



Fundraising and Awareness Initiatives Procedures

The following procedures are in place for the approval of fundraising and awareness initiatives for college related fundraising and awareness initiatives held on all campuses:

PROCEDURE FOR APPROVAL

For course required fundraising and awareness initiatives the following is required:

- 1) Student(s) must complete a [Fundraising and Awareness Initiatives application](#) and have the application signed by their Program Co-ordinator.
- 2) Student(s) must submit the application by email at least two weeks in advance of the proposed fundraising/awareness initiative date to the attention of the contact at the campus where the event will be held if approved. The contact could be the Facilities Operations Officer (Frost and Sutherland) or Designated Staff (HSTA and Cobourg) as outlined on the application form. Please note initiatives can be held on the 2nd or 4th Thursday each month during regular College hours.
- 3) Once approved, the application is forwarded by the campus contact to Advancement and Alumni Relations for record keeping. It may be necessary to copy the Executive Assistant & Administrative Officer, Finance (if specific insurance approval is required), IT (if AV equipment is needed) and/or to the contact at SA or SAC (depending on the requested location, i.e. Steele Centre or Auk Lodge). It is always important for Facilities is aware of any on-campus activity to ensure the required support for the initiative is available, and to have sufficient lead time for special requests, setups, security and cleaning, and scheduling of heating and cooling.
- 4) Once the initiative is approved, students can submit their initiative information to both the Fleming Communication Officer and/or the contact at SA or SAC for promotional purposes. Please note that coverage and the possible types of coverage will be dependent on existing deadlines that are already in place.
- 5) A [Fundraising and Awareness Initiatives evaluation](#) is completed by the student(s) and sent by email to the Advancement and Alumni Relations Office no later than two weeks after the fundraising/awareness initiative takes place.

For further information, please contact the Advancement and Alumni Relations Office at 705-749-5509 or email givingtofleming@flemingcollege.ca for further information, thank you!

Be aware of the requirements in place for the following types of initiatives for college related fundraising and awareness initiatives held on all campuses:

1. Bake Sales

Bake Sales are permitted following the guidelines set forth by the local Public Health agency, which includes submitting a special event application.

General requirements include:

- ~ No cream, dairy, meringue or meat pies (nothing that requires refrigeration)
- ~ Items are to be covered while on display
- ~ Have a list of who made what; person's name, contact number, name of product, list of ingredients. This sheet must be retained by the coordinator.

For complete information please be sure to reference:

Sutherland Campus: Peterborough City-County Health Unit

<http://www.pcchu.ca/my-home-environment/my-work/food-service>

Frost, Cobourg and Haliburton Campuses: Haliburton, Kawartha, Pine Ridge District Health Unit

http://www.hkpr.on.ca/Portals/0/PDF%20Files%20-%20%20Environ/SpecialEventPermit_Letter_Size.pdf

2. BBQ's

BBQ's are NOT permitted unless prepared by cafeteria staff as per contractual arrangements.

3. Merchandising

Sales of wholesale/retail goods are NOT permitted as Follett Bookstore has the exclusive rights for campus retailing. For example, the sale of CDs in the hallway is under the auspices of Follett; however, sales by other vendors are prohibited.

4. Bazaars/Flea Market

These must not pose a conflict with types of products sold by the Bookstore or by the food services company contracted by the College. Typically, non-manufactured products approved for sale include baked goods, flowers, and crafts.

5. Silent Auctions

A tracking sheet must be created and collected for each item that is being auctioned off with the item going to the highest bidder.

6. Coin Collection

A jar collecting spare change must also have the reason for the fundraiser posted at the table.

7. SAC/SA Events/Activities

Events can be negotiated with the Auk Lodge and Steele Centre to assist program fundraising. For example, this could include pubs, dances, or special promotions. Please see the Executive of your SAC/SA for more information.

8. Charity events

Students and staff are encouraged to raise funds for charity; however, no direct solicitation such as office to office solicitation is permitted. Funds raised must be 100% for the charity and may not be split with any participating vendor when the event is on campus property.

PLEASE NOTE

1. Raffles & 50/50 ticket sales are not permissible. The general rule is that if money is exchanged and/or there's a chance to win then it is considered "gaming" and not allowed without a license which would require a charitable number.

RESOURCES

The College is required to also follow federal, provincial and municipal legislation regarding fundraising and awareness initiatives. Please reference the following resources for further information.

ACGO – Alcohol and Gaming Commission of Ontario

http://www.agco.on.ca/en/services/index_municipality_MUN.aspx

http://www.agco.on.ca/en/services/index_notforprofit_CNO.aspx

CRA – Third Party Fundraising

<http://www.cra-arc.gc.ca/chrts-gvng/chrts/plcy/cpc/cpc-026-eng.html>

City of Peterborough

http://www.peterborough.ca/Online_Services/Forms.htm

For further information specifically on these requirements please contact the Executive Assistant & Administrative Officer, Finance Department at x1309.

MAKE THE MOST OF YOUR INITIATIVE

1. Teamwork!

Your group should be committed to the success of the initiative, work together towards your goal and be prepared to put in the time necessary to ensure it's a success. Be sure everyone's on the same page in regards to your plans right from the start to make sure things run as smoothly as possible.

2. What are your goals?

Your group will want to consider the following;

- Who is your target audience?
- What are your objectives?
- What is the best date, location and time so that it meets the needs of the initiative but doesn't conflict with other events/holidays?
- What can we realistically do with the resources we have?

3. Planning can make all the difference

- Create a schedule and timetable for everything that needs to be done. What equipment do you need? What do you require for set up and clean up?
- Create a budget! Even if you expect your costs will be covered through donations/sponsorship, be sure to create a budget to show how these items will be covered or where you may be required to eliminate something if sponsorship isn't acquired. Will you need a budget for food, entertainment, equipment, decorations, permits or promotional costs? Consider all the expenses you will incur when determining what type of initiative you want to undertake.
- Promote Your Event – be sure to contact both the Marketing Department and SA/C to submit information regarding your event. Don't forget to document your event through photos and/or video!

4. Recognition and Evaluation

- Be sure to thank all those involved in your initiative (sponsors, donors or volunteers) and do it in a timely manner.
- Complete your evaluation form and submit it to Advancement and Alumni Relations. Why? This will be helpful in measuring the overall success of fundraising and awareness initiatives at the College.

ALL THE BEST WITH YOUR INITIATIVE!