

OSA Third-Party Fundraising Event Policy



Throughout its 130-year history the Ottawa School of Art (OSA) has played a key role in the National Capital Region. The School is a charitable organization that expands accessibility to the visual arts and all of its intellectual, physical, and emotional benefits through a wide variety of programming, such as:

- Free access to our many gallery spaces that display a wide range of media from local, national, and international artists to excite and inspire the viewer;
- Community outreach that offers free art classes in low-income neighborhoods to at-risk children and youth, building confidence and self-esteem;
- Bursaries to people of all ages who are looking for a new skill set and an artistic outlet, but don't have the means to pursue this new path.

Thank you for your interest in planning an event to benefit the OSA! This document provides you with tips and guidelines, to ensure your event is carried out appropriately and safely. Please read the following before completing and submitting the attached *OSA Third-Party Fundraising Event Proposal Form*. Each application will be carefully reviewed and evaluated for viability and appropriateness with the School's goals and objectives.

With your assistance the OSA will be able to continue to do what it does best, providing high quality visual arts education and programming with the vision of making "Art for Everyone" for years to come.

Permission

Third-party organizers must submit a proposal form requesting permission from the OSA Fundraising Committee to host a third-party fundraising event. This will allow us to ensure your event is appropriate with no risk to you or the School's reputation or liability. Please allow 10 business days for a response.

The committee reserves the right to refuse participation in any third-party fundraising event, and will address its concern to the third-party organizers in writing.

Timing

Planning a successful event requires a great deal of effort and organization. Therefore, a minimum 3-month lead-time must be allowed in order to maximize staff and volunteer support, while ensuring timely publicity and marketing is carried out to encourage attendance and awareness. The third-party fundraising event date cannot conflict with or duplicate other OSA programming (gallery openings, courses, lectures, workshops, other fundraising benefits, etc.).

Promotion & Logo Usage

The OSA will provide its logo, along with guidelines for usage, upon approval of the third-party fundraising event. All promotional materials must be designed and printed by the third-party organizers. The School's Marketing & Events Coordinator must review and approve all materials (press releases, posters, brochures, invitations, etc.) before printing and distribution. In addition, all media requests must be directed to the Marketing & Events Coordinator: marketing@artottawa.ca, 613-241-7471 ext. 26. Any language used in promotional materials must be clear that the third-party event is raising funds to benefit OSA programming. The OSA will not utilize any paid advertising for a third-party fundraising event. Postage costs will also be the responsibility of the third-party organizers.

Sponsorship and Donations

OSA staff work hard to be good stewards of the longstanding relationships the School has developed within the community. Third-party organizers must submit a list of anticipated event sponsors or local businesses being contacted for event sponsorship or prize donations, along with drafts of written proposals to the School's Resource Coordinator (development@artottawa.ca, 613-241-7471 ext. 31) for approval. Third-party organizers must also observe the guidelines established by the OSA for sponsor/donor recognition.

Please note: the OSA does not solicit or accept monetary sponsorship from alcohol, tobacco, lobbyist or defense companies, and the corporate strategy of potential sponsors must not conflict with the School's mission.

The OSA cannot solicit sponsors or donations (cash or in-kind) for any third-party fundraising event and will not share with third-party organizers any donor or member contact information.

Financial Procedures

Money raised and being donated to OSA programming must be collected within 30 days of the event date. Cheques must be made payable to the *Ottawa School of Art*. The OSA cannot contribute funds to the expenses accrued by the third-party organizers, and cannot process any debit/credit card payments on behalf of the third-party fundraising event.

Tax Receipts & Acknowledgement

Third-party organizers must keep accurate sponsorship and/or donation records. Please be aware that by law there are strict guidelines to sponsorship/tax receipting. In order to protect the School's charitable status, third-party organizers must contact the Resource Coordinator to establish a clear understanding of these guidelines and the charitable tax receipt policies of the School (i.e. the OSA does not issue tax receipts for in-kind donations). Third-party organizers are responsible for appropriately thanking all volunteers and donors of the event in cooperation with the Resource Coordinator, who must also approve thank you letters before being sent out.

Role of the OSA

The Marketing & Events Coordinator will promote the event at her discretion, using the materials created by the organizers, and as appropriate through other communications, such as: the OSA website, the School's social networking sites, the OSA email newsletter, etc. The Marketing & Events Coordinator will also work with third-party organizers when dealing with the media

The Resource Coordinator will provide a letter of support to be used to validate the authenticity of the event and its organizers, as well as provide guidance through regular meetings with the third-party organizers.

The OSA will provide limited existing materials regarding the School and its offerings (brochures, seasonal course booklets, newsletters, business cards, etc.). In addition, the OSA may provide a gift certificate towards a class to be used as a silent auction item/door prize if required (amount to be determined). Finally, the OSA will provide a spokesperson to attend the event.

Third-party organizers will be acknowledged for their tremendous efforts based on the OSA Gift Acceptance and Donor Recognition Policy.

OSA Third-Party Fundraising Event Proposal Form



Office use only
Date submitted:

Part A

Individual/Organization (Company) Name:

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ ext: _____ Fax: _____

Email: _____ Website: _____

Contact Information of the Lead Person (complete where different from above)

Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ ext: _____ Email: _____

Part B

Briefly describe the event (attach one separate 8.5 x 11 sheet). Please include the name of the event, date, location, number of anticipated guests, OSA program to benefit, etc.

Part C

Proposed budget: Please list all event costs, even if you expect them to be donated, as well as potential revenue, and the expected net income to be given to the OSA (attach a second separate 8.5 x 11 sheet).

Part D

Agreement:

Signature: _____ Date: _____

As the potential third-party fundraising event organizer, I have read and understood the above policy and assure that the OSA name will be properly used, funds will be handled and accounted for in a responsible manner, fundraising will be conducted in a method that is consistent with the School's public image and mission, and that all those associated with the event will act in accordance with all municipal, provincial and federal laws. I understand that at anytime the OSA can withdraw permission if it feels its reputation is at risk or any other liability or challenge arises.

Please keep a copy of the policy and completed proposal for your records. Return the original to:
Ottawa School of Art, Attn: Resource Coordinator, 35 George St., Ottawa, ON, K1N 8W5