



# THIRD-PARTY FUNDRAISING TOOLKIT

PREPARED BY

**BC EPILEPSY SOCIETY**

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Suite #610 - 4180 Lougheed Highway  
Burnaby, BC V5C 4B3  
(604) 875-6704  
[www.bcepilepsy.com](http://www.bcepilepsy.com)



# ENGAGEMENT CONNECTION STRENGTH

**The BC Epilepsy Society's Third-Party Fundraising Toolkit provides you with a step-by-step guide on how to organize an event that can make a valuable contribution to the vital work we are doing in the community. Thanks to people like you, we are able to continue to support the over 50,000 people living with epilepsy in BC and their families.**

In this kit you will find:

- Information about the BC Epilepsy Society, including our mission, vision and overview of programs
- Ideas for hosting your own fundraiser
- Fundraising guidelines
- Where to drop off donations
- How to obtain a raffle license
- To do list
- How to get Tax Receipts
- Social media cheat sheet
- Basic BC Epilepsy Society Brand standards
- FAQ's

**THANK YOU FOR HOSTING AN EVENT ON BEHALF OF THE BC EPILEPSY SOCIETY AND MAKING A DIFFERENCE IN THE LIVES OF THE OVER 50,000 PEOPLE LIVING WITH EPILEPSY IN BC!**



# ABOUT THE BC EPILEPSY SOCIETY

## ABOUT THE BC EPILEPSY SOCIETY

The BC Epilepsy Society is a provincially incorporated non-profit organization and a federally registered charitable organization dedicated to serving the over 50,000 people living with epilepsy in BC and their families.

## MISSION

To empower, educate and support British Columbians living with epilepsy and their families, and support research to make their lives easier.

## VISION

Improving Lives. Inspiring Courage.

## HISTORY

The BC Epilepsy Society was incorporated as a registered charity on August 17, 1959, under the leadership of pediatric neurologist Dr. Norman Auckland who believed that the more people living with epilepsy understood their epilepsy, the more they could help themselves. BC Epilepsy Society programs and services today remain true to Dr. Auckland's original vision of support and education.



# OUR PROGRAMS AND SERVICES

**CLINIC SUPPORT SERVICES:** BC Epilepsy Society staff assist people living with epilepsy and their families at BC Children's Hospital and at Vancouver General Hospital in Vancouver, BC and the Jim Pattison Outpatient Care and Surgery Centre in Surrey, BC by connecting them with our services and/or finding the appropriate community resources to meet their individual needs.

**PARTNERS IN TEACHING:** BC Epilepsy Society staff deliver educational workshops on epilepsy and seizure awareness and seizure first aid and safety to schools, workplaces, and other organizations across BC. We customize workshops on facts and myths about epilepsy and seizures; how to recognize and respond to a seizure, including the steps of seizure first aid; and the psychosocial implications of epilepsy, including potential impacts on learning and behaviour.

**CLIENT SUPPORT SERVICES:** We offer support groups, Project UPLIFT, HOBSOTCH and one-on-one counselling to assist people living with epilepsy with issues related to mental health, grief and loss, education, employment, system navigation and/or advocacy.

**EPILEPSY FRIENDS FOREVER (EFF):** These friendship groups give children and youth aged 6-17 living with epilepsy located across BC the opportunity to come together, have fun, build relationships, and make positive memories with their peers. EFF friendship groups are inclusive, supportive, fun, creative and foster health and wellness, life skills and strategies in managing epilepsy.

**BC EPILEPSY PARENTS NETWORK (BCEPN):** This support group allows parents, guardians and caregivers with children living with epilepsy to share their experiences and get advice from others going through similar situations.

**IN-PERSON PEER SUPPORT GROUP:** This support group is for people living with epilepsy supporting each other on their respective epilepsy journeys.

**ONLINE PEER SUPPORT GROUP:** This support group is an option for people living with epilepsy who cannot attend the in-person group due to location, health, or logistics.

**PROJECT UPLIFT:** Teaches mental health coping skills to people living with epilepsy and uses cognitive behavioural therapy (CBT) and mindfulness to help people living with epilepsy better manage their mental health.



# OUR PROGRAMS AND SERVICES

**BCES MEN'S CIRCLE:** This is a support group for people living with epilepsy who identify as men.

**BCES WOMEN'S CIRCLE:** This is a support group for people living with epilepsy who identify as women.

**BCES YOUNG ADULTS CIRCLE:** This is a support group for young adults living with epilepsy who are between the ages of 18 and 24.

**FAMILY PEER GROUP:** This is a support group for anyone affected by epilepsy, including people living with epilepsy and their family members, friends, and loved ones.

**YOUNG ADULTS PEER GROUP:** This is a support group for young adults living with epilepsy who are between the ages of 18 and 30.

**BURSARY PROGRAM:** Bursaries for post-secondary education are awarded annually to youth with lived epilepsy experience to use towards an array of post-secondary educational and trade school opportunities.

**CAMP SUBSIDIES PROGRAM:** Camp subsidies are awarded annually give children and youth living with epilepsy for summer camp programs.

**EDUCATIONAL EVENTS:** Includes our Speaking of Epilepsy lecture series and our Epilepsy Expert Webinar Series where professionals in various fields provide presentations on topics that impact people living with epilepsy.

**HOBSCOTCH:** This is a free self-management program designed to help people with epilepsy find ways to manage and cope with any cognitive problems they may be facing as a result of their epilepsy in order to lead happier, more productive lives as well as understand how epilepsy impacts their cognition and memory, learn skills to help them improve their organization, epilepsy management, and social interactions; and find out ways to reduce stress and improve quality of life.

**VOICE EPILEPSY™ PODCAST:** Presents information on a variety of topics related to epilepsy, advocacy, therapeutics, law, employment, surgery, mental health, stress and stigma, among many others.



# OUR PROGRAMS AND SERVICES

**INTERNATIONAL I AM A VOICE FOR EPILEPSY AWARENESS™ CAMPAIGN:** This international effort is dedicated to working alongside epilepsy organizations around the world to increase the awareness of epilepsy and decrease stigma. The campaign is a health promotion effort to increase epilepsy literacy; to enable people living with epilepsy to feel safe and supported in their communities; and to be an empowering voice for those who cannot advocate for themselves. Epilepsy knows no borders or boundaries. We are one VOICE! Join the I AM A VOICE for Epilepsy Awareness™ campaign today: [www.iamavoiceforepilepsy.com](http://www.iamavoiceforepilepsy.com)

**EPILEPSY SURGERY FRIENDS NETWORK:** Undergoing epilepsy surgery can be a time of great uncertainty and adjustment. Speaking to someone who has gone through a similar procedure can help alleviate unanswered questions. This program allows people living with epilepsy who have been offered surgery as a treatment option for their epilepsy to meet with others living with epilepsy who have underwent similar procedures.

**PROFESSIONAL ADVISORY COMMITTEE (PAC):** The PAC is comprised of members playing a professional role across a wide range of disciplines involving epilepsy who are committed to assisting the BC Epilepsy Society with matters requiring specialized and expert advice. The PAC discusses a wide range of topics such as education, fundraising, clinical issues and epilepsy research. Input from the PAC serves as an invaluable source of expertise to assist The BC Epilepsy Society.

**MULTILINGUAL RESOURCES:** The BC Epilepsy Society website is home to over 75 Information Sheets on a variety of topics that affect the daily lives of people living with epilepsy. These resources are vetted by our PAC and are available in the English language and have also been translated into five additional languages.

**LENDING LIBRARY OF RESOURCES:** Information and resources on epilepsy are available on our website, at neurology clinics at various hospitals across BC and at our lending library located at our office.

**ONLINE INFORMATION:** The BC Epilepsy Society website is home to regular blog posts on various topics related to epilepsy, monthly e-newsletters

**EVENTS ACROSS BC:** We regularly host events across BC, including educational expos, awareness days and booths at various community events



Third Party Fundraising is an event organized and promoted by an individual, group or company. The organizers act independently, but with BC Epilepsy Society's knowledge and in certain cases; approval or direct support. Third party events are an essential resource for helping raise funds and awareness that help us carry out our work in the community.

1. Come up with your idea - this is the fun part ... how do you want to raise money for the BC Epilepsy Society?
2. Fill out the Third Party Proposal Form (found in the appendix of this toolkit) and email it to [sonia@bcepilepsy.com](mailto:sonia@bcepilepsy.com)
3. Someone from the BC Epilepsy Society will get back to you to talk with you about your event
4. Have your event and don't forget to take photos to share on social media - be sure to tag us!
5. Report back - tell us how much you raised and submit your donation to the BC Epilepsy Society



**We ask that all events being held to support the BC Epilepsy Society align with our mission, vision and values.**



# THIRD-PARTY FUNDRAISING GUIDELINES

- All third party events must align with the BC Epilepsy Society's mission, vision and values. To conduct a fundraising event, we ask that you complete and send in the Third Party Proposal Form at least 30 days prior to your event.
- BC Epilepsy Society approval before hosting a third-party event is required as we want to ensure you receive the recognition that you deserve
- The third party organizer is responsible for meeting all municipal/provincial or federal standards and fulfill all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event.
- We (the BC Epilepsy Society) must not be party to any liability coverage without prior knowledge. The BC Epilepsy Society accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.
- The third party event organizer will be responsible for all costs related to the event and will handle all monies until the official donation is submitted to the BC Epilepsy Society.
- All promotional materials must state that your event is “in support” of the BC Epilepsy Society and is not an official BC Epilepsy Society event.
- In your promotional materials if you are using images representing the recipients of the money or food you plan on raising, all photographs or images must be respectful and portray a positive message.
- The BC Epilepsy Society must approve all promotional/advertising copy featuring our name and logo.
- Involvement of BC Epilepsy Society staff and volunteers will be at our discretion and will be based on availability, location and the nature of the event.
- The BC Epilepsy Society issues official income tax receipts in accordance with Canada Revenue Agency guidelines. If tax receipts are requested, please submit donor information within 30 days of your event.
- Third Party event organizers will submit funds to the BC Epilepsy Society within 7 days of the event.

# HOW TO SUBMIT DONATIONS FROM A THIRD-PARTY EVENT

THERE ARE SEVERAL WAYS THAT YOU CAN SUBMIT DONATIONS FROM A THIRD-PARTY EVENT:

**Drop off a cheque to or mail a cheque to:**

BC Epilepsy Society  
Suite #610 - 4180 Lougheed Highway  
Burnaby, BC V5C 4B3



**Submit a donation through CanadaHelps or PayPal Giving Fund Canada:**

- CanadaHelps Link: [www.canadahelps.org/en/charities/bc-epilepsy-society/](http://www.canadahelps.org/en/charities/bc-epilepsy-society/)
- PayPal Giving Fund Canada Link: [www.paypal.com/ca/fundraiser/charity/3417102](http://www.paypal.com/ca/fundraiser/charity/3417102)



**ALSO, BE SURE TO POST ABOUT YOUR EVENT ON SOCIAL MEDIA. DON'T FORGET TO TAG US IN YOUR POST SO THAT WE CAN SEE ALL OF YOUR PHOTOS!**

- Twitter: @BCEpilepsy | @IVoiceFor
- Facebook: @bcepilepsysociety | @iamavoiceforepilepsy
- Instagram: @bcepilepsysociety | @iamavoiceforepilepsy



# HOW TO OBTAIN A RAFFLE LICENSE

If you'd like to host a raffle at your event, there are a few things you will need to know before proceeding:

The Ministry of Finance Gaming Policy and Enforcement Branch regulates all gaming in British Columbia, including the operations of the British Columbia Lottery Corporation, which conducts and manages commercial gaming in the province.

If your group or organization is planning to hold a gaming event for the purpose of raising funds to benefit the broader community or a third party, you must apply for either a Class A, B or D gaming event license. The class of license you'll want depends on how your group or organization is structured, how much money you expect to raise, the value of your prizes and the price of your tickets.

**If the following three elements are present, a raffle license is required:**

- Tickets are sold (consideration)
- Random chance to win (chance)
- Prizes are awarded (prize)

**Some common examples of raffles requiring a license are:**

- 50/50 draw
- Prize draw

**Please note that if any of the three required elements (consideration, chance, and prize) is not present, the contest or draw may not require a license.**

To inquire about a raffle license for your third party event, please visit the BCLC website by clicking [here](#).



# THIRD-PARTY FUNDRAISER TO DO LIST

Planning an event is easy if you're organized. Use these step-by-step checklists to ensure you don't forget anything that could help make your event a success!

## **BEFORE YOUR EVENT:**

- Brainstorm fundraising ideas
- Check into any possible safety or legal issues (raffle license, insurance etc..)
- Determine how many people you will need to help you execute your plan
- Recruit volunteers – friends, family, colleagues or other motivated people.
- Complete the Third Party Proposal Form
- Tell BC Epilepsy Society about your event.
- Check & see if your employers has a matching gift program. Many employers sponsor matching gift programs and will match any charitable contributions made by their employees.
- Plan your budget.
- Find a suitable location.
- Schedule your event.
- Promote your event.
- Spread the word on social media! See our Social Media Cheat Sheet.

## **DURING YOUR EVENT:**

- Assign someone you trust to be responsible for handling the donations (remember to take down donor information!)
- Take pictures (remember to get photo releases!)

## **AFTER YOUR EVENT:**

- Collect the funds you raised
- Thank your donors, volunteers, and supporters.
- Compile all of your donation forms and money collected and drop off at BC Epilepsy Society within two weeks of your event
- Celebrate your success on social media! Make sure to tag us so that we can share the love back!

# HOW TO GET TAX RECEIPTS

The BC Epilepsy Society is more than happy to issue official receipts for income tax purposes upon request, but all gifts must meet the conditions defined by Canada Revenue Agency (CRA) as follows:

- Tax receipts will be automatically issued for all donations of \$25 or more. We will issue a receipt for a smaller amount upon request only.
- Official receipts require the full name and address of the individual who made the donations.
- If a company or business wishes to receive a donation receipt, the receipt will be issued only if the CRA criteria are met.
- Tax receipts can only be issued to those who have not received a product or tangible item in return for their donation. The purchase of raffle tickets, admission tickets, green fees, auction items, and performances are a few examples of gifts that are not eligible for a tax receipt.





# THIRD-PARTY FUNDRAISER FAQs

- Will BC Epilepsy Society help organize events?
  - We are here to help by answering your questions. We have created this Third Party Event Toolkit to guide you through hosting a successful event.
- Is BC Epilepsy Society able to support any third party event expenses?
  - It is the responsibility of the event organizers to create a budget and manage it accordingly for all expenses. Make sure you keep it simple.
- Can BC Epilepsy Society provide volunteers for a third party event?
  - It is the responsibility of the event organizers to recruit, train and manage all volunteers.
- Do you have a banner we can use for our event?
  - If needed, the BC Epilepsy Society is able to supply you with banners, which must be returned in good condition after your event
- Who is responsible for all liability and legal risks associated with my event?
  - BC Epilepsy Society will not be responsible for any damage or accidents to any persons or property; we will not assume any legal or financial liability caused before, during or after the event. In acquiring insurance for an event, it is the responsibility of the organizer to apply and obtain such documents in the name of the individual, organization or business coordinating the event. It is advisable that you seek guidance and direction from your own insurance broker on this matter.
- Will BC Epilepsy Society help promote third party events?
  - Definitely! We will post your event on the events section of our website as well as on Instagram, Facebook and Twitter. Any additional promotion is up to the event organizers.
- How do I send the proceeds of my event to BC Epilepsy Society?
  - Funds raised by a third party event should be made payable and turned into BC Epilepsy Society no later than 14 days after the event. Send cheques to:

BC Epilepsy Society  
Suite 610 - 4180 Lougheed Highway  
Burnaby, BC V5C 4B3



# SOCIAL MEDIA CHEAT SHEET

Thank you for hosting an event in support of the BC Epilepsy Society! Please promote your event on social media and don't forget to post pictures during and after your event on social media as well!

Be sure to tag us in your social media posts:

**Twitter: @BCEpilepsy | @IVoiceFor**

**Facebook: @bcepilepsysociety | @iamavoiceforepilepsy**

**Instagram: @bcepilepsysociety | @iamavoiceforepilepsy**

Here are some ideas for social media hashtags that we like to use:

**#bcepilepsysociety #iamavoiceforepilepsyawareness #epilepsy  
#epilepsyawareness**

Feel free to add your own hashtags as you see fit!

# THIRD PARTY PROPOSAL FORM

## I. SPONSOR INFORMATION (Please Type or Print)

1. Name of sponsoring organization/individual: \_\_\_\_\_
2. Contact person: \_\_\_\_\_
3. Address: \_\_\_\_\_
4. E-mail: \_\_\_\_\_ Website: \_\_\_\_\_
5. Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

## II. EVENT INFORMATION

1. Who is organizing the event? Company\_\_\_\_ Organization\_\_\_\_ Individual\_\_\_\_
2. What is the nature of your business or organization? \_\_\_\_\_
3. Name and type of event: \_\_\_\_\_
4. Location: \_\_\_\_\_
5. Date(s) and time(s): \_\_\_\_\_
6. Date event will end: \_\_\_\_\_

(Event proceeds should be delivered to BC Epilepsy Society within 14 days of this date.)

7. Please describe the event and include any fees charged for admission or goods and services.

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8. Expected Number of Participants: \_\_\_\_\_
9. Target Audience for the Event: \_\_\_\_\_
10. How will you be promoting the event? \_\_\_\_\_

11. Please attach a copy of any approvals, such as permits and licenses from local authorities, and evidence of liability insurance.

## III. USE OF FUNDS

1. Will the proceeds from your event be donated only to the BC Epilepsy Society?  
Yes\_\_\_\_ No\_\_\_\_
2. If no, what other charities are involved? \_\_\_\_\_
3. Please indicate how you wish you contribution to be used:

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# THIRD PARTY PROPOSAL FORM

## IV. FINANCIAL INFORMATION

1. How will funds be raised?

Pledges \_\_\_\_\_ Auction \_\_\_\_\_ Ticket sales \_\_\_\_\_

Product Sales \_\_\_\_\_ Donations: \_\_\_\_\_

Other (please explain) \_\_\_\_\_

2. Gaming events: If there is to be any gaming at your event, a gaming license is required by law.

Raffle \_\_\_\_\_ 50/50 Draw \_\_\_\_\_ Bingo \_\_\_\_\_

3. Are you approaching sponsors for the event? Yes \_\_\_ No \_\_\_

If yes, please list organizations being who will be approached:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Will you require tax receipts for this event? Yes \_\_\_ No \_\_\_

5. Within 14 days after the last day of the event, please send your cheque order made payable to BC Epilepsy Society Suite 610 - 4180 Lougheed Highway, Burnaby, BC V5C 4B3

## V. BC EPILEPSY SOCIETY INFORMATION

1. What are your expectations of the BC Epilepsy Society?

2. Volunteers: Yes \_\_\_ No \_\_\_

If Yes, How many? \_\_\_\_\_ Hours? \_\_\_\_\_

3. Required Tasks? \_\_\_\_\_

4. Public Speaker: Yes \_\_\_ N \_\_\_

Please provide details: \_\_\_\_\_

5. Representation at Event: Yes \_\_\_ No \_\_\_

Please provide details: \_\_\_\_\_

NOTE: Staff involvement in your event will be subject to availability and based on event specific details. Please see the Foundation's Policies and Procedures for more information.

6. Do you require BC Epilepsy Society materials (ex. name, logo, banners, etc.) for promotional use? Yes \_\_\_ No \_\_\_

If "Yes", what type of materials? Please Specify:

\_\_\_\_\_

NOTE: We must first approve the use of the BC Epilepsy Society name or logo on all promotional materials.

7. What materials from the BC Epilepsy Society would be useful to your event? Please indicate material type and quantities:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# THIRD PARTY PROPOSAL FORM

8. Would you like the event to be listed on the BC Epilepsy Society website and social media platforms?

Yes \_\_\_\_ No \_\_\_\_

If yes, please provide a brief paragraph describing the event (including location and how to purchase tickets):

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9. Other information the BC Epilepsy Society should know regarding your event

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## VI. SIGNATURE

Please review and sign one copy of this form and return it to the BC Epilepsy Society. This form is due 30 days prior to the proposed event. Completion of this form does not assure approval. Upon approval, you will receive an approved signed copy of the form for your records. If you have any questions regarding this form or your fund-raising event, please contact the BC Epilepsy Society.

By signing this document, I/we acknowledge receipt of BC Epilepsy Society Policies and Procedures for Third Party Fundraisers and agree to comply with all provisions in organizing and holding our fundraising event. I/we also agree with the collection of any and all information the BC Epilepsy Society deems necessary to evaluate the event. I/we further attest that the information provided on this form is correct and accurately describes the proposed event. I/we agree to indemnify and hold the BC Epilepsy Society harmless for any expenses, losses, claims or damages resulting from the fundraising event or the noncompliance with any term or provision of BC Epilepsy Society Policies and Procedures for Third Party Fundraisers.

Signature: \_\_\_\_\_

Print/Type Name: \_\_\_\_\_

Date: \_\_\_\_\_

Thank you for your support. Please email your completed form to [sonia@bcepilepsy.com](mailto:sonia@bcepilepsy.com) or mail your completed form to

*BC Epilepsy Society  
Suite 610 - 4180 Lougheed Highway  
Burnaby, BC V5C 4B3*



**THANK YOU FOR  
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