



**FUNDRAISING**  
In Support Of FVRL

**FRIENDS OF THE LIBRARY  
TOOL KIT FOR INDEPENDENT  
COMMUNITY EVENTS**



FRASER VALLEY REGIONAL LIBRARY  
Administrative Centre: Donor Relations  
34589 DeLair Road  
Abbotsford, BC V2S 5Y1  
T 604-859-7141 TF 1-888-668-4141  
W fvrl.ca E donorrelations@fvrl.bc.ca



## THANK YOU FOR CHOOSING US

Thank you, Friends of the Library, for making Fraser Valley Regional Library the charity of choice for your special event. We are grateful for your commitment to raise funds for our libraries.

## ABOUT INDEPENDENT COMMUNITY EVENTS

Independent community events are generously planned and organized by Friends of the Library as well as other caring individuals and community groups. The purpose of these events is to raise funds in support of Fraser Valley Regional Library.

Fraser Valley Regional Library's good reputation in the community is priceless to us. We need to ensure that any independent community event or activity that uses our name has the same values and understands the importance of our reputation.

## ABOUT FRASER VALLEY REGIONAL LIBRARY

Fraser Valley Regional Library (FVRL) is a registered charity. FVRL is also the largest public library system in British Columbia, with 25 libraries serving almost 700,000 people. It is funded with taxes raised in the community it serves, plus a Government of BC operating grant. The governing Board consists of elected officials representing 15 member municipalities and regional districts. FVRL serves the residents of Abbotsford, Boston Bar, Chilliwack, Delta, Harrison Hot Springs, Hope, Kent, City of Langley, Township of Langley, Maple Ridge, Mission, Pitt Meadows, Port Coquitlam, White Rock, and Barnston Island in Metro Vancouver.

## HOW FVRL CAN ASSIST YOU

### Pre-Event

We can provide:

- Advice and guidance via phone or email.
- Donation forms and fact sheets.
- FVRL's logo for use with approved independent community events.
- Limited advertising for your event at the discretion of the library manager in consultation with the Director of Customer Experience, and subject to the capacity of FVRL's Marketing and Communications Department. We may be able to promote your event via our social media channels but this cannot be guaranteed.
- A listing on our online event calendar and possibly on social media.
- A letter of acknowledgement (for soliciting sponsors and prize donations, for gaming license applications) for approved events.
- Assistance with designating your funds to a specific area of FVRL.

### Day of Event

We can provide:

- One-page information sheets on your chosen area of support for FVRL
- Thank you letter from FVRL to read to participants
- Speaker if available (e.g., FVRL management representative, library manager)

### Post-Event

We can provide:

- Charitable tax receipts for eligible gifts.
- Template for thank you letter/email for you to use - upon request
- Recognition of your event on FVRL's social media

## LIMITATIONS TO ASSISTANCE FVRL CAN OFFER

FVRL does not provide:

- Space or organization of events within FVRL libraries unless the libraries' services and programs can readily accommodate Friends of the Library events because, appropriately, FVRL's library services and programs are FVRL's top priority. Availability of library space and organization for Friends of the Library events is the decision of the library manager in consultation with the Director of Customer Experience.
- Access to our donor or staff lists.
- Reimbursement for expenses.
- Administration of the financial aspects of the event.
- Assistance with ticket sales or securing corporate sponsorships.
- Staff or volunteers to attend your event.
- Access to celebrities or VIPs.
- Insurance coverage for your event.

## PRINCIPLES FOR INDEPENDENT COMMUNITY EVENTS

Independent community events by Friends of the Library are a valuable component of the fundraising activities for FVRL. Beyond the funds raised, these events help to create much-needed awareness about the libraries and bring new support to them.

To ensure Friends' independent community events have a positive impact on FVRL's public image, we request that you, as organizers, follow these principles:

1. FVRL's logo is a registered trademark and unauthorized use is prohibited. Please forward all event materials featuring our name and/or logo to your FVRL contact person/library manager prior to publication and distribution.
2. Official tax receipts will only be issued in accordance with Canada Revenue Agency guidelines. The final decision to issue official charitable tax receipts rests with Fraser Valley Regional Library.
3. Event expenses may not be extracted from tax-receiptable donations. All donations requiring a charitable tax receipt must be received in full by Fraser Valley Regional Library and be payable to Fraser Valley Regional Library.
4. Whenever possible, we would appreciate written event information and/or photographs that may be included in FVRL's publications.
5. Fraser Valley Regional Library does not approve the following types of fundraising:
  - a. Door-to-door solicitations; 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 detract from FVRL's public image;

- c. Events that promote:
  - i. sectarian or religious convictions,
  - ii. a political party or election candidate or political messages;
  - iii. tobacco use or vaping;
  - iv. alcohol use;
  - v. any form of substance abuse;
  - vi. energy-dense nutrient-poor foods and beverages;
  - vii. demeaning or derogatory portrayals of individuals or groups;
  - viii. sensitive message delivery, including depiction of sexually suggestive material.
6. Guest attendees from Fraser Valley Regional Library will receive complimentary tickets or admission when invited to speak or attend an independent community event.
7. Terms and conditions regarding insurance coverage:
  - a. Fraser Valley Regional Library's insurance policy does not extend to your event.
  - b. Organizers are required to arrange for appropriate insurance coverage for your event.
  - c. By accepting the terms and conditions set for in the Independent Community Event application, the event organizer(s) clearly understand that they are accepting responsibility for claims that may arise as a result of the event.
  - d. Special event insurance will be in the name of the Friends of the Library.
8. FVRL is committed to protecting the privacy of its donors, volunteers, staff, and other stakeholders, and their personal information. We value the trust of those we deal with, and of the public, and recognize that maintaining this trust requires transparency and accountability in our treatment of the information you choose to share with us.

## GUIDELINES FOR ISSUING TAX RECEIPTS

Fraser Valley Regional Library adheres to Regulation 3500 of the Income Tax Act, Canada Revenue Agency.

### **Official charitable tax receipts will be issued for the following:**

1. Monetary donations from identified individual or organization donors;
2. The donation portion of the ticket price for a fundraising event. Canada Revenue Agency only allows receipts for the ticket price less the value received by the donor.
3. In-kind donations of services processed through a cheque exchange.
4. In-kind donations are subject to appraisal by a qualified third-party appraiser if no invoice is available.
5. Auction bids over 125 percent of an item's stated fair market value will result in an income tax receipt for the full difference between the successful bid price and the stated fair market value.
6. Donations of inventory as long as appropriate invoice is provided.

### **Acknowledgement receipts will be issued for the following:**

1. Amounts received by coin or loose collections for which it is impossible to identify the amounts contributed by a particular donor.
2. Funds provided as sponsorship support for a fundraising event, upon request.



**Receipts will not be issued for:**

1. Donations made payable to a Friends of the Library group. FVRL can receipt donations made payable only to Fraser Valley Regional Library.
2. Donations of services;
3. Purchase of merchandise;
4. Purchase of auction items;
5. Purchase of lottery tickets;
6. Donations of items with an advertising component;
7. Donations of old clothes, used furniture, etc.
8. Donated items for which the market value cannot be determined.

**Official charitable tax receipts will be issued by Fraser Valley Regional Library upon receipt of:**

1. The full donation amount;
2. Full name and address of the donor/organization;
3. Complete supporting documentation.

**Notes:**

1. Charitable tax receipts are issued for donations of \$20 or more.
2. The total value of issued receipts cannot exceed the net proceeds of the event. This includes gift-in-kind receipts.

## FINANCIAL ACCOUNTABILITY

Friends of the Library, as a third party fundraising on behalf of Fraser Valley Regional Library, you are asked to adhere to the following best practices when handling your Independent Community Event finances. We also ask that you familiarize yourself with the Canada Revenue Agency tax receipting guidelines.

1. When planning an event, take time to organize a budget worksheet and take into consideration all the costs associated with putting on the event. Sponsorship and in-kind donations will cover some of these costs but often not all of them.
2. Fraser Valley Regional Library will not reimburse any event costs so please factor this in when paying for out-of-pocket expenses.
3. Fraser Valley Regional Library will not cover the insurance, licensing, or permits for your event. Some events may require event insurance so please make sure you have considered this when budgeting for your event.
4. In an effort to maintain transparency to our donors and supporters, any event advertising as supporting Fraser Valley Regional Library should not have expenses that exceed 50 percent of gross proceeds. At a minimum, 50 percent of gross proceeds should benefit Fraser Valley Regional Library.
5. To keep administrative costs down, we ask that money submitted be in the form of one cheque and that a copy of the event agreement form, or a letter, accompany the cheque, outlining the name and date of the event along with any other pertinent information.

6. If there are pledge forms to submit with your donation, please attach one cheque for the total gift amount along with the detailed pledge forms.
7. In order to process donations we ask that funds be submitted within two weeks and not longer than 30 days after the event. If you are unable to do this, please inform your FVRL library manager.

## LOGO USE AND GUIDELINES

We are happy to provide you with Fraser Valley Regional Library's logo for use on your approved Independent Community Event marketing materials and publications. Before the logo is published we kindly ask that you obtain approval from FVRL on any and all logo usage and have FVRL's final sign-off on final printing proofs.

### Our Brand

Every interaction we have with our customers, partners, and the world at large is a defining moment for our brand. It is our opportunity to deliver on the promise that sets us apart—a promise of extraordinary service, of quality and innovation, and of a passionate and committed FVRL team. It is imperative that our logo not be used in ways that could be detrimental to our brand or challenge its consistency. Please review the guidelines with care and adhere to them.

- The FVRL logo should always be surrounded by an adequate amount of white space to prevent other graphic elements or type from competing or clashing with the mark. This area is called the Exclusion Area and is illustrated as a measurement equivalent to the width of the Blue Square in the FVRL logomark.
- The FVRL logo should never be reproduced where it will not be clearly legible. The minimum size for the primary FVRL logo is 0.75" or 130 pixels on screen. Only in approved circumstances can the logo/wordmark be under these sizes.

- **Please Do Not:**
  - use any color combination other than those defined in this guide for the reproduction of FVRL visual identities.
  - reproduce visual identities with frames or borders.
  - rearrange any of the visual identities' elements.
  - reproduce the visual identities at a size where the total width of the identity is less than 0.75 inches, or at 72 dpi, less than 100px.
  - print visual identities as enlarged bitmap images that appear pixelated.
  - alter the proportions of visual identities in any way. Should the size of visual identities need to be increased or decreased this should be done while maintaining a constrained ratio. The size of all elements of the visual identities should change proportionately to each other.
  - stretch or condense the visual identities. The horizontal and vertical scales should always change equally.
  - tilt the visual identity in any way.
  - break up the visual identity elements. All elements should appear together.

## PLANNING

### Choosing an Event

Some great ideas include garage sales, anything-a-thons, raffles, silent auctions, seasonal parties, sporting events, multi-cultural events, barbecues, cause marketing, marathon pledging, puzzle sales, trivia nights.

It is usually best to start planning as early as possible.

### Submit your idea to Fraser Valley Regional Library

Fill out an Independent Community Event application form and submit it to your library manager. He/she will contact you within a few days of receiving your application.

### Goal

Set a fundraising goal that you feel is attainable given your budget and expenses.

### Budget

Try to keep expenses as low as possible.

### Expenses

As individuals and/or local companies to see if they can donate supplies or offer discounts for your event materials. Contact your FVRL library manager to receive an official letter of endorsement for your event if necessary.

In order to maintain transparency to our donors and supporters, we request that any event advertised as being held in support of Fraser Valley Regional Library have expenses amounting to less than 50 percent of gross proceeds.

## Gaming Licenses

The BC Government's Gaming Branch requires you to apply for a license if you are including a raffle or any kind of gaming activity at your event. For further details, please visit the BC Gaming Policy and Enforcement Branch online at <https://www.gaming.gov.bc.ca>.

## Sponsors

Securing sponsors for your event is a great way to cover event costs while recognizing and promoting caring companies in your community. Please note that FVRL is not able to assist you with obtaining sponsors, and sponsorships are not tax-receiptable donations because companies are receiving exposure in exchange for their funds.

# PROMOTION

## Recruiting Participants

Create a list of guests to invite. Include your friends, coworkers, neighbours, or whoever is appropriate for your event.

## Recruiting Volunteers

Ask your friends and coworkers to help plan your event and assign them with specific roles. Make sure to provide your volunteers with briefing notes, details on their roles and responsibilities, and training.

## Social Media: A Free and Effective Way to Promote Your Event

- Create a Facebook event page.
- If you are on Twitter, tweet your event details and ways to participate to your followers.
- Share information on a blog.

## News Release

If your event is open to the public and you would like to inform your local media about your fundraising initiative, send out a news release to your local paper.

## Pre-Event Support from Fraser Valley Regional Library

- We may be able to promote your event via our social media channels but this cannot be guaranteed.
- Limited advertising for your event may be available at the discretion of the library manager in consultation with the Director of Customer Experience, and is subject to the capacity of FVRL's Marketing and Communications Department.
- Our website features events that we update regularly for each member community. Please update us with your event dates, times, location, and participation/ticket costs so we can include it.

## Creating Event-Specific Material

Please forward all your customized event materials, including event posters, ads, etc, to us for review prior to printing and distribution.

## ON THE DAY OF YOUR EVENT

- Have fun!
- Take pictures. (FVRL would appreciate receiving copies.)
- Display FVRL promotional materials at your event.
- Keep track of donors' names and contact details.



## AFTER THE EVENT

- Submit your event proceeds to Fraser Valley Regional Library within two weeks, and not later than 30 days, of the event by sending a personal cheque or money order, along with details of your event, to your FVRL library manager.
- If you are unable to do this, please inform your FVRL library manager.
- Update your Facebook, Twitter, and other social media sites with your event total and photos.
- Send thank you notes to participants.
- Send a photo to your community newspaper to celebrate and promote your success.
- Send photos and post-event details to your FVRL library manager so we can share your success in our materials as well.
- Fraser Valley Regional Library would be pleased to recognize your efforts in the following ways:
  - An official letter to recognize your event's success (by request);
  - A cheque presentation at the library;
  - Showcasing your event on our Facebook page.

## FREQUENTLY ASKED QUESTIONS

### **I want to organize a fundraiser for Fraser Valley Regional Library. Where do I start?**

The first place to start is to download our Friends of the Library Tool Kit for Independent Community Events and fill out the application form. This form will provide us with all the information needed to assist you with your fundraising event needs.

### **What is tax receiptable and what isn't?**

Donations over \$20 are eligible for an official income tax receipt. We are not able to issue an official income tax receipt for donations made payable to Friends of the Library. Neither are we able to issue an official income tax receipt for the purchase of tickets, raffle tickets, or items. Donations collected by the event organizer that are donated by the public are not eligible to be tax receipted in the name of the event organizer. For more CRA tax guidelines please visit <http://www.cra-arc.gc.ca>

### **How do I get tax receipts for the donations collected at my fundraiser?**

Ask for paper donation forms to record the name, address and telephone number of individuals or businesses that require a tax receipt. Submit this form along with their donations to Fraser Valley Regional Library via your library manager. We will process and mail tax receipts to the individuals or businesses listed on the donation form.

### **Can I deduct my expenses from the funds raised?**

We ask that you plan and budget carefully for your event as expenses should not exceed 50 per cent of the total event revenue. Fraser Valley Regional Library will not reimburse you for any expenses incurred. All financial control is the responsibility of the event organizer. Please consider asking a local business to sponsor your event and provide in-kind donations to help alleviate costs.

**Does FVRL have limitations on sponsorship initiatives?**

Yes. FVRL will not accept the following subject matters in commercial advertising or sponsorship initiatives: advertising that detracts from FVRL's public image; promotion of sectarian or religious convictions, a political party or election candidate or political messages, tobacco use or vaping, alcohol use, any form of substance abuse, energy-dense nutrient-poor foods and beverages or advertising and sponsorships from businesses known for energy-dense nutrient-poor foods and beverages; commercial advertising primarily targeted to minors, including but not limited to food, beverages, and toys; demeaning or derogatory portrayals of individuals or groups; sensitive message delivery, including depiction of sexually suggestive material; personal ads and notices, and notices of items for sale or rent; fundraising advertisements or sponsorships for any initiative not directly associated with FVRL.

**Can I use Fraser Valley Regional Library's logo on marketing materials for my event?**

Yes, the "in support of Fraser Valley Regional Library" logo is available for use by approved Independent Community Events. Your ICE application must be approved by FVRL before you are permitted to use the "in support of" logo. We ask that you submit all your marketing materials to FVRL for review before being published and or printed.

**Can a Fraser Valley Regional Library representative attend my event, and can FVRL provide volunteers?**

If a representative is available, we will gladly offer support, but we cannot make a commitment for FVRL staff to attend the event. We are also unable to provide volunteers for your event.

**Do you have promotional materials available for my event?**

Donation forms and fact sheets are available upon request.

**Can you send out a media release for my event?**

No, we are unable to contact the media on your behalf. Again, please make sure your ICE application has been approved by FVRL before you start using our logo for marketing and media purposes.

**Can Fraser Valley Regional Library promote my event?**

We can promote your event on our community listing page of our website and in some cases via our social media channels. Due to donor confidentiality rights we are unable to promote your event to our database.

**Can I get a photo taken with a BIG cheque?**

Yes. We're happy to organize a cheque presentation for amounts over \$5000 at the library during business hours (9:00 am to 5:00 pm). Please contact your FVRL contact person.

**Can you promote my event on social media?**

We may be able to promote your event via our social media channels but this cannot be guaranteed. Please contact your FVRL library manager to confirm this and provide your event's handles as well the who/what/where/when/why of your event.

**Can I choose where I want my donation to go?**

Yes, you can decide which particular area of FVRL (i.e. specific library, campaign, books, equipment, etc.) you would like your donation to be directed to, although undesignated funds are preferred. We ask that you decide this in advance so you can communicate this with the individuals and businesses making donations to your event.

**Can I provide alcoholic beverages at my event?**

Yes, but this may require further consideration from FVRL. If your event involves the consumption of alcohol, please provide this information in the application form.

### How do I submit my donations?

Donations can be submitted to your FVRL library manager, or in person at the Fraser Valley Regional Library Administrative Centre, 34589 DeLair Road, Abbotsford, BC during regular business hours Monday to Friday from 9:00am to 4:30pm. You can also mail in your donations (please do not mail cash and make cheques payable to Fraser Valley Regional Library) to:

Fraser Valley Regional Library  
Attention: Donor Relations Office  
34589 DeLair Road, Abbotsford, BC V2S 5Y1

If donors require tax receipts, please mail the names, addresses and telephone numbers of those who need to be receipted.



# INDEPENDENT COMMUNITY EVENT REGISTRATION

## CONTACT INFORMATION

Contact Person \_\_\_\_\_

Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone (Cell/Business) \_\_\_\_\_ Phone (Home) \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

Consent to contact via email Yes  No

EVENT ORGANIZER Corporation  School  Community

Other  \_\_\_\_\_

## EVENT INFORMATION

Event Name \_\_\_\_\_

Event Type: One time  Annual  Ongoing

Target Market: Family/Friends  Members  Customers

General Public  Other  \_\_\_\_\_

Event Start Date \_\_\_\_\_ Event Start Time \_\_\_\_\_

Event End Date \_\_\_\_\_ Event End Time \_\_\_\_\_

Event Venue \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Prov \_\_\_\_\_ Postal Code \_\_\_\_\_

Briefly describe the event and how the funds will be raised \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What inspired you to hold this event? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### EVENT FUNDRAISING

Fundraising Goal: \$ \_\_\_\_\_

What area of FVRL would you like to support? FVRL's most urgent need

Specific campaign \_\_\_\_\_

Other \_\_\_\_\_

Will Fraser Valley Regional Library be the only beneficiary? Yes  No

If no, please list the other beneficiaries \_\_\_\_\_

\_\_\_\_\_

Expected event proceeds to Fraser Valley Regional Library \$ \_\_\_\_\_

### EVENT PROJECTIONS

Based on your best guess, please enter the following projections.

Projected number of event participants	_____
Proposed budget <i>(All costs to come out of the proceeds or to be paid directly by the event organizer)</i>	\$ _____
Total gross expected income	\$ _____
Expenses	\$ _____
Expected net proceeds	\$ _____
Amount/percentage of net proceeds	\$ _____ or _____%

**Note:** In an effort to maintain transparency to our donors and supporters, we request that any event advertised as being held in support of FVRL should not have expenses that exceed 50% of gross proceeds. At a minimum, 50% of gross proceeds should benefit FVRL if the event is being promoted as a charitable event.

**Post-Event:** In order to process your offline donations most effectively, we ask that one cheque (reflecting the proceeds to-date) be submitted along with the key event details within two weeks, and not later than 30 days, from your event date. If there is a list of individual donors to receipt, please attach one cheque for the overall balance along with the detailed pledge forms containing the complete donor details.

**EVENT PROMOTIONAL TOOLS**

Please indicate if you require any of the following promotional tools from FVRL.

1) Donation forms and fact sheets Yes  No

2) Event listed on FVRL community events calendar Yes  No

Will the publicity be handled by a professional agency? Yes  No

If yes, please name the agency \_\_\_\_\_

Will promotional materials such as flyers and posters be printed? Yes  No

If yes, please indicate the distribution area and dates \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Will social media advertising be used? Yes  No

If yes, please indicate the types and description of each \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Does your organization plan on using the name and “in support of FVRL” logo in your printed materials or publicity? Yes  No

If yes, please note that FVRL must approve any and all logo usage and have final sign-off on final printing proofs.

**Please return completed registration form to your library manager or to:**

Fraser Valley Regional Library  
Attention: Donor Relations Office—Independent Community Events  
By mail to: 34589 DeLair Road  
Abbotsford, BC V2S 5Y1  
By email to: donorrelations@fvrl.bc.ca  
By fax to: 604-859-4788