



Community & Home
Assistance to Seniors

Third Party Events



Photo: Vince's Day of Giving

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OUR VISION

Older adults can live independently,
safely and well at home.

CHATS – Community and Home Assistance to Seniors relies on dedicated volunteers and donors to be able to continuously support 8000+ community residents on average each year. We rely on the generous support and creativity of the many individuals and corporations who support our fundraising efforts through third party events.

Event Toolkit

Our CHATS Third Party Fundraising Toolkit provides you with a step-by-step guide on how to organize an event that can make a valuable contribution to the vital work we're doing in the community.

Thanks to people like you who share a vision for a stronger community, we can help provide thousands of seniors and their caregivers each year with supports and programs that give them the tools they need to live independently, safely and well in their own homes.

Thank you for wanting to make a difference in our community!



Enhancing the Wellness of Seniors in York Region and South Simcoe

Established in 1980, CHATS Seniors is a not-for-profit organization that enhances the health, wellness, and independence of seniors in York Region and South Simcoe through the provision of geared to income, in-home and community support services.

Our mission is to support the health and wellness of seniors in our community through the delivery of a continuum of community support services including respite care, home help, home adaptation and maintenance, transportation, home at last/hospital transition, adult day programs, assisted living services, meals on wheels, caregiver education, interpretation services, telephone reassurance, and much more.

CHATS is supported by over 300 staff members and more than 450 volunteers who are the heart and soul of the organization.



CHATS Stats



MORE THAN
7,800
CLIENTS SERVED



OVER
450
VOLUNTEERS

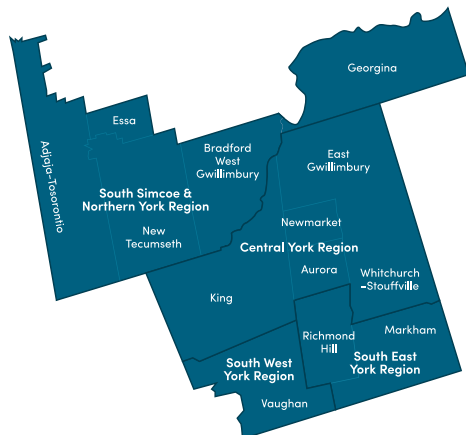


OVER
340
STAFF

Our Population is Aging

- York Region's older adult population is growing faster than any other age group.
- 200,000 seniors aged 64+ living in York Region in 2021
- By 2051, close to one in four (23%) of York Region residents will be aged 65+
- 76% of seniors were born outside of Canada and about 18% do not speak English or French

CHATS Service Area



Without CHATS

- 4,008 seniors would be without transportation to medical appointments
- 1,172 seniors would suffer from lack of nutrition without Meals on Wheels
- Without the Home Adaptation and Maintenance Program, 3,800 seniors would be without the means of aging safely at home.

Program Highlights



88,953
drives to medical
and other appointments



84,947
Meals on Wheels delivered



33,759
hours of caregiver relief



9,702
social and safety visits



7,672
hours of homemaking services



3,065
hours of personal support

Fundraising Collaborators

York Region and South Simcoe residents have come up with all sorts of fun and creative ways to support Seniors in our communities. From art sales to golf tournaments, carnivals to concerts and BBQ's to auctions, individuals, organizations, and businesses have come together in diverse ways to ensure that Seniors receive the support and care they deserve.

Third Party Event Ideas

When you're coming up with ideas for third-party events, there's no limit to how creative you can be. Encourage your team to think outside the box and tap into various interests, so you can create memorable and successful events that attract a wide audience and support our cause. Here are just a few ideas to consider:

- | | | |
|---------------------------|------------------------------|---------------------------|
| Auction | Dinner Party | Photo Outing |
| Arts and Crafts Sale/Show | Donations in Lieu of Gifts | Poker Tournament |
| Balloon Pop | Face Painting | Proceeds from Sales |
| Battle of the Bands | Fashion Show | Raffle |
| Benefit Dinner | Fishing Derby | Rummage Sale |
| BBQ | Flower Sale | Run/Walk/Ride |
| Bingo Night | Garage Sale | Scavenger Hunt |
| Book Sale | Golf Tournament | Sporting Events |
| Bowling Tournament | Grand Opening | Tailgate Party |
| Casino Night | Jail'n Bail | Ticketed Event |
| Cocktails for a Cause | Kickball/Softball Tournament | Traditional Gala Event |
| Car Wash | Loonie/Twoonie Drives | Wii Tournament |
| Carnival/Festival | Monthly Giving Campaign | Wine Tasting |
| Concert/Play | Pet Wash | Work Department Challenge |
| Concession Stand | Pledged Events | Work Event |
| Craft Sale | | |
| Date Auction | | |

Success Tips

Your event is entirely up to you, so enjoy the process! Here are some steps to assist you in coordinating everything smoothly:

Step 1: Choose your event idea

Step 2: Pick date/time of the event

Step 3: Create budget

Plan for expenses like venue rental, decorations, catering, and entertainment. Consider potential sources of income, such as ticket sales or sponsorships, to cover costs and maximize fundraising.

Step 4: Create work plan and set deadlines for tasks

Start with critical tasks such as booking the venue and securing vendors, then move on to details like invitations and logistics.

Step 5: Promote your event

Spread the word through social media, email newsletters, posters, and word of mouth. Encourage early registration or ticket sales to gauge attendance and generate buzz.

Matched Gift

Did you know?

You can boost your fundraising efforts by checking to see if your employer has a “matching gift” program before you start planning your event.

A matching gift is a charitable gift directed to a charity by a matching donor, provided that the original donor makes the first gift. This means that if you donate to a charity, your employer might also donate the same amount, doubling the impact of your contribution.

Many companies support “matching gift” programs to encourage their employees to give back to the community.

In need of
inspiration?

Check out these
moments from
our past events.





Fundraising Guidelines

- 1** CHATS encourages fundraising events that are compatible with our mission, vision and values. Prior approval to hold a third party event is required. Approval is based on the type, theme and financial viability of the event. CHATS reserves the right to withhold the use of its name and logo from any event, initiative, promotion, performance or presentation it feels is inappropriate.
- 2** To conduct a fundraising event, we ask that you complete and send in the Third Party Event Application Form (page 11) at least 30 days prior to your event.
- 3** Any organization/group wishing to use the CHATS name or logo on any materials, including advertising, must receive prior approval from CHATS.
- 4** All promotional materials must state that your event is “in support” of CHATS and is not an official CHATS event.
- 5** Taking commission, for any purpose, on funds raised as part of a third party event is prohibited.
- 6** The third party organizer is responsible for meeting all municipal/provincial or federal standards and fulfilling all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. CHATS must not be party to any liability coverage without prior knowledge and/or approval. CHATS accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.
- 7** CHATS agrees to provide the sponsoring organization/group with appropriate recognition via our website, social media and in our Annual Report.
- 8** The third party event organizer will be responsible for all costs related to the event and will handle all monies until the official donation is submitted to CHATS. Event expenses are to be deducted before sending proceeds to CHATS. CHATS shall incur no costs unless otherwise agreed in writing prior to the event or promotion.
- 9** The sponsoring organization/group agrees to handle all monetary transactions for the special event or promotion and to present the proceeds to CHATS within 30 days of the event or as agreed in writing with CHATS by way of CHEQUE or cash. Online payment is not recommended.
- 10** When tax receipts are requested, the third party event organizer is responsible for collecting the names, addresses and contact information of all donors, and is required to mail the appropriate materials to CHATS within 30 days of the conclusion of the event.
- 11** CHATS issues official income tax receipts in accordance with Canada Revenue Agency guidelines.
- 12** The third party event organizer agrees to ensure that all materials borrowed are returned promptly and in the same condition they were received. The organizer agrees to accept responsibility for damage or loss of materials borrowed from CHATS.

13 CHATS will not be responsible for mailing materials to attendees/participants or volunteers, other than the mailing of applicable tax receipts.

14 Upon completion of your event, please send a cheque made payable to:

CHATS – Community and Home Assistance to Seniors
240 Edward Street, Suite 1
Aurora, ON L4G 3S9
Attn: Fundraising

15 Involvement of CHATS staff and volunteers will be at our discretion and will be based on availability, location, and the nature of the event.

Obtaining a Raffle License

According to the Ontario Gaming and Liquor Commission, a raffle is a lottery event in which prizes are awarded based on a random draw of tickets purchased by players. Only licensed charitable or religious organizations can conduct raffles.

If the following three elements are present, a raffle license is required:

- Tickets are sold (consideration)
- Random chance to win (chance)
- Prizes are awarded (prize)

Some common examples of raffles requiring a license are:

- 50/50 draw
- Prize draw
- Football squares

If any of the three required elements (consideration, chance, and prize) is not present, the contest or draw may not require a license. For example, the following do not require a raffle license because skill is involved, rather than a random chance to win:

- Silent auction
- Jelly bean counting contest
- Hole-in-one putting contest

Tax Receipting

What will CHATS provide a tax receipt for?

CHATS adheres to the Canada Revenue Agency (CRA) Income Tax Act when issuing charitable tax receipts. To learn more about charitable tax receipts, please visit <http://cra-arc.gc.ca>. Issuing inappropriate charitable tax receipts can put our charitable status in jeopardy.

Under CRA guidelines, a “gift” is a:

Voluntary Transfer of Property with a conscious desire to make a gift (as distinguished from giving something for nothing by mistake or under pressure).

- Voluntary – given of free will (not compelled, not court ordered, etc.)
- Transfer – from donor to charity/qualified done (complete transfer)
- Property – cash or gifts in kind (not services)

CHATS will provide a tax receipt for the following:

- Direct personal or corporate donations of \$20 or over (unless otherwise requested by the donor)
- In-kind donations where fair market value is easily determined
 - Tickets (sporting events, theatre, ballet, etc.) where the value is either noted on the ticket or a payment receipt is provided.
- Gifts of artwork provided the artwork has been appraised by a third party appraiser – appraisal must be included with the donation
- Gifts of shares
- Bequests
- Life insurance premiums
- Monthly donations (donor will receive one cumulative income tax receipt at the end of the calendar year)

CHATS cannot provide a tax receipt for the following:

- Gifts of promises or pledges (for example, gift certificates donated by the issuer, hotel accommodation)
- Payment of basic fee for an event
- Gifts where the value or benefit of the donation cannot be determined
- Lottery or raffle tickets
- Donations of services (time, skills, or efforts) or loans of property, use of a timeshare or lease of premises
 - Donations of services will only be receipted when a ‘cheque exchange’ takes place. This means that the party who donated a service would invoice CHATS for the cost of the services. CHATS would then issue a cheque for the services. If the service provider should choose to donate these funds back to CHATS, then CHATS can issue a tax receipt for the donation.
 - Two distinct transactions must take place:
 - A person provides a service to CHATS and is paid for that service, and
 - That same person makes a voluntary gift of property to CHATS
- Funds or gifts-in-kind from another qualified donor (gifts from other registered charities, or non-profit organizations)
- 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
- Gift is directed to a specific person using our services

➤ Rent-free space

- One of the criteria for a gift is that there be a voluntary transfer of property
- With rent free space or accommodation, no property is being transferred – instead, use of the building is being provided. Since no property is transferred, no “gift” is made and a tax receipt for the value of the loan of property cannot be issued
- Court ordered donations (donations made as a condition of parole)
- Gifts intended for another organization
- Donations of items for auction
- Sponsorships



Frequently Asked Questions

Will CHATS assist in organizing events?

Our focus is on delivering and ensuring the success of our community programs. To help you get started with planning your event, we have developed this Third Party Event Toolkit.

Can CHATS cover any expenses for third-party events?

Event organizers are responsible for creating and managing their budgets to cover all expenses.

Is CHATS able to provide volunteers for third-party events?

Event organizers are responsible for recruiting, training, and managing all volunteers for their events.

Can CHATS offer sponsorship contacts for third-party events?

CHATS cannot solicit sponsors or provide lists of sponsors or donors for third-party events. Event organizers need to seek support from individuals or businesses to cover costs.

Who is responsible for all liability and legal risks associated with my event?

CHATS is not responsible for any damage or accidents to persons or property and will not assume any legal or financial liability before, during, or after the event. The event organizer is responsible for obtaining insurance in their name or that of their organization or business. CHATS will not sign contracts with vendors or suppliers. It is recommended that you seek advice from your own insurance broker regarding this matter.

Will CHATS help promote third-party events?

Yes, we will include your event in an e-Blast, post it in the events section of our website, and share it on all our social media platforms. Any additional promotion is the responsibility of the event organizers.

How do I send the proceeds of my event to CHATS?

Funds raised from a third-party event should be made payable and submitted to CHATS no later than 30 days after the event. Ideally, all funds raised should be deposited into one account, and a cumulative cheque should be written to CHATS. Cash funds must be delivered to the agency no later than 5 days after the event, in a sealed envelope, counted, with a count sheet detailing the included funds. Please make cheques payable to:

CHATS – Community and Home Assistance to Seniors

240 Edward Street., Suite 1

Aurora, Ontario L4G 3S9

Attn: Fundraising

Can I use the CHATS logo and how do I get it?

Yes, you can use the CHATS logo. Please check the appropriate box on the Third Party Event Application Form, and the logo will be emailed to you.

Can CHATS provide print and promotional/display materials?

CHATS can provide print materials about our programs and services. We may also be able to provide signage, depending on availability. Please email us at fundraising@chats.on.ca with all requests for CHATS materials at least ten days prior to your event.

Will I have access to CHATS media contacts?

Event organizers are responsible for promoting their own events, but we will assist where possible.

If I have a silent auction or a raffle at my event, how do I get items for the auction or obtain a license for the raffle?

It is the responsibility of the event organizer to solicit prizes for the auction and to obtain a raffle license. CHATS can provide a letter authenticating your event to support your solicitation efforts. If you need such a letter, please email your request to fundraising@chats.on.ca.

There are several ways to build your auction:

- 1** Donated Items: Create a request letter to send to various companies, asking for items to be donated for your auction in support of CHATS.
- 2** Auction Houses: There are companies that offer inventories of items for auctions, such as sports memorabilia and music collectibles. Typically, you only pay for items that sell and can return any that don't. Remember to set minimum bids to ensure you sell these items for more than their cost.
- 3** Purchased Items: You have the option to purchase items for the auction, but the cost of these items will be the responsibility of the organizers.



THIRD PARTY EVENT FORM

Event Name _____

Date _____ Time _____

Facility Name _____

Facility Address _____

Contact Name _____

Contact Phone _____

Contact Address _____

Contact Email _____

Fundraising Goal _____

Expected Number of Attendees _____

Description _____

Would you like a CHATS representative to attend the event?

Yes No

If yes, what involvement would they have (subject to availability)?

Speech Cheque Press Other
Presentation Conference

Additional Details _____

Would you like to use the CHATS logo on your event promotional material (circle one)? If Yes, it will be emailed to you at the listed email address.

Yes No

ACKNOWLEDGMENTS

I acknowledge that CHATS reserves the right to withdraw its name from the event at any time. I acknowledge that I have read and understand the information contained in the CHATS Third Party Event Toolkit and will adhere to all of CHATS Fundraising Guidelines.

Name Signature Date

Name Signature Date

Name Signature Date

[Return form to fundraising@chats.on.ca](mailto:fundraising@chats.on.ca)



Community & Home
Assistance to Seniors

Head Office, Aurora

240 Edward Street, Suite 1
Aurora, ON L4G 3S9
Tel: 905-713-6596
Toll-Free: 1-877-452-4287
seniorshelp@chats.on.ca

Richmond Hill

10132 Yonge Street,
Richmond Hill, ON L4C 1T6

Bradford

448 Holland Street West,
Bradford, ON L3Z 2B7

Vaughan

9401 Jane Street, Suite 312
Vaughan, ON L6A 4H7



chats.on.ca