



PWA's Friends For Life Bike Rally Personal Fundraising Event Planning Form

We realize that reaching the \$2,500 (6-Day) or \$650 (1-Day) fundraising minimum required to participate in the Bike Rally may seem challenging but holding a personal fundraising event can be a fun and easy way to help you reach that goal. We are here to help you achieve that.

To begin planning your event, please fill out our event planning form. All Bike Rally Personal Fundraising Events are considered 3rd party events on behalf of the Bike Rally and PWA and, as such, need to be reviewed by us to ensure all policies and procedures are followed and the Bike Rally and/or PWA are properly represented.

Please tell us about your event:

Event Organizer Contact Information:

Contact Name: _____

Contact Email: _____

Telephone: (H) _____

(C) _____

(B) _____

Mailing Address: _____

Event Information:

Event Name: _____

Event Date: _____

Event Start/End Time: _____

Event Venue Name Contact & Address: _____

Event Type (i.e. Concert, Sports Tournament, etc.): _____

Please describe the Event: _____

Ticket Price (if any): _____ Expected Attendance: _____



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Proposed Budget

Please list all revenue sources and only expenses that will be deducted from your event revenue (excluding any donated by Organizer or sponsors). We realize these figures are estimates. Please use your best estimate. All expenses must be paid directly by the Event Organizer or be paid from the revenue generated from your event. The Bike Rally and PWA will not pay for any event costs.

Revenue

Sponsorship:	\$ _____	
Registration Fee:	\$ _____	
Ticket Sales:	\$ _____	
Pledges/Donations	\$ _____	
Auctions	\$ _____	
Other	\$ _____	Please specify: _____
Total Revenue:	\$ _____	

Expenses (to be deducted from Revenue):

Venue:	\$ _____	
Food & Beverage:	\$ _____	
Printing (tickets, posters, etc.)	\$ _____	
Promotion/Advertising:	\$ _____	
Prizes:	\$ _____	
Other:	\$ _____	Please specify: _____
Total Expenses:	\$ _____	

\$ _____ **Estimated net revenue (Total Revenue – Total Expenses)**

Please note that when a business or individual wishes to donate a portion of the proceeds from the sale of a product or service, this is a cause related marketing venture and will not be treated as an event. In these cases please contact Mike Twamley, Director, Philanthropy & Communications at 416-506-1400 ext. 239.



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Promotional Material

PWA is happy to provide promotional materials for your event. Promotional Materials will be arranged following the approval of your event.

Posters:

Bike Rally Brochures: PWA Brochures:

Pledge Cards/Envelopes:

Do you require an electronic copy of our logos?

Bike Rally Yes ___ No ___

PWA Yes ___ No ___

Prior to use, the Bike Rally and PWA must approve all materials using the Bike Rally and/or PWA name, logo and/or messaging. Please forward a copy of all promotional/print/electronic material as a PDF, JPEG or Word document to bikerally@pwatoronto.org prior to its use.

Tax Receipts

The ability to offer tax receipts for an event is at the sole discretion of PWA and must be pre- approved. Tax receipts are issued according to Canada Revenue Agency (CRA) guidelines. Therefore, your event may not be eligible for tax receipts. Tax receipts will not be issued for the purchase of a ticket for an event where the purchaser receives a benefit (i.e. attending a spinning class, concert, dinner or sporting event). Participants cannot use their on-line pledge page to promote or sell tickets to such events.

For a donation to be eligible for a tax receipt, ALL of the following must be met: Voluntary donation

No advantage/benefit (goods, service or privilege) to be received by the donor or anyone designated by the donor.

The donor cannot expect anything in return

For any tax receipt questions please contact PWA's Special Events Coordinator at 416-506-1400 ext. 238 to discuss.



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Fundraising Agreement

By publicly naming PWA's Friends For Life Bike Rally and Toronto People With AIDS Foundation as the beneficiary of my event, I agree to donate the full amount of net proceeds within 30 days following the event and confirm the donated amount will be added to my Bike Rally fundraising total.

To be included in my Bike Rally Fundraising Total, all revenue from the event will be submitted to PWA by June 30.

Any Third Party Event held in support of the Bike Rally and PWA is subject to our Personal Event Fundraising Policies.

I/We agree that I/We have read the Personal Event Fundraising Policies and acknowledge that I/We are required and will follow all policies.

The use of the Friends For Life Bike Rally and PWA logos is restricted. I/We agree that all electronic and print materials for the proposed event must be approved by the Bike Rally and PWA prior to being printed or released.

I/We are nineteen (19) years of age or older.

I/We agree to obtain all necessary permits, licenses and insurance.

I/We understand that PWA must strictly follow guidelines set by the [Canada Revenue Agency \(CRA\)](#) and cannot issue charitable tax receipts for community events in every circumstance.

Event Organizer Name (s)

PWA Staff Signature(s)

Signature Date

Date