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•••••
••••• **Third-Party**
••••• **Event Tool Kit**





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Thank You!

Dear Supporter,

On behalf of Lung Cancer Canada, I want to express my heartfelt gratitude for your extraordinary dedication and generosity. By organizing a fundraising event, you are not just supporting a cause—you are becoming an essential part of a compassionate and determined community united in the fight against lung cancer.

Lung cancer is the leading cause of cancer death in Canada, yet it remains one of the most underfunded and overlooked diseases. Your efforts as a fundraiser shines a vital spotlight on this urgent issue, bringing awareness, hope, and critical resources to the lung cancer community. Thanks to your support, we can continue providing essential programs for patients and families, driving groundbreaking research, and advocating for equitable access to life-saving care.

Your passion and creativity are truly inspiring. The energy and commitment you bring demonstrate the incredible power of community to spark meaningful change. Every dollar you raise takes us one step closer to a future where lung cancer no longer carries the weight of fear and uncertainty — a future filled with hope, progress, and improved outcomes for those affected.

Thank you for standing with us, amplifying the voices of those impacted by lung cancer, and making a profound difference through your contributions. Together, we are rewriting the story of lung cancer — one event, one step, and one meaningful act at a time.

With deepest gratitude,

Shem Singh
Executive Director
Lung Cancer Canada



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An Overview

- 1.** Organizing a third-party event for Lung Cancer Canada (LCC) is a meaningful way to support those affected by lung cancer. Start by choosing a fun and engaging event and set a clear fundraising goal. Assemble a small planning team to share tasks and pick a suitable date and venue that's accessible and within budget.
- 2.** Plan your expenses carefully, as LCC cannot cover costs. Submit a Third-Party Agreement Form and secure any necessary permits. Promote your event using social media, posters, and word of mouth, with LCC providing branded materials.
- 3.** On the day, focus on creating a positive and enjoyable experience while representing LCC appropriately. Afterward, thank attendees, settle expenses, and send the funds raised to LCC. Take some time to celebrate your success! Our events coordinator will be happy to provide guidance to help you create an engaging and rewarding event.





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Fundraising ideas

Parties

Karaoke

Unleash your inner superstar and belt out your favourite tunes for a great cause! Karaoke party fundraisers are the perfect mix of music, laughter, and community spirit, where every note makes a difference

Movies

Lights camera, action - for a cause! Host a movie party and bring people together for a cozy night of cinematic magic, where every ticket sold helps make a real-world impact

Dances

Put on your dancing shoes and get ready to groove for a great cause! Shimmy and shake your fundraising efforts while having fun and building community

Trivia

Test your knowledge and organize a Trivia night! Gather your teams, have a blast, and raise funds while competing for bragging rights



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Fundraising ideas

Classes

Community Class

Want to share your knitting tips or pottery? Teach or learn something new at a community class. Connect, and support a great cause while having fun

Art Class

Unleash your creativity for an art class. Whether you're a seasoned artist or beginner, you can help lead a group into creating something beautiful

Fitness Class

Whether it's yoga, zumba, or high-energy bootcamp, you'll break sweat, feel great while getting stronger and supporting a cause

Cooking Class

Spice up your support with a cooking class! Learn new skills, savour delicious dishes, and raise funds while having fun in the kitchen



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Fundraising ideas

Activities & Other

Run / Walk

Lace up your sneakers and join us for a run/walk! Get active, enjoy the outdoors, and support a great cause with every step you take

Biking

Gear up for a bike race! Pedal for a purpose, enjoy the ride, and help raise funds for an important cause. And don't forget your bike helmet - Safety first!

Online Appeal

Create or support the cause from the comfort of your own home with an online fundraising appeal. Every donation makes a difference

Online/Silent Auction

Create an online or silent auction! Discover unique items, place your bids, and know your funds are going to a great cause



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A Step-by-Step Guide



Choose the Event | Set Your Goal | Build Your Team

- Do you have an event idea in mind? Choose something that feels natural and exciting for you to plan and attend
- Set a fundraising goal
- Form an event planning committee. Planning fundraisers can be a lot of work! Find people you love working and brainstorming with; it makes the journey much more fun!



When & Where

- You should choose a venue that is convenient for you and your attendees to get to. What are the booking fees? Do they have reduced rates for fundraisers? Availability?
- When choosing a date, research what other events you could potentially be “competing” with. Be mindful of holidays, seasonal weather, transportation, etc.



Budgeting

- Develop an estimate of potential expenses. Consider costs for venue rental, refreshments, decorations, entertainment, promotion, and event materials.
- Please note that expenses are covered by the event organizer
- Identify sources of income. For example, ticket sales, sponsorship, promotional draw, silent auction



Cross the T's | Dot the I's

- Ensure that you've reached out to our events coordinator, read all the third-party guidelines, and signed our liability waiver.
- The Events Coordinator will be happy to share pertinent materials and support you through the planning process



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A Step-by-Step Guide

(Continued)



Make a Checklist

- Create a checklist to ensure you don't forget an important task. You can have more than one list. For example, a planning checklist and a day-of one.
- Not sure what to put on your list? Don't worry, we've got you covered with a sample checklist with suggested items already on it.



Promote Your Event

Here are some ways you can promote your fundraiser:

- Word of Mouth
- Social Media
- Posters at the venue and other locations nearby
- Submit your event to only community calendars



Have Fun on the Day!

- We are so thankful to you for choosing Lung Cancer Canada as the recipient for your fundraiser. Your contribution not only helps support vital programs offered to the lung cancer community, but your efforts bring HOPE to so many.
- Go ahead, have some fun! You deserve it!



Settle Up | Reflect Back | Book for Next year!

- Pay any outstanding expenses and arrange for the donations to be received by LCC
- Get together with your team and reflect on the successes and challenges of the event
- Congratulate yourselves for the awesome work you did, and reach out when you're ready to plan your next event!



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Sample Checklist

- Identify a theme for your event
- Choose a venue
- Choose a date
- Establish a team/committee
- Create an expense budget
- Reach out to LCC and sign pertinent documents
- Identify and solicit sponsors
- Plan for refreshments
- Book entertainment
- Create a fundraising page
- Create a marketing strategy
- Recruit volunteers
- Send out invitations
- Determine rental needs
- Create day-of agenda
- Promote your event on social media
- Check-in with LCC about tax receipting
- Thank you notes/emails to attendees
- Pay all outstanding expenses/invoices
- Arrange for donations to be sent to LCC
- Celebrate your successes! You've made it!
- Meet your Team to reflect on the successes and challenges
- _____
- _____
- _____
- _____



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Third-Party Event Guidelines

What Lung Cancer Canada requests of third-party event organizers:

- Contact LCC to register new events or update us on continuing events. It is important that our organization is aware of all events that are held in support of our strategic priorities.
- It is the event organizer's responsibility to communicate to sponsors, participants, and the general public that LCC is **not** hosting the event but is the **beneficiary** of funds raised from the event.

What Lung Canada can provide for you, once your event is approved:

- Offering to use the LCC name and logo (with permission) and providing appropriate LCC branded images, that must be accompanied by the phrase "proceeds to" on all literature related to the event.
- We can assist with creating a poster for your event, if required.
- Listing the event on our website and social media handles, when appropriate.
- Providing LCC informational resources and promotional materials (brochures, fact sheets, etc.)
- Providing a letter of support to be used to validate the authenticity of the event and the organizers.
- Attendance of a LCC representative when appropriate and if available.
- Suggestions for event planning and management if needed.





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Third-Party Event Guidelines

Lung Cancer Canada cannot offer assistance with:

- Funding or reimbursement of event expenses.
- Sharing LCC mailing lists, donors, or sponsors.
- Entering into, being named in, or signing any contracts on behalf of the third-party event organizers.

To ensure that third-party events have a positive impact on LCC's public image, the following requirements must be met by those groups or individuals wishing to conduct an event that benefits LCC:

- All third-party events require completion and approval of a Third-Party Agreement form.
- The organizer must obtain all necessary permits, insurance, and licensing relating to the event.
- All publicity (including media releases, print/promotional materials, etc.) for the proposed event must be approved by LCC before use, and include only the logo format provided.
- In soliciting potential sponsors/donors, the organizer needs to disclose to the donor the nature of the third-party event arrangement and position LCC as the beneficiary of the event, not the host or owner of the event.
- Recognition for the organizing group/individual donation to LCC will be following LCC's Donor Recognition Policy (Tax receipt guidelines stated below).
- LCC will be provided with immediate notice if the event is canceled.
- LCC will not be engaged or connected to any activity that is illegal or may appear to be illegal or damaging to LCC's image and reserves the right to have its name removed from from the event should these arrangements not be met.



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Tax Receipt Guidelines

It is important to understand the rules governing tax receipts as you may need to communicate this information with potential donors to your event. LCC can only issue tax receipts for the actual donations received by our organization. Tax receipts cannot be issued for funds used to cover the costs of the event or other administrative expenses incurred by the organizer.

Tax receipts will be issued for third-party events:

- For all donations of \$20.00 and over, if donor names, emails and addresses are provided. Additionally, the total amount of receipts (including in-kind) must be equal to or less than the proceeds provided by the event organizer after expenses.
- For in-kind donations of tangible items such as food, beverages, and auction items. These requests must be accompanied by the name, address and email of the donor, as well as a description of the item, a photo of the item, and its declared value. Please indicate whether the donor is an individual or a business. LCC reserves the right to evaluate the declared value and issue a tax receipt accordingly. For any in-kind donation with a value greater than \$1000.00 or any artwork, please contact LCC for more information.
- All other Canada Revenue Agency (CRA) conditions are met.

Tax receipts cannot be issued:

- For the purchase of admission tickets
- For the purchase of auction items. If the purchase price of the item is greater than the value of the item, a tax receipt will be issued for the amount paid over value, if greater than \$20.00.
- For in-kind items donated to an event without proper documentation.
- For in-kind donations of services as an auction item.
- For donated services such as an entertainer or auctioneer for an event.
- For gift cards or gift certificates donated by the issuer.
- For sponsorships. Advertising, or promotion (a tangible benefit) is being received in return for the payment. Sponsors will be provided a thank you letter and an invoice as proof of contribution, which can be used as an expense deduction.

for further information regarding tax receipts, visit the CRA website at www.cra-arc.gc.ca



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Frequently Asked Questions

Getting Started

1. Q: How do I start planning a third-party event for LCC?

A: Choose an event type, set a fundraising goal, build a team, pick a date and venue, and submit the online third-party agreement form.

Event Guidelines

1. Q: What support does LCC provide for my event?

A: LCC offers logo use (with approval), branded materials, poster assistance, event promotion, and a support letter. An LCC representative may attend if available.

2. Q: What can't LCC assist with?

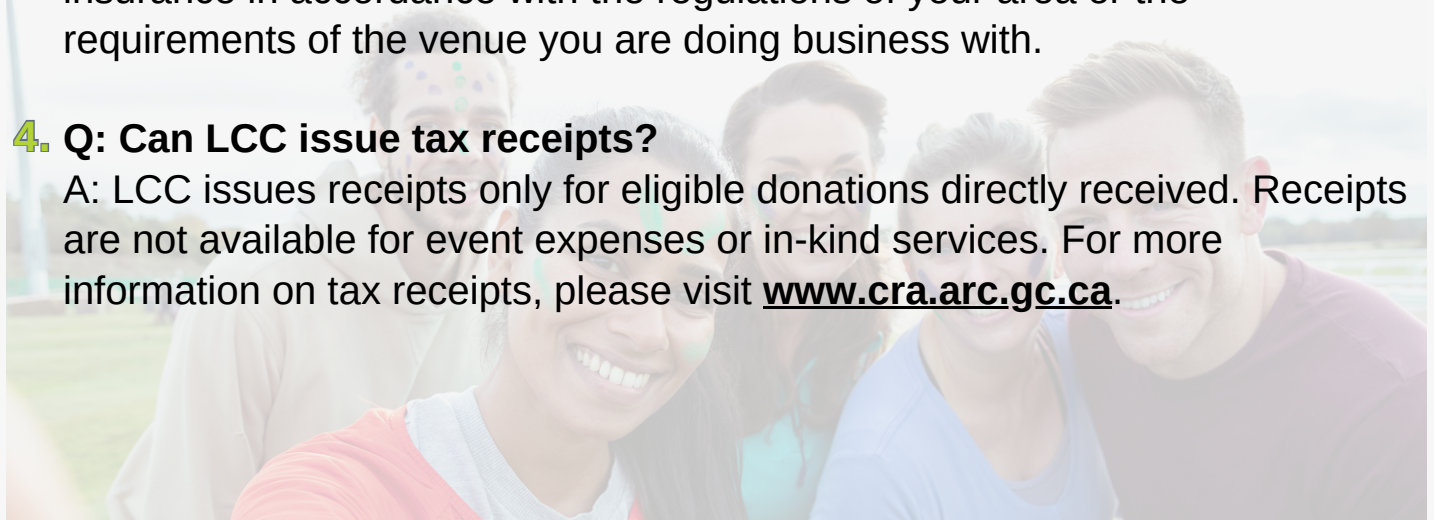
A: LCC cannot Cover Costs, share donor lists, sign contracts, or issue tax receipts for tickets or auction purchases.

3. Q: Do I need permits or insurance for my event?

A: This depends on the venue's requirements of the type of event you're planning. It's your responsibility to secure all necessary permits and insurance in accordance with the regulations of your area or the requirements of the venue you are doing business with.

4. Q: Can LCC issue tax receipts?

A: LCC issues receipts only for eligible donations directly received. Receipts are not available for event expenses or in-kind services. For more information on tax receipts, please visit www.cra.arc.gc.ca.





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Frequently Asked Questions

Fundraising

1. Q: What are some fundraising ideas?

A: options include talent shows, bake sales, trivia nights, fitness challenges, and silent auctions. These are only suggestions! Pick an activity that interests you and your group of friends.

2. Q: How do I maximize fundraising?

A: Use income sources like ticket sales, raffles, and sponsorships. Promote through social media, posters, and community calendars.

Event Day and Beyond

1. Q: What should I focus on during the event?

A: Provide a positive experience, represent LCC well, and engage with guests.

2. Q: What happens after the event?

A: Settle expenses, send funds to LCC, and reflect on challenges and successes, and start thinking about the next one!

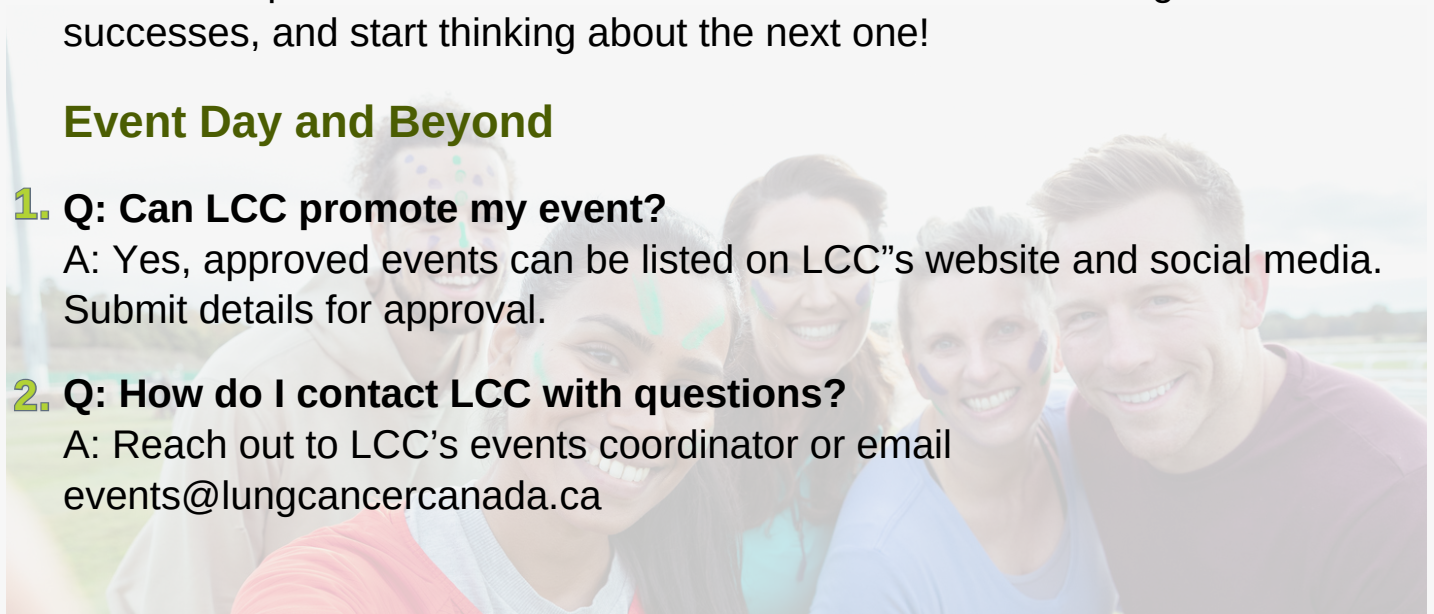
Event Day and Beyond

1. Q: Can LCC promote my event?

A: Yes, approved events can be listed on LCC's website and social media. Submit details for approval.

2. Q: How do I contact LCC with questions?

A: Reach out to LCC's events coordinator or email events@lungcancerCanada.ca





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**We look forward to
working with you to
make your event a
success!**

