



THIRD PARTY EVENT INFORMATION

Thanks for your interest in planning an event to benefit The Stop Community Food Centre!

A third party fundraising event is any activity run on behalf of The Stop by a non-affiliated group or individual. All funds raised help support our mission to increase access to healthy food in a manner that maintains dignity, builds community and challenges inequality.

There are countless creative ways to raise funds for The Stop. In the past, our supporters have hosted dinner parties, organized neighbourhood fun runs, and donated proceeds from their product sales—to name just a few. We're open to exploring these, and other ideas with you.

Please review the guidelines below, and when you're ready to start planning your event, contact Cara Goodman at cara@thestop.org or 416-652-7867 x222.

Thank you so much for your support!

General Guidelines:

- Organizers are responsible for following all laws, as well as obtaining necessary permits and insurance.
- The Stop is unable to finance any expenses related to a third party event, or assume responsibility for any debts or any other liabilities incurred.
- The Stop reserves the right to decline participation if the event is not compatible with our mission, vision, etc.

How can The Stop help with your event?

- If you're interested, we can offer our event planning expertise and advice in the early stages of your event.
- We can provide Stop promotional materials such as annual reports and program brochures, and offer our Stop-branded donation boxes to borrow.
- We can provide the official Stop logo for use on promotional materials, as well as our organizational summaries to help you describe our work to your attendees.

Unfortunately, The Stop isn't able to help with:

- Sending a Stop representative to your event.
- Providing volunteers for your event.
- Selling tickets, coupons or raffles.
- Financing expenses or assuming responsibility for any debts or any other liabilities incurred.
- Coordination and execution of any third-party event.

Marketing and Promotion:

- The Stop must approve all promotional materials that use our logo prior to production or distribution, including press releases, invitations, brochures, websites, letters, and flyers. The Stop logo cannot be altered in any way.
- Any promotional materials must clearly state that your event is raising funds “**on behalf of**” The Stop, and must specify whether full or partial proceeds will be donated.
- While we *may* be able to promote your event on our social media channels, this is not guaranteed. We are also unable to offer PR or media relations support.

Where can I send my donation?

- All funds raised from a third-party event must be remitted within 30 days of the event.
- Please send donation to: The Stop Community Food Centre
 P.O Box 69, Station E
 Toronto ON M6H 4E1
 Attention: Cara Goodman

Tax Receipts

The Stop is happy to issue official receipts (\$20 and above) for income tax purposes upon request, but all gifts must meet the conditions defined by Canada Revenue Agency (CRA).

A typical donation to a Canadian registered charity is a cash donation in which the donor receives nothing in return. If the donor receives an advantage from making a gift or purchasing a ticket to an event (i.e. food at an event), that amount is not tax receiptable. See below for much more information on what we can and cannot receipt. Please note that we will help you determine the tax receipt amounts – we know this stuff is complicated!

The Stop can provide a tax receipt for:

- Direct personal or corporate donations of \$20 or over, when the name of the true donor is easily determined.
- In-kind donations and event tickets where Fair Market Value is easily determined.
- Gifts that are above and beyond the revenues from the event. In this case, the donation needs to be made as a separate contribution from the event.
- A donation from a company or person that donates proceeds from a regular course of business, where there is not a significant promotion and marketing. Example: a bakery decides to donate 10% of all cake sales to The Stop during the month of October and they do not promote this to their customers.

The Stop cannot provide a tax receipt for:

- Gifts of promises or pledges (for example, gift certificates donated by the issuer, hotel accommodation).
- Gifts where the value or advantage of the donation cannot be determined.
- Lottery, auction items or raffle tickets.
- Donations of services (time, skills, or efforts) or loans of property, use of a timeshare or lease of premises, rent-free space.
- Name of true donor(s) cannot be determined (for example, bottle collection from several parties, donation bins, etc.) – one person cannot benefit from gifts made by multiple donors.
- Gifts intended for another organization.
- Where there are significant marketing and promotion for the event itself undertaken by The Stop (this is considered a sponsorship).

- A donation from a person or company that donates proceeds from a regular course of business where there is significant promotion. Example: a bakery decides to donate 10% of all cake sales to The Stop during the month of October. They advertise this on their social media accounts, website and instore.

Tax receipts for individuals who attend an event:

- To determine this amount, the event organizer must determine what the Fair Market Value of the advantage is and proof of this is made available to The Stop. The amount of the tax receipt is the difference between the price of the ticket and the Fair Market Value of the advantage. The difference between the advantage and the ticket price is generally considered a donation to the organization and thus receiptable. For example, the Fair Market Value of an advantage is determined to be \$100, the cost of a ticket is set at \$150; therefore, each ticket purchase includes a donation of \$50, so each ticket purchased will receive a \$50 tax receipt.
- There are a few exceptions to the above rule including:
 - We cannot offer a tax receipt if the price of the ticket is less than 80% of the value of the ticket. For example, if an event ticket is determined to have a Fair Market Value of \$110, and the cost of the ticket is \$130 we could not receipt for \$20 because the value of the ticket is 85% of the ticket price.
 - The de minimis rule allows a ticket buyer to receive an official donation receipt for the full amount of their donation when the advantage is too minimal to affect the value of the gift. The rule states that if the total advantage does not exceed \$75 or 10% of the amount of the gift (whichever is less), the advantage is not included in the calculation of the eligible amount to receipt. For example, \$101 ticket with a Fair Market Value of \$10. The advantage is \$10 (9.9%), which is both less than \$75 and less than 10% of the value of the ticket. They can get a receipt for the full \$101.
- In order to give a tax receipt to an individual, we require their full name, mailing address, phone number, donation amount, and the ticket amount.
 - Please note that the donation must be greater to or equal to the total amount The Stop gives out in tax receipts. For example, a bakery hosts an event and invites its customers to purchase tickets, they would like each ticket to receive a tax receipt. They determine that the Fair Market Value of their event is \$50 and decide to charge \$100 to guests. After the event, the bakery donates \$5,000 to The Stop. The Stop can issue a tax receipt of \$50 for each ticket. In this case, The Stop cannot issue tax receipts that total more than \$5,000, the amount of the donation. It's important that event organizers charge enough for each ticket, so they have enough revenue to cover costs and still make a donation. Because of this, we request that you do not promote the ticket receipt amount in advance of the event.