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Community Fundraising Policies and Guidelines

Thank you for choosing to support Hockey Education Reaching Out Society (HEROS) by hosting your own fundraiser! Our organization is committed to making the planning process as easy as possible and will do everything we can to support your fundraising journey! This document outlines policies, guidelines, and frequently asked questions regarding HEROS' community fundraising initiatives.

Here is a list of fundraising ideas we recommend:

Runs, Races, and Tournaments – Marathons, bike rides, or other competitive events can help raise awareness and funds for HEROS players in your community.

Community Social, Fair or Carnival – A fun day full of carnival games and treats is a great way to pull your community together.

Dinner Party – Bring together family and friends to make an impact on marginalized youth in your community.

Staff BBQ – Plan a barbeque for your coworkers on a Friday afternoon, with proceeds from food sales supporting HEROS.

Garage or Yard sale – Feel even better about spring cleaning by clearing out your clutter for a cause!

Birthday or Retirement Party – In lieu of gifts, ask for your friends and family to make a donation to HEROS at your next celebration.

Golf Tournament – Plan a day at the course with your colleagues, teams, and friends to support your local HEROS chapter.

Policies

In accordance with Revenue Canada (CRA) guidelines and for the benefit of all involved, HEROS has created the following policies:

Organizers of community fundraisers are asked to:

- (a) Contact HEROS prior to hosting any event.
- (b) Be consistent with the HEROS mission, vision, and values (refer to Appendix A).
- (c) Maintain the positive image that our volunteers and staff take pride in.
- (d) Acquire the necessary licenses and permits if need be.

For more information on ways HEROS can support you through the planning process, please refer to the attached FAQ.

ENGAGE.

EDUCATE.

INSPIRE.

ENGAGEZ.

INTRUISEZ.

INSPIREZ.



Guidelines

The following guidelines are not intended to restrict the creativity and passion of our community, they are solely intended to ensure the safety and standards of HEROS, its volunteers and staff.

Branding & Marketing:

Company Name – In any promotional materials, organizers are required to refer to HEROS as “Hockey Education Reaching Out Society”, “HEROS”, or “HEROS Hockey”.

Logos and Logo Use – Please consult HEROS regarding the use and presentation of the HEROS logo. Use of any HEROS logos or marks must be approved prior to public presentation.

Promotional Material – HEROS will have final approval on all promotional materials used for the event (i.e. brochures, flyers, advertisements, newsletters, media communication.) prior to public presentation.

Marketing – Organizers are encouraged to use positive marketing and public relations exposure when promoting their event. For assistance with this, please contact HEROS Donor Engagement and Sponsorship Lead.

Donations and Sponsorships:

Organizers are asked to provide a list of sponsors and their contact info (i.e. email/phone number). This will ensure HEROS can recognize our partners within the community for their generosity.

Staffing and Volunteers:

Organizers are asked to provide necessary staffing and recruitment of volunteers for the fundraising initiative.

Financing and Insurance:

Organizers are responsible for obtaining any event insurance needed.

HEROS’ insurance will not cover any community fundraising activities. As such, HEROS will not be responsible for any damage or accidents to persons or property at a community fundraising initiative.

HEROS will not assume any legal or financial liability for the event.



Accountability

Organizers of community fundraisers will:

- (a) Notify HEROS of any cancellations or changes to the fundraising activity as quickly as possible.
- (b) Inform HEROS if the fundraising activity will benefit any other charitable partners.
- (c) Be responsible for any financial losses or unsettled accounts.

Licenses and Permits

All fundraising activities will conform to all applicable government regulations. Any required permits, licenses, or fees will be the sole responsibility of the organizer.

Photographs

HEROS would love to be able to recognize the incredible work being done by community fundraisers through its digital and print communications. Organizers are encouraged to share photos, videos, and testimonials with HEROS from their fundraising activities.

Frequently Asked Questions

I have an event idea. What is my next step?

Once you have decided that HEROS is the right fit for your initiative, we encourage you to reach out to us at info@heroshockey.com. Once we have received your email, our Donor Engagement and Sponsorship Lead will contact you to further discuss your idea.

How can HEROS promote our fundraiser?

We can promote your fundraiser through HEROS' various outlets (i.e. webpage, social media, and email).

Can HEROS help acquire staff and volunteers for the event?

We ask that organizers be the primary supplier of staff and volunteers; however, HEROS will do what we can to support you in this aspect.

Can HEROS help find us a venue for the event?

Unfortunately, we cannot source an event venue for you; however, we are willing to offer advice on where to look.

Can HEROS offer funds to help pay for third party event expenses?

Unfortunately, we cannot offer funds to help support the event; however, we may provide in-kind support, such as staff time, promotion, advertising, etc.

Can HEROS provide tax receipts to donors?

HEROS will provide receipts for income tax purposes as outlined in Appendix B.

Can donors receive tax receipts for non-monetary donations?



Non-cash gifts may be eligible for a charitable tax receipt in certain situations. Please contact HEROS staff for more information.

For further questions or inquiries please contact Josh Delves, Donor Engagement and Sponsorship Lead by email at josh@heroshockey.com, or by phone at 905-914-0315.

Appendix A

Mission, Vision, and Values

Community fundraisers must act in accordance with HEROS values at all times while representing HEROS through their fundraising initiatives.

Mission: To use the game of hockey to teach life skills and empower marginalized youth.

Vision: *Empowering children on and off the ice.*

Values: HEROS is committed to enhancing resilience and providing opportunities for success for *all* individuals. Through the provision of services geared specifically towards marginalized children, youth, individuals, and families, HEROS works to create opportunities for healing, growth, and connection, in the hopes of helping participants and their families achieve their unique vision of success. HEROS core values reflect an inherent right to safety, empowerment, and respect for everyone in our community, regardless of their background, faith, ability, gender identity, or cultural identity.

Appendix B

Charitable Tax Receipts: As a registered charity (Registration #: 877195610RR0001), HEROS is able to grant charitable tax receipts to individuals or groups who make a donation. Official tax receipts will not be provided for purchasing a ticket to an event, sponsoring an event, or buying an auction item or raffle ticket.

The best way to ensure your donors are eligible to receive a charitable tax receipt is to ensure they donate directly to HEROS through cash, cheque, e-transfer, or online/over the phone via credit card.

To learn more about HEROS receipting policies, please contact Josh Delves, Donor Engagement and Sponsorship Lead by email at josh@heroshockey.com, or by phone at 905-914-0315.