the JDRF office in your community.
2. Pledge Form
 - » The information collected in this document is necessary to ensure that tax receipts are distributed to everyone who donated to JDRF. Please print off as many copies of this form you may need.
3. Top 10 ideas to boost your fundraising results
4. JDRF Frequently Asked Questions
 - » We have compiled a list of Frequently Asked Questions. If you have a question that is not listed here, please contact us and we will be happy to assist you.

Best of luck on your community event and thank you for your commitment to help JDRF turn type one into type none!

Hosting a fundraiser for JDRF?

For over 40 years, JDRF has been a global leader in the search for an end to type 1 diabetes (T1D), through both research funding and advocacy.

JDRF's research is committed to improving the lives of every person with T1D and to curing this disease. Since its founding in 1970 (1974 in Canada), JDRF has funded more than \$2 billion (USD) in T1D research and has dramatically advanced the T1D scientific frontier and the management of this disease. In 2014, JDRF provided more than \$98.3 million (USD) for T1D research.

As more JDRF programs move forward, the number of human or clinical studies has grown. In 2014, JDRF supported more than 50 clinical studies, including evaluations of new therapies, studies of the normal course of T1D, and others to collect specific T1D human samples.



jdrf.ca

Fundraising

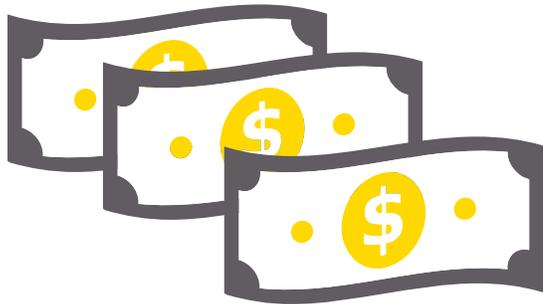
Join us as we continue to fund life-changing research to turn type one into type none.

Fundraising for JDRF provides the necessary funds to accelerate T1D research but it also provides a great opportunity to learn about JDRF, raise awareness about T1D, and have fun.

Consider involving your family and friends, classmates, co-workers and neighborhood in your fundraiser. Apart from learning new skills, everyone who takes part will feel connected to the T1D community and this important cause.

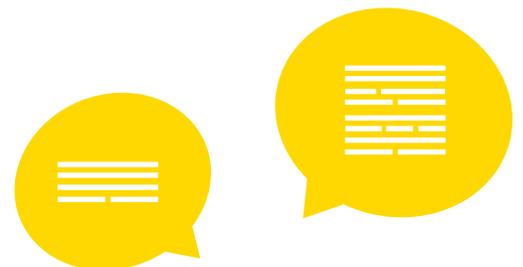
Join us as we strive to turn type one into type none.

The only limit is your imagination. Movie Nights, Bike-A-Thons, Bake Sales, Garage Sales, Talent Shows, Games Tournaments, Golf Tournaments, and Bowling Nights are only a few of the amazing events that have been held to support JDRF.



Getting the word out

Once you have your event or fundraising idea ready and approved it is time to get the word out! JDRF can help you make your event successful by providing promotional items and advice to let the world know about your support of JDRF. JDRF can help you with logos, social media support, advice on contacting local media and other ways to let your friends and family know about your event. Your JDRF contact is your partner in making your event successful and memorable.



JDRF Tools

JDRF has all kinds of tools to help you make your Community Event the talk of the town including:

- ✓ JDRF Banner / Sign / Logo
- ✓ JDRF Information Brochures
- ✓ Speaker / Youth Ambassador
- ✓ Volunteers
- ✓ Cheque Presentation
- ✓ Recognition Opportunities
- ✓ Use of the JDRF online fundraising tools

Get Started



Thank You

JDRF Canada is extremely grateful to individuals and companies who wish to organize events to support research and help find a cure for T1D. JDRF wants to help you make your event memorable and successful.

JDRF welcomes special fundraising and promotional events sponsored by outside organizations or individuals on its behalf. These events must be consistent with JDRF's mission and maintain a positive image for the Foundation. Such events must have monetary benefits to JDRF.

Please contact your local [JDRF Regional Office](#) or visit jdrf.ca/locations who will be happy to assist you in making your event successful and memorable.

Top 10 Ways to Grow Your Funds Raised

Your commitment to fundraising is helping JDRF to ensure that innovative, life-changing research taking place in 18 countries around the world, doesn't have to end. You've already taken the first step to joining our mission by deciding to organize a community event. Here are a few ways that you can ensure that you reach your fundraising goal and encourage participants to do the same!

1. **Build an event committee** - Volunteers are the key to building successful events. Recruit volunteers from different industries and skill sets.
2. **Set up an event page on Facebook** - This is a great way to not only get the word out but also see who is coming and easily communicate event details.
3. **Promote your event on social media** - Post messages via Twitter, Facebook and Instagram to get the word out.
4. **A link to type 1 diabetes** - Think of a way to ensure your event is linked to type 1 diabetes. This could be a speech from a T1D ambassador, or a visual representation of the number of finger pokes someone living with T1D has to do in a year. It's important that each one of your guests learn more about T1D and the importance of funding research.
5. **Invite your local MP** - Engaging local MP's is a great way to show government officials, the importance of T1D research.
6. **Set a fundraising goal** - Encourage participants to donate by setting a fundraising goal. Each dollar raised helps to reach your goal.
7. **Email communications** - Send an email to participants, pre and post event reminding them that they can continue to fundraise and top up their contribution.
8. **Share your personal story** - It is important for donor's to feel connected to the event, the cause and most importantly you. Share your reason for fundraising and what it means to have everyone's support.
9. **Make it a competition** - Have participants compete to raise the most funds. The winner gets bragging rights and a personal thank you letter for their contribution.
10. **Say Thank You!** - A little gratitude goes a long way. Thanking donors personally reminds them of the impact that they are making and encourages them to continue to fundraise or top up their contribution.

Community Event Organizers FAQ's

JDRF welcomes the incredible support of our community in raising funds to support research into the cure, prevention and treatment of type 1 diabetes (T1D). We want to make your event memorable, successful and as stress-free as possible on our Community Organizers. The following 'Frequently Asked Questions' is meant as a guideline to assist our Community Organizers have a great event that successfully supports JDRF.

Promotion:

The JDRF name and logo are registered trademarks. Permission must be given in advance by JDRF for the use and context of the JDRF name and logo on any promotional materials and/or advertising associated with the event. JDRF will provide appropriate logos to Community Event organizers with the approval of the event.

All information released to the media must be reviewed and approved by JDRF prior to distribution.

The relationship between the Community Event and JDRF should be made clear – the event is held in support of JDRF. You may use one of the following phrases, or something similar, in order to communicate the relationship:

- » Proceeds from this event will support JDRF. (Use the term partial or net proceeds if appropriate.)
- » The event will be in benefit of JDRF.
- » Your ticket purchase supports JDRF.

JDRF reserves the right to withdraw consent to use its name or logo at any time if such use could damage the Foundation's reputation in the community.

Liability:

JDRF assumes no financial or legal liability associated with community events and is not responsible for any resulting damage, loss or injury.

JDRF does not insure community events. It is the responsibility of the organizer to procure the necessary insurance coverage, licenses, and permits, and that they are compliant with all relevant legal requirements.

Tax Receipts:

JDRF, like all other registered charities, must adhere to the Canada Revenue Agency (CRA) Income Tax Act when issuing charitable tax receipts. To learn more about charitable tax receipts visit cra-arc.gc.ca or contact your JDRF Regional Office, as we are happy to answer your questions directly.

Please do not promise any kind of receipt without first discussing it with JDRF. For an event to receive tax receipts a Community Event Application must be filled out and approved by JDRF prior to the event. Issuing inappropriate charitable tax receipts can put our charitable status in jeopardy.

It is important that you understand the rules about tax receipts before you plan your community event. It is your responsibility to communicate decisions regarding tax receipts to the event participants. Please be sure you have discussed the situation with your JDRF representative and that you are clear about what can be receipted.

F.A.Qs:

Q: Is there a minimum donation amount required for a tax receipt?

A: A minimum cash donation amount of \$20 has been established by JDRF due to the various costs associated with receipting.

Q: Whose name goes on the tax receipt?

A: The receipt must be made out to the entity listed on the cheque or credit card. The individual who made the donation will be listed on the tax receipt.

If a corporation issues one cheque representing donations collected from its employees; for example for a workplace casual day or a bake sale, although the corporation's name appears on the cheque, the gift was, in fact, that of the corporation's employees. In this case, the corporation will not be issued the charitable tax receipt. JDRF can issue receipts to the specific donors (\$20 and more) if a detailed listing is included, ie. name, address, date, amount, event, etc. The total receipts cannot add up to more than the cheque donated to JDRF.

Q: Can a receipt be issued for the price of a ticket to an event?

A: A charitable tax receipt may be issued for the purchase of a ticket to a charitable event, but NOT for the entire ticket price. The value of goods and services received (not including taxes), such as dinner or prizes will be deducted from the receipt amount.

As per CRA Guidelines, charities cannot receipt the full amount of a donation if there is a benefit attributable to the donor ie. dinner or golf. For example, a ticket purchased to an event that involves a dinner. The ticket purchase is \$500 and the dinner fair market value is \$150 as supported by an actual invoice. The purchaser did not receive additional benefits such as a gift bag. Therefore the tax receipt amount would be \$350.

Receipts cannot be provided for sponsorships as sponsors receive a marketing benefit. When a corporate logo is listed anywhere (i.e. program book, powerpoint, signage), this is considered advertising and a marketing benefit. JDRF will issue a tax receipt for a donation of \$20 or greater. Tax receipts will be issued within 30 days of receipt of the full accounting of the event and deposit of monies being donated to JDRF. Even if the dinner costs are donated, the donor still received the full value of the dinner.

In promoting the event, please state that tax receipts will be issued for the allowable portion.

To receive a charitable tax receipt in this situation, ALL back up (invoices, bills, etc) and financial forms must be completed and provided before any tax receipts can be issued.

Please note: it is the fair market value (FMV) of the goods and services received and not the cost that will be deducted from the tax receipt amount. The FMV is the price that a customer would normally pay to receive that product or service.

Q: Can I receive a tax receipt for the proceeds of the sale of a product or service?

A: Yes, funds sent in as proceeds from the sale of a product or service are tax deductible to the seller, but not to the buyer.

Q: Can a receipt be issued for a donation of service?

A: No, a tax receipt cannot be issued for a service. Services include: legal work, graphic design, interior decorating, etc.

Q: What is a gift-in-kind and are they eligible for a tax receipt?

A: "Gifts-in-kind" are gifts of physical property and according to the CRA are eligible for tax receipts. A receipt may be issued for the value of an item before taxes. JDRF requests that organizations donating a gift-in-kind provide an invoice stating the value (not cost) of the item, as of the

the item, as of the date of the donation. A gift-in-kind does not include a gift of service. Gifts of art work must include a third party appraisal if valued at over \$1000.

Q: Can sponsorship gifts receive a charitable tax receipt?

A: No, a payment from a business, for which the business receives a material benefit, such as promotion, tickets or advertising in return, cannot be issued a charitable tax receipt.

Q: Can a receipt be issued for the purchase of an auction item?

A: Yes, however the bid amount must exceed the value of the item by 20 per cent or more and the FMV is advertised/listed before bidding occurs. The amount of the receipt is equal to the difference between the bid amount and the value of the item. For example, if a necklace's FMV is \$100 and your bid is \$125, then you would be entitled to a tax receipt for \$25.

Q: Can a charity issue an official donation receipt when it receives a donation of a gift certificate?

A: No, the gift certificate is similar to a service and like a service, cannot be receipted.

Q: Can a receipt be issued for event expenses?

A: No, tax receipts cannot be issued for funds used to cover the costs of the Community Event or other administrative expenses incurred by the organizer.

Requesting Receipts:

Within 30 days of your event, please provide JDRF with a list of supporters, full addresses including postal codes. The receipt amount will be determined by JDRF finance based on the documentation provided. We request the documentation quickly after your event so we can ensure all of your participants/attendees are receipted in a timely manner. The total net proceeds to JDRF must equal or be in excess of the amount to be receipted. We cannot issue receipts for more than the total proceeds. All supporting invoices for the costs, invoices and event accounting spreadsheet must be provided prior to tax receipt issuing. Taxes to be excluded.

Temporary Receipts:

Should the organizer wish to issue temporary receipts to the contributors of a Community Event, the receipt will bear the name of the organizer.

Thank You

We greatly appreciate your consideration of JDRF as the beneficiary of your Community Event. With your help JDRF's research mission to discover, develop and deliver advances that cure, better treat and prevent type 1 diabetes (T1D) get closer every day. As the global leader in the fight against T1D, JDRF's research programs are comprehensive - addressing the hopes and dreams of every person with T1D for the best quality of life and a cure for this disease.

Please contact your local JDRF Regional Office so we may help you create a memorable, rewarding and successful event.

Please complete all fields clearly and legibly to ensure that your total fundraising efforts are reflected accurately.

Event Name:
Name:
Address:
City, Province, Postal Code:

Agreement #:
Email:

I consent to receive electronic messages from JDRF Canada. For more info, visit: jdrf.ca/casl
To maintain the security of donors' credit card information, we have changed our processes to protect personal and financial information.

If you or your donors would like to make a donation by credit card, please visit jdrf.ca

To ensure proper delivery of a tax receipt, information must be complete and legible. Tax receipts will be automatically issued for donation amounts of \$20 and over. Electronic tax receipts will be sent where an E-mail address is listed below. Full contact information is required for all tax receipts.				Donation Amount
Donor Name (First/Last) - Do not include your sponsors/donors who donated online:	City:	Prov:	Postal Code:	
Home Street / Apt. / Unit #:	Email: <input type="checkbox"/> I consent to receive electronic messages from JDRF Canada. For more info, visit: jdrf.ca/casl			
Donor Name (First/Last) - Do not include your sponsors/donors who donated online:	City:	Prov:	Postal Code:	
Home Street / Apt. / Unit #:	Email: <input type="checkbox"/> I consent to receive electronic messages from JDRF Canada. For more info, visit: jdrf.ca/casl			
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Home Street / Apt. / Unit #:	Email: <input type="checkbox"/> I consent to receive electronic messages from JDRF Canada. For more info, visit: jdrf.ca/casl			

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NCR Tracking: _____ Batch No: _____

CA: \$ _____

CQ: \$ _____

Total: _____

Page Total: \$ _____

Page _____ of _____

Total pledged for all pages: \$ _____

Please make cheques payable to JDRF.