



AIDS CALGARY
awareness association

Who is AIDS Calgary Awareness Association?

AIDS Calgary Awareness Association (ACAA) is a local non profit organization that works to reduce the harm associated with HIV and AIDS for all individuals and communities.

What is a third party fundraising event?

A third party fundraiser is when you or your business/organization create, plan, and implement your own event and the net proceeds of the event support ACAA program and services. A third party fundraiser is a great opportunity for someone or a group of people who like to be creative, plan special events, organize people, collect donations, make cold calls, and think outside the box.

Who can organize a third party fundraising event?

This opportunity can be a partnership between a business, individual, or organization in the community and ACAA. This event would be approved by ACAA and there would be a formal contract signed before commencing the event. Your organization would be recognized in our annual report and possible pre and post advertisement in our quarterly newsletter with your logo. Also, you may be able to receive a tax receipt for the contribution.

Why organize a third party fundraising event?

We can't ignore the fact that HIV/AIDS exists, and that there is still no cure for this disease. But there are many things we can do to prevent its spread and make life better for those who are infected and affected.

Today, over 60,000 Canadians are living with HIV/AIDS, and of that, approximately 4,500 are Albertans. Women are two to four times more vulnerable to HIV infection; and youth has one of the fastest rising infection rates. In the last two years, there has been a slow increase in the rise of newly diagnosed HIV cases in Alberta. In 2008, 45% of new cases of HIV in Alberta were reported in Calgary.

We still need your support and hosting a third party event is a fun way to make a contribution. We appreciate of all the work and effort in hosting event and thank you for your support in planning a third party fundraising event.

What are the basic rules for third party fundraising?

- All activities need to be respectful of our mission “to reduce the harm associated with HIV and AIDS for all individuals and communities”.
- Both parties need to agree and sign a binding contract before proceeding with any promotion or fundraising activities. See Tracie Seeley for the full contract.
- The parties acknowledge and agree that ACAA shall be the beneficiary and not the sponsor of the event which is to be managed and held by the Host.
- The parties agree that persons living with HIV/AIDS will not be prevented from attending or participating in the event as a consequence of their health status.



AIDS CALGARY
awareness association

- ACAA shall be entitled to the total proceeds generated by the event (or as detailed above); however, reasonable and direct expenses encountered by the Host may be deducted from the proceeds, pending approval by ACAA.
- The parties further agree that all advertising, media releases, or any mention of the event in any form either before or after the event must be approved in advance by ACAA.

THIRD PARTY EVENT APPLICATION

CONTACT INFORMATION

Organizer(s) Name: _____

Business Name: _____

Mailing Address: _____

Phone Number: _____

Fax Number: _____

Email Address: _____

EVENT DESCRIPTION

Event Name: _____

Type of Activity: _____

Date: _____

Location: _____

Brief Description of Event: _____

Event Timeline: _____



AIDS CALGARY
awareness association

PROJECTED PLAN

Objective: _____

Target Group: _____

Advertising
Strategies: _____

Note: Any publications for promoting the event must clearly states that the dollars raised are going to support AIDS Calgary. It is mandatory that the AIDS Calgary official name and logo be used and the AIDS Calgary needs to approve all materials with the name and logo. Please contact the ACAA for the necessary information.

AIDS CALGARY AWARENESS ASSOCIATION INVOLVEMENT

What type of involvement do you want from AIDS Calgary?

What benefits will ACAA receive from this event?

Why do you want to support ACAA?

What other organizations are affiliated with this event?
