

## Independent Fundraising Events Policy

Independent third-party fundraisers or special events are a very important component of the fundraising activities of the Yarmouth Hospital Foundation. Beyond the funds raised, these events create awareness about the Yarmouth Regional Hospital and bring new support to the Foundation.

In order to ensure that independent events have a positive impact on the Foundation's public image, the following policies need to be followed:

1. All promotional materials, including advertising, point of purchase materials; tickets and other materials used by a sponsoring organization will be approved by the Yarmouth Hospital Foundation prior to use. **Promotional costs of the event will be negotiated individually with the event organizers at the discretion of YHF and set out with the agreement signed by both parties.**
2. Official tax receipts will only be used in accordance with the Canada Revenue Agency guidelines (see attached appendix from CRA). The final decision to issue official tax receipts rests with the Yarmouth Hospital Foundation.
3. Whenever possible, the Foundation would appreciate any written information or photographs, which may be included in the Foundation's publications.
4. The Yarmouth Hospital Foundation does not approve the following type of third party event:
  - a) Programs that involve a professional fundraiser, telemarketing and/or an agreement to raise funds on a commission, bonus or percentage basis (with the exception of cause related marketing programs developed with corporate partners)
  - b) Events that promote the use of tobacco
  - c) Events where expenses represent more than 50% of the gross income, unless previously agreed by the Foundation Executive.
  - d) Involve promotion (or appearance thereof) of a political party or candidate
5. When requested to participate, guest attendees from the Yarmouth Hospital Foundation will receive complimentary tickets or admission to attend an independent special event.