



**United Way**  
Central & South  
Okanagan Similkameen



## **Third Party Event Guidelines**

Thank you for your interest in planning an event to benefit United Way Central & South Okanagan/Similkameen. Third Party Events help create awareness in our communities about the United Way CSO and how the donor gifts are supporting more than 85,000 people throughout our region.

We are here to support you and give you advice on how to execute a successful event. For assistance on creating your fundraising action plan please contact:

Bonnie Hall, Jeremy Lugowy or Marianne Dahl at 250-860-2356 or [info@unitedwaycso.com](mailto:info@unitedwaycso.com).

To ensure all Third Party Events have a positive impact on the United Way's brand and public image, please follow these guidelines:

### **Event Promotion & Logo Usage**

United Way CSO must approve marketing material **prior** to printing and advertising. For copies of our logos please contact your UWCSO representative.

- We can help promote your event through United Way CSO social media channels such as Facebook and Twitter and through our newsletter.
- We will provide attendance of a representative from UWCSO, when appropriate and availability, to make a speech, take pictures and for cheque presentation.
- Provide you or your organization with recognition through a thank you letter from UWCSO, a certificate of recognition, a thank you via our social media channels and a thank you in our newsletter which recognizes you and/or your organization's event efforts.

### **We are not able to:**

- Reimburse any event expenses.
- Guarantee attendance or volunteers at the event.
- Issue tax receipts for third party events with the exception of monetary donations of \$20 or more made to "United Way Central & South Okanagan/Similkameen (speak to our staff for CRA clarification).
- Share our mailing lists.



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- Solicit our corporate partners for sponsorship or any other in kind or monetary gifts.
- Assist with applications for gaming licenses or insurance of any kind.

### **Other Guidelines:**

- It is the event organizer's responsibility to communicate to volunteers, sponsors and participants that the United Way Central & South Okanagan/Similkameen is the beneficiary of the event and not conducting the event.
- All publicity (including media releases, interviews, promotional materials, etc.) for the proposed event should be distributed to United Way CSO.
- United Way CSO will not assume any financial or legal liability along with any damages that may incur at the event.
- The event organizer will acquire all essential insurance, permits and licenses.

**Let's Work Together!**