

Frequently Asked Questions & Regulations

How can Toronto Humane Society help me with my event?

There are many ways, but here's just a few resources we provide:

- Access to the online tool to create your own fundraising page where you can invite others to donate and track your progress
- Online support materials such as pledge forms, posters, Facebook header images and fundraising tips
- Limited promotional supplies, such as brochures, based on availability
- Tax receipts, if applicable, or receipting support according to Canada Customs and Revenue Agency (CRA) guidelines
- A support letter that validates the authenticity of the event Limited promotion online. See Promotion section below

What are some ways Toronto Humane Society cannot help me with my event?

- Funding or reimbursement for any event expenses
- Guaranteed staff representatives to attend or participate in the event
- Applications for gaming licenses, e.g., bingos, lotteries, or raffles.
- Mail/email lists such as donor lists
- Access to our animals (i.e., dogs and/or cats) to participate in or at the event
- Permits, licenses, and insurance
- Access to sponsors
- Prizes, auction items, awards

Some General Things to Keep in Mind

- The name and logo of Toronto Humane Society are registered trademarks. You will not be permitted to use them without receiving prior written permission. The event must show sufficient potential for income and/or community awareness for Toronto Humane Society to warrant the use of the name and/or logo.
- Toronto Humane Society reserves the right to withdraw the use of its name at any time and will not assume any costs that may be involved in doing so.
- If the event is cancelled, the event organizer agrees to contact Toronto Humane Society at least 48 hours prior to the event.
- Toronto Humane Society will not assume any legal or financial responsibility and is not responsible for any damage or accidents to persons or property.

Promotion

- Toronto Humane Society reserves the right to work with the event organizer on promotional and/or publicity efforts.
- If the logo or name of Toronto Humane Society is to be used in any printed form (e.g. brochures, flyers, posters, banners, etc.) it must be approved by Toronto Humane Society prior to production.
- All information released to the media must be reviewed by Toronto Humane Society prior to distribution. The event organizer assumes complete responsibility for making media contacts. It must be made clear that Toronto Humane Society is not the organization requesting the participation of the media. Existing Toronto Humane Society advertising in newspapers, on television or radio must not be used to benefit the event.



- Toronto Humane Society cannot guarantee online social media promotion for your event. This decision will be made at the discretion of your Toronto Humane Society Representative.
- Promotion of the event to Toronto Humane Society staff and volunteers can occur internally, at the discretion of your Toronto Humane Society representative.

Financial

- Toronto Humane Society has a legal obligation to be consistent with Canada Customs and Revenue Agency guidelines. To ensure there is a distinction between Toronto Humane Society and all third-party events, the event organizer must handle all monies until the official donation is submitted to Toronto Humane Society.
- All promotional materials must clearly state the percentage of proceeds that will benefit Toronto Humane Society.
- Money raised must be received within **90 days** of the event. A financial accounting of the event income and expenses may be requested by the Toronto Humane Society upon completion of the event.

Tax Receipts

Toronto Humane Society is a registered charity and will be pleased to issue charitable tax receipts upon request if the following Canada Customs and Revenue Agency conditions apply:

- Toronto Humane Society requires an accounting record detailing donations and expenses for your event. Toronto Humane Society reserves the right to audit the financial records pertaining to your event.
- Income tax receipts will be issued to those who have not received a product or tangible item in exchange for their donation.

Tax receipts can be issued to event donors providing the following conditions are met:

- Toronto Humane Society's charitable registration number is displayed on all event materials
- Toronto Humane Society receives a clearly written list of the names and addresses of the donors along with their exact donation amount.

Toronto Humane Society cannot issue tax receipts for donated services or paid services (e.g., graphic design, advertising, construction, entertainment, tent set-up etc.) or for product sales.

Donors will receive a tax receipt via email if donating directly through your online fundraising page.

