

THIRD-PARTY FUNDRAISING TOOLKIT

PREPARED BY



BC Epilepsy Society



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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, values, history, and an overview of our programs and services
- Ideas for hosting your own fundraiser
- Fundraising guidelines
- Where to submit your funds
- A comprehensive to-do list for you to help you in your fundraising journey
- How to get Tax Receipts
- Basic BC Epilepsy Society Brand standards
- FAQ's

THANK YOU FOR CHOOSING TO HOST A FUNDRAISING 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

IMPROVING LIVES. INSPIRING COURAGE.

The BC Epilepsy Society is a provincially incorporated non-profit organization and federally registered charitable organization dedicated to serving British Columbians living with epilepsy and their families.

OUR VISION

Our Vision is a world where epilepsy is widely understood and respected, and where people living with epilepsy are living their best lives.

OUR MISSION

Our Mission is to provide a community where people with epilepsy and their families can access programs, services, and advocacy.

OUR VALUES

- *Connection* – creating a sense of belonging
- *Courage* – stepping up and leading the conversation around epilepsy
- *Compassion* – caring is at the heart of everything we do
- *Community* – we work together to amplify our impact

OUR HISTORY

The BC Epilepsy Society was incorporated as a registered charity on August 17th, 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. Programs and services run by the BC Epilepsy Society today remain true to Dr. Auckland's original vision of support and education.

A photograph of four hands, two from the left and two from the right, holding purple ribbons. The ribbons are held in a way that they appear to be connected, symbolizing support and community. The background is a plain, light color.

OUR PROGRAMS AND SERVICES

MENTAL WELLNESS PROGRAM: This is a one-on-one counselling program for people living with epilepsy and their immediate family who have an epilepsy related purpose for seeking counselling. Clients are charged a fee for counselling sessions, but our sliding scale ensures that it is accessible and affordable to all. All of our counsellors are either Registered Clinical Counsellors or Canadian Certified Counsellors who have attended an epilepsy training program, with a majority of them living with epilepsy themselves.

CONSULTATIONS: We provide consultations to people living with epilepsy and their loved ones across the province through one-on-one meetings, including assistance with finding resources and community services; information on seizure education, safety planning, and epilepsy self-management strategies; and advice for people living with epilepsy and their loved ones. We help guide you – whether you are new or well known to us – through diagnosis and life transitions with evidence-based strategies to foster self-sufficiency and resiliency. In other words, we are with you every step of the way.

CONNECTING WITH OTHERS: We provide people living with epilepsy and their families, friends, and loved ones the opportunity to meet other inspirational people who truly understand life with epilepsy. Whether we are laughing together or sharing tips and tricks we have learned along the way, connecting with others makes the journey much more fun! Our groups include:

- The **In-Person Peer Group** for people living with epilepsy aged 18+ who reside in the Lower Mainland
- The **Online Peer Group** for people living with epilepsy aged 18+
- The **Family Peer Group** for the family members, friends, and loved ones of people living with epilepsy
- The **Young Adult Peer Group** for people living with epilepsy aged 18-30
- The **Parents Network** for the parents, guardians, and caregivers of children living with epilepsy
- The **Youth Network** for children and youth living with epilepsy aged 6-17

EPILEPSY WORKSHOPS: We provide free educational workshops on epilepsy awareness and seizure first aid and safety at schools, workplaces and other organizations across BC. Our workshops cover epilepsy awareness, how to recognize the different types of seizures, the general guidelines of seizure first aid, and some of the safety considerations involved with epilepsy and seizures.

A photograph showing four hands, palms up, holding purple ribbons. The ribbons are arranged in a circle, with each hand holding one. The background is a plain, light color.

OUR PROGRAMS AND SERVICES

PROJECT UPLIFT: Our Project UPLIFT (Using Practice and Learning to Increase Favourable Thoughts) program is an 8-week group-based program that uses cognitive behavioural therapy (CBT) and mindfulness to teach people living with epilepsy a valuable skill set that may reduce depression and improve quality of life in people living with epilepsy. Project UPLIFT sessions are facilitated over the Internet by a trained facilitator and a mental health professional, one of whom lives with epilepsy.

HOBSCOTCH: Our HOBSCOTCH (HOMe Based Self-management and COgnitive Training CHanges lives) program is a behavioral program designed to address memory and attention problems in adults with epilepsy. The program is designed to help adults with seizures find ways to manage and cope with memory problems in order to lead happier, more productive lives. The program consists of 8 one-on-one sessions that are 45-60 minutes in length and are delivered by a certified HOBSCOTCH Memory Coach.

PACES: Our PACES (The Program of Active Consumer Engagement in Self-management in epilepsy) program is an 8-week epilepsy self-management group-based program that helps adults living with epilepsy learn how to manage their epilepsy and learn strategies for emotional and community adjustment. The goal of PACES is to increase the medical, psychosocial, and community adjustment of adults with active seizure conditions. Participants develop coping and goal-setting strategies that improve overall and discrete aspects of quality of life, epilepsy self-management and efficacy, and anxiety and depression.

NEW DIAGNOSIS PROGRAM: Our New Diagnosis Program is a two-session group-based program that offers participants living with epilepsy the chance to learn about their epilepsy and the practical matters they will need to know. This program combines medical information with practical recommendations from the real-life experiences of facilitators living with epilepsy. Participants will get the opportunity to learn about the different types of seizures; the importance of determining your type of seizure and its triggers; what a seizure threshold is and how to keep it high to prevent seizures; how to safely do the activities you love; how to alter aspects of your life if that becomes necessary; and some of the many ways the BC Epilepsy Society can offer support, information, and advocacy for people living with epilepsy. Participants are able to ask questions and interact with the facilitators and other members of the group during the interactive sessions.

A photograph showing four hands of different skin tones, each holding a purple ribbon. The ribbons are arranged in a circle, with the hands positioned around them. The background is a plain, light-colored surface.

OUR PROGRAMS AND SERVICES

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 to children and youth living with epilepsy to allow them to attend summer camp programs.

I AM A VOICE FOR EPILEPSY AWARENESS™ CAMPAIGN: This international campaign 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!

PROFESSIONAL ADVISORY COMMITTEE (PAC): Our 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: Our 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: Our website is home to regular blog posts on various topics related to epilepsy and monthly e-newsletters

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

HOW THIRD-PARTY FUNDRAISING WORKS

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. Here are the steps for Third-Party Fundraising:

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
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 funds raised to the BC Epilepsy Society




We ask that all events being held to help raise funds for the BC Epilepsy Society are aligned with our mission, vision and values.



THIRD-PARTY FUNDRAISING GUIDELINES

- 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.
- Please let the BC Epilepsy Society know about your third-party fundraising event before hosting as we want to ensure you receive the recognition that you deserve.
- **Please note that 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 funds are 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 that 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 in advance of distribution.
- Involvement of BC Epilepsy Society staff and volunteers will be at our discretion and will be based on our availability and the location 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 14 days of the event.



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 (liability 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 and 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 funds 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!



SOCIAL MEDIA CHEAT SHEET

Thank you for hosting an event in support of the BC Epilepsy Society!

Before the event, please use social media to promote your event.

During and after your event, please photos of your event on social media.

Don't forget to tag us in your social media posts:

Twitter: [@BCEpilepsy](https://twitter.com/BCEpilepsy)

Facebook: [@bcepilepsysociety](https://www.facebook.com/bcepilepsysociety)

Instagram: [@bcepilepsysociety](https://www.instagram.com/bcepilepsysociety)

LinkedIn: [@BC Epilepsy Society](https://www.linkedin.com/company/BC-Epilepsy-Society)

TikTok: [@BCEpilepsy](https://www.tiktok.com/@BCEpilepsy)

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

**[#bcepilepsysociety](#) [#iamavoiceforepilepsyawareness](#)
[#epilepsyvoice](#) [#bcepilepsyvoice](#) [#epilepsy](#) [#epilepsyawareness](#)**

Please feel free to add your own hashtags as you see fit!

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 are only issued for donations of \$25 or more.
- Official receipts require the full name and address of the individual who made the donation.
- 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 anything in return for their donation. The purchase of raffle tickets, admission tickets, green fees, auction items, and performances are a few examples of things 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 a banner, which must be picked up and returned in good condition after your event.
- **Who is responsible for all liability and legal risks associated with my event?**
 - The BC Epilepsy Society will not be responsible for any damage or accidents to any persons or property and 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 that is 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 can post your event on the events section of our website and can send information to our members through our email newsletter and across our social media platforms. 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 the BC Epilepsy Society no later than 14 days after the event. Please send cheques to:

PO Box 30521 Burnaby RPO Madison, BC V5C 6J5

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: _____ Phone: _____

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.

8. How will you be promoting the event? _____
9. Please attach any approvals, such as permits and licenses from local authorities, and liability insurance.

III. USE OF FUNDS

1. What is the financial structure of your fundraiser? (Ex. Percentage of sales, 100% of proceeds, etc.)

2. Will the proceeds from your event be donated only to the BC Epilepsy Society? Yes____ No____
3. If no, what other charities are involved? _____
4. Please indicate how you wish for your contribution to be used:

THIRD PARTY PROPOSAL FORM

IV. FINANCIAL INFORMATION

1. How will funds be raised?

Pledges _____ Auction _____ Ticket sales _____

Product Sales _____ Donations: _____

Other (please explain) _____

2. Are you approaching sponsors for the event? Yes ___ No ___

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

3. Will you require tax receipts for this event? Yes ___ No ___

4. Within 14 days after the last day of the event, please send your cheque order made payable to the BC Epilepsy Society at PO Box 30521, Burnaby RPO Madison, BC V5C 6J5

V. BC EPILEPSY SOCIETY INFORMATION

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

2. Assistance from Staff?* Yes _____ No _____

**Please note that staff involvement in your event will be subject to availability and location of event.*

3. Required Tasks? _____

4. Public Speaker: Yes _____ No _____

If yes, please provide details: _____

5. Representation at Event: Yes _____ No _____

If yes, please provide details: _____

6. Do you require BC Epilepsy Society materials (such as our name, logo, or banner) for promotional use?

Yes _____ No _____

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

7. Do you require BC Epilepsy Society educational materials (such as booklets, information sheets, etc.)?

Yes _____ No _____

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

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):

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

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 fundraising 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.

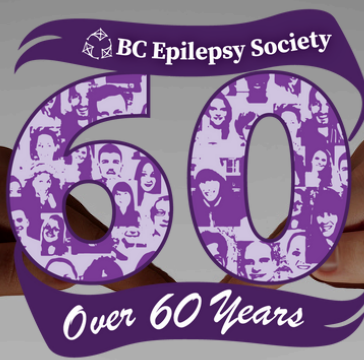
Signature:

Print/Type Name: _____

Date: _____

Thank you for your support. Please email your completed form to sonia@bcepilepsy.com or mail your completed form to

*BC Epilepsy Society
PO Box 30521
Burnaby RPO Madison, BC V5C 6J5*



**THANK YOU FOR YOUR
HELP IN RAISING FUNDS
FOR THE BC EPILEPSY
SOCIETY AND HELPING US
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