

**Partner with us.  
Fundraise with us.  
Change lives with us.**



**Thank you for your interest in supporting CNIB!**  
**Your partnership will help us empower**  
**thousands of Canadians impacted by**  
**blindness to live the lives they choose.**



# About CNIB

CNIB is a non-profit organization driven to change what it is to be blind today. We deliver innovative programs and powerful advocacy that empower people who are blind or partially sighted to live their dreams while tearing down barriers to inclusion. Our work is powered by a network of volunteers, donors, and partners in communities across Ontario.



## WORK

programs provide job seekers with sight loss with the skills and resources they need to realize their career ambitions.



## PLAY

programs help people with sight loss of all ages live more active, healthy, and engaged lifestyles.



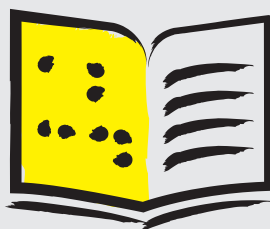
## LIVE

programs provide vital support and services to enhance daily living skills.



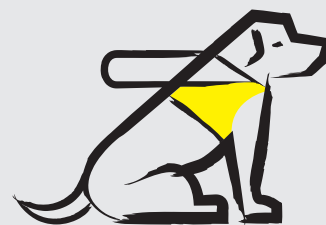
## TECH

programs put accessible and affordable technology in the hands of people with sight loss, helping them lead more independent and connected lives.



## LEARN

programs empower people with sight loss of all ages to achieve their educational goals, foster social skills, and develop independence.



## CNIB GUIDE DOGS

raises, trains, and matches freedom-giving dogs with Canadians who are blind or partially sighted.

**This guide is designed to help you  
organize a successful and enjoyable event  
and comes with helpful tools such as  
fundraising ideas and guidelines.**



Please feel free to contact us if you have any questions  
about hosting a third-party event in support of CNIB:

Amisha Verma, Associate, Philanthropy, Eastern Canada  
amisha.verma@cnib.ca • Telephone: 647-203-6259

Anais Bedford, Associate, Philanthropy, Western Canada  
anais.bedford@cnib.ca • Telephone: 778-873-1500

# What is a third-party-event



A third-party event is one that is organized by an individual, affiliated group, or organization for the purpose of raising funds for – or on behalf of – a chosen charity with that charity’s approval. CNIB benefits from third-party events by:

- ☒ Raising awareness
- ☒ Interacting with those impacted by blindness or any kind of sight loss.
- ☒ Receiving financial support from event net revenues for programs and services

By holding your own third-party event in support of CNIB, you’ll help make some – or all – of these benefits possible. Since you’re interested in supporting CNIB, we hope to make things easy for you with this guide.



# Event ideas for you



Events are most successful when you plan something that matters to you and that aligns with your skills and expertise. If you feel passionately about supporting those in your community who are blind or partially sighted, there are several ways to achieve that goal!



## 🕒 Host a Walk, Run, or Bike:

Get outside and get moving for CNIB. Gather your friends and pledges in an organized CNIB Night Steps walk, bike-a-thon, or golf tournament.

**Photo description:** 5 people standing for a picture with a guide dog in front.



## 🕒 Celebrate for CNIB:

Is your birthday, wedding, or anniversary coming up? You could suggest that guests go to your personalized fundraising site and donate to CNIB as a gift to you.

**Photo description:** Person holding a wrapped gift in their hands.



## 🕒 Host a Dining in the Dark:

Host a fundraising dinner where your guests eat using only touch, taste and smell. Dinner not to your taste? Try **Wine in the Dark** or **Ale in the Dark** instead.

**Photo description:** People sitting for wine tasting with blind folds.

# What CNIB can do for you



- ☒ Offer you advice on how to organize your event. We are happy to help guide your fundraising initiative by discussing your ideas with you.
- ☒ Provide a letter of endorsement as written confirmation of the authenticity of your approved event.
- ☒ Give you use of the “in support of the CNIB Foundation” logo in an electronic format for print and online communication.
- ☒ CNIB display materials for borrowing can be made available. Please let us know at least 14 days prior to the event.
- ☒ Provide templates for thank you letters for sponsorships and other non-receiptable contributions.
- ☒ Set you up on CNIB’s online fundraising site. Here, you can keep track of all your event information, create teams, and set up a portal for online donations.
- ☒ As available, CNIB guarantees attendance of staff or volunteers, including CNIB Ambassadors, at your event.
- ☒ Issue tax receipts, subject to Canada revenue guidelines.

CNIB automatically receipts gifts of \$20 or more when the gift is made voluntarily, and the donor receives no benefit or valuable consideration in return.

# What CNIB is unable to do for you



- ☒ Fund or reimburse any event expenses.
- ☒ Provide CNIB donor or sponsor lists.
- ☒ Guarantee attendance of staff or volunteers at your event
- ☒ Canvas for you or the event. The event organizer is responsible for any canvassing.
- ☒ Provide tax receipts for cash or in-kind goods that were not directly received by CNIB.
- ☒ Provide prizes, auction items, and/or awards.
- ☒ Provide promotion and/or advertising of the event except through online channels.
- ☒ Coordinate any applications for licenses the event may need.



# Important things to consider



- For CNIB to issue tax receipts for donations, the following must be received for each donation: first and last name, complete mailing address, the amount of each gift, and the total fair market value of items received at the event (e.g., gift bag, green fee events, etc.). Net proceeds from the event must be greater than or equal to the total amount to be receipted, or simply, we cannot issue tax receipts for more than is being donated. For example: if someone raises \$1,000 in donations, we can only receipt for that particular amount.
- No tax receipts will be issued by CNIB unless a signed Event Proposal Form has been received and reviewed and includes full details of the proposed event. Third-party fundraising event organizers should not promise any tax receipts until the agreement is signed and they have received guidance regarding receipting requirements from CNIB.
- CNIB is accredited under Imagine Canada's Standards Program. The Standards Program is a Canada-wide set of shared standards for charities and non-profits designed to help organizations strengthen their operations in five fundamental areas: board governance; financial accountability and transparency; fundraising; staff management; and volunteer involvement.

# When CNIB is unable to issue a tax receipt



- Any individual or corporation who has purchased raffle/lottery/draw tickets, auction items, or product(s) or retail item(s).
- Any individual or corporation who has donated their services (i.e., delivery, set-up, entertainment, etc.), because services are not considered to be tangible property.
- Any individual or corporation that receives advertising, promotional opportunities, or logo representation at the event or through event materials for their cash sponsorship.
- Any individual that donates auction items, gift certificates, prizes, or other gifts-in-kind for an event unless the item is accepted in accordance with CNIB's Gift-in-Kind Policy and Procedure.
- Product sales (e.g., t-shirts, flowers, pins, hats, etc.)

# Event Checklist



- ☒ **Register Your Event:** Fill out the Event Proposal Form and send it to CNIB at least 30 days before your event. We'll review the form and let you know all the ways we can help.
- ☒ **Find a Place, Secure Your Date:** If you need to book a school gym, community centre, or restaurant, now is the time. Check that your event doesn't fall on a holiday so everyone can attend.
- ☒ **Plan Your Budget:** Set a high fundraising goal and a realistic budget. This can keep you in check so a higher percentage of what you raise goes to helping people in your community.
- ☒ **Plan to Succeed:** Create a to-do list and be prepared to delegate. Recruit volunteers from your network of family, friends, and colleagues. Remember to show us any insurance or permits too!
- ☒ **Spread the Message:** Talk to your friends, family, work colleagues, parents at your child's school, friends on social media, everyone! They'll tell people and the word will travel fast.
- ☒ **Enjoy Yourself:** Enjoy your event and take pride in your efforts. All your hard work and planning will pay off - and don't forget to take pictures to remember the event!
- ☒ **Tally Your Total, Submit Your Funds:** Add up the funds raised and submit them to your local CNIB office within 45 days of your event. Please allow us four weeks from your submission to issue tax receipts.
- ☒ **Say Thank You:** Acknowledge everyone who took part and supported your activity. Let them know how much you appreciate their help and how CNIB uses donations from the community.
- ☒ **Tell Us About It:** We want to hear about your event, every step of the way! Send us your pictures, tell us your goals, and let us know if you met them.

# Things to keep in mind



- ☒ You will be provided with an Event Proposal Form, which is the agreement between you and CNIB to use our logo appropriately and adhere to tax receipting guidelines. Remember to fill out the form with additional details about your proposed event (e.g., how much money you're aiming to raise for CNIB, where the event will take place, etc.).
- ☒ Promote a positive image of CNIB. We may withdraw permission and support should any activity happen that undermines CNIB's mission or reputation.
- ☒ You may respond to media inquiries related to your event but inquiries relating to CNIB in general must be forwarded to your contact with us.
- ☒ Make sure you obtain the necessary permits, licenses, and insurance. We do not assume any legal, financial, or any other liability for your event.

# Thank you

The CNIB logo is displayed in white, bold, sans-serif capital letters. It is set against a dark, irregular, brush-stroke-like background that has a textured, hand-painted appearance.

Thank you for taking the time to fundraise on behalf of CNIB. Your compassion and hard work help us provide critical programs, services, and advocacy to people who are impacted by blindness.

With your help, we can continue to make a world of difference in the lives of thousands of Canadians who are blind or partially sighted from coast to coast to coast.

We're so grateful for your support!

**cnib.ca**  
**1-800-563-2642**  
**info@cnib.ca**

Charitable Registration  
Number: 119219459 RR0003



/mycnib



@cnib



@cnibfoundation



/cnibnatcomm



/company/cnib