



CASA
Foundation
supporting children's mental health

Third Party Event Package

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Why Support CASA

CASA Child, Adolescent and Family Mental Health

CASA's vision is to deliver innovative mental health services for infants, children, adolescents, and their families and to be an effective advocate for children's mental health.

Over 4,300 children and their families need CASA's services each year, and the number continues to grow. Mental illness cuts across all cultures and socioeconomic circumstances and our families represent the full spectrum of Albertan families.

Facts About Mental Health

- One in five Canadians will experience a mental health problem or illness in any given year.
- 70% of adults living with a mental health problem or illness say their symptoms started in childhood.
- 60% of people with a mental health problem or illness will not seek help for fear of being labeled.
- 500,000 Canadians, in any given week, are unable to work due to mental health problems or illnesses.



Healthy Minds, Healthy Families, Healthy Communities

CASA's services are designed to assess and treat the multiple and broad needs of each child and their family. They are delivered by teams that may include psychiatrists, family physicians, pediatricians, clinical psychologists, clinical social workers, occupational therapists, nurses, psychometrists, classroom behavioural specialists, speech-language pathologists, child and youth care counsellors, and nutritionists.

How You Can Help

CASA's donor support helps us continue treating those who need our services. Our services and programs are reliant on third party event organizers, donors, sponsors, and supporters. In this package you will find tools and resources to help you organize events and activities for CASA Foundation.

Thank you for raising funds for children's mental health, and helping families get the help they need.

Planning a Third Party Event

1. Type of Event

Consider your timeframe, resources, and fundraising goals when deciding on your event type. Many of these ideas can be incorporated in the same event to help meet your goals.

- 50 / 50 Draw*
- Art Show / Sale
- Balloon Pop
- Bicycle Tour
- Bingo*
- Book Sale
- Bottle Drive
- Bowling Tournament
- Car Wash
- Cocktails for a Cause
- Concert / Play
- Corporate Fundraiser (e.g., *Jeans Week*)
- Dinner Event
- Dunk Tank
- Fashion Show
- Festival
- Garden Party
- Garage Sale
- Golf Tournament
- Group Activity (e.g., *Paint Night*)
- Live + Silent Auction
- Loonie / Twoonie Drive
- Pet Walk / Wash
- Raffle*
- Run / Walk Tour
- Sports Activity / Tournament
- Wine Tasting



**The Alberta Gaming and Liquor Commission regulates bingo, raffles, and 50 / 50 draws. Visit www.aglc.ca for more information and contact us if you need one of these licenses. We ask for two weeks notice to help get you a license.*

2. Date + Time

Select the date and time of your event based on your venue, anticipated attendance, and type of event. Creating an [Event Timeline](#) will help you stay organized and communicate the schedule to vendors, volunteers, and attendees.

3. Budget

This [Budget Template](#) will help you develop your event budget. Set realistic goals for your expenses, sponsorship, and revenue. Remember to include tax in your budget prices.

All expenses must be paid for by event organizers as they must agree to underwrite all event costs.

4. Sponsorship

Sponsors are an effective way to reduce costs and increase revenue on larger events. This [Sponsorship Guide](#) will show you how to approach sponsors and what to offer. You can approach local businesses for cash, in kind donations (goods or services), or discounts on products. We can provide a letter stating your event will support a registered charity once you have registered with us.

5. Publicity + Promotion

Publicity is essential if you want to increase attendance at your event. Here are some methods of promoting your event:

- Local Media - *Radio stations, news channels, newspaper*
- Social Media – *Facebook, Twitter, Instagram, influencers*
- Print Material – *Posters, flyers, brochures*
- Word of Mouth - *Friends, family, coworkers*
- Intranet at your workplace



Make sure to reference our [Visual Identity Guidelines](#) when using the CASA Foundation logo. Event organizers must not speak on behalf of the Foundation without approval.

6. Volunteers

Volunteers make the world go round when it comes to charity events. Plan ahead and start recruiting volunteers early in your planning. You will need to plan out volunteer roles and create a schedule. Download this [Volunteer Hours Template](#) to help track your volunteers and their hours. If requested, we are able to provide a letter recognizing volunteers for their hours.

Involvement of CASA Foundation staff and volunteers will be at the discretion of the Foundation and will be based on availability, location, and the nature of the event.

7. Fund Collection

It is important to be organized when collecting money at events. Funds should be collected and counted based on the source of income (i.e. ticket sales, food and drink, auction). Two people should be designated as responsible for collecting and securing money.

- Tax Receipts – *To be eligible, donors must either complete a [Donor Pledge Card](#) or be included on a [Donor Pledge Form](#). See page 7 for more information about tax receipts.*
- Cash – *Use this [Cash Count Sheet](#) to stay organized. It is recommended that two people count all cash.*
- Cheques – *To be made payable to 'CASA Foundation'.*
- Credit Cards – *Information can be listed on their [Donor Pledge Card](#) and processed by CASA Foundation in the following business days.*



SILENT AUCTION

Silent Auctions can be an effective way to entertain guests and reach your fundraising goals. Our [Silent Auction Instructions](#) provide some ideas on how to run an effective auction.

Download our [Silent Auction Bid Sheet Template](#) and [Silent Auction Item List Template](#) to help your auction stay organized.

8. Insurance

You may require special event liability insurance if your event is being held on public property. Check with your event venue or municipality to ensure that you are covered. If requested, the Event Organizer must provide proof of insurance, if requested.

CASA Foundation does not provide insurance coverage nor will we assume any legal or financial responsibility relating to the third party fundraising event.

9. Legal + Safety

CRA REGULATIONS

It is critical that CASA Foundation and all those raising money for CASA Foundation are compliant with Canada Revenue Agency's regulations. If we do not follow their regulations, CASA Foundation risks losing its charitable status and its ability to raise money.

LICENSES

There can be a variety of licenses that are required for an event. Some common licenses include:

- [AGLC Liquor License](#) - Apply at least eight (8) weeks in advance. Many venues will already have a liquor license.
- Raffle – If your event includes a raffle, complete our [Raffle License Form](#) and return at least 2 weeks prior to your event. Download our [Raffle Count Sheet](#) and [AGLC Raffle Terms + Conditions](#) for more information.

EMERGENCY RESPONSE

Make sure you have a safe venue with appropriate security and fire protection. An emergency plan should be established and communicated between all staff and volunteers prior to the event.

CASA Foundation and its logo are registered trademarks and we cannot accept legal responsibility for events that have not been approved by CASA Foundation. The Event Organizer shall indemnify and save harmless the Foundation and its directors and officers from and against any loss, expense, claim, liability, damage or action which may arise directly or indirectly from the operation of the activity.

10. The Event

During the event, check in on staff and volunteers to answer questions and help problem solve. Engage with your guests and make sure they feel welcome. Most importantly, have fun!

We encourage you post and tag us on social media during your event.

- Instagram @casafdn_yeg
- Twitter @CASAfdn_yeg
- Facebook @CASAfdnyeg

It is important to engage with your sponsors during the event, both in person and on social media. Make sure you are delivering what was promised in your sponsorship agreement.



11. Post Event

GIVE THANKS

After the event, it is important to thank all the people who helped make it a success, especially your sponsors, donors, volunteers, and attendees. This can be done through a gift, thank you card, or simply an email. The level of thank you should correspond with their involvement and support of the event.

FUNDS

Send your funds and donor cards to the CASA Foundation after you've counted and recorded all of the information.

CASA Foundation
Suite 406, 10011 – 109 Street
Edmonton, AB T5J 3S8

Funds need to be received by the Foundation within thirty (30) business days of the event. Do not send cash in the mail (please write a cheque or money order for the value).

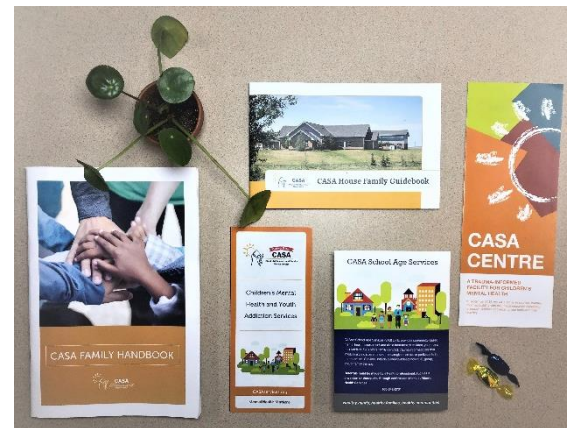
REVIEW

Create a list of pros and cons about the event as a guideline for next year's event. Compile useful information such as attendance, attendee demographics, and photos which will assist in promoting the event and acquiring sponsors.

CASA Foundation Support

We love of our third party events and want to see every event succeed. Once your event has been approved, CASA Foundation can provide the following:

- CASA Foundation promotional materials (*brochures, posters, banners etc.*)
- CASA Foundation [Logos](#) for promotional material (*read our [Visual Identity Guidelines](#)*)
- Support letter verifying that your event is raising funds for CASA Foundation
- Letter to volunteers recognizing their hours
- Promotional posts on our social media and website
- Licenses for raffles, bingos, monte carlo / casinos, 50 /5 0 draws
- Guidance for acquiring liquor licenses
- Event planning templates
- Professional advice on event planning and fundraising



CASA Foundation Speaker

If you would like a CASA Foundation representative to speak about CASA or accept a donation, please contact Elyse Colman at ecolman@casaservices.org. All requests must be specified 6 weeks prior to the event. Although the Foundation will try its best to accommodate such requests, we cannot guarantee that a representative will be available to attend or participate in the event.

Tax Receipts

RECEIPT ELIGIBILITY

CASA Foundation is a registered charitable organization and is able to issue official income tax receipts for donations over \$20.00. In order to receive a tax receipt we must have the donor information for that payment. For in-kind donations, the donor must provide proof of value. The Foundation will also provide non-official tax receipts for businesses who sponsor your event.

NON-ELIGIBLE ITEMS

When the donor receives something in exchange for their purchase, such as tickets for raffles, auction items, gift cards*.

**Gift cards purchased by an individual and donated are eligible if proof of value is submitted. Gift cards donated by the issuer (retailer/ business that creates the gift card) are not eligible.*

PARTIAL RECEIPT

A purchase is eligible for a partial receipt when it includes a donation. For example:

- A dinner event sells tickets for \$100 of which \$30 is food + beverage cost (fair value). The remaining \$70 is eligible to be tax receipted.
- An auction purchaser is eligible for a tax receipt if an item is sold for more than its appraised value and the appraisal value is less than 80% of the selling cost.

Ensure you are clear with your donors about when they are eligible for a tax receipt. For more information, see our [Tax Receipt Guideline](#).

CASA Foundation reserves the right to change or add to these rules as needed. We must adhere to Canada Revenue Agency's operating and legal standards.

THANK YOU!

CASA Foundation is grateful for your support.



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