



## **HMMH FUNDRAISING INFORMATION**

The following should help with preparing for your team's fundraising events. If you have any questions, contact the Director of Fundraising.

### **1. FUNDRAISING REQUESTS**

- All requests for fundraising must be submitted to HMMH and must be approved before beginning any fundraiser.
- Please use the current year's link on the HMMH website to submit all requests. (If you saved last year's link to your "Favourites", it may not work).
- Team Managers must follow up with a financial statement detailing the revenue/expenses of EACH fundraiser once it has been completed and **submit a summary to the Director of Fundraising**. A reminder to keep the receipts should your team be chosen for an audit.

### **2. Use of HMMH Logos for Fundraising**

Teams will be allowed to use the HMMH logo(s) for team fundraising, **if approved by the VP of Administration**. These requests will be considered one-by-one and being granted use of the logo is not guaranteed.

Please submit your Fundraising Request as usual, using the link on the website. The Fundraising Director will work with the VP of Administration and the Board of Directors for review.

If approval to use the HMMH logo(s) is granted by the Board, team's suppliers must sign a "one-time use" contract (will be provided by the Director of Fundraising).

The use of any modified version of the HMMH Thunder logo will NOT be approved. We want the public to associate our organization with our current HMMH logos.

### **3. Team Fundraising Ideas**

It is impossible to list all the fundraisers that "can" or "can not" be done. Examples of acceptable fundraisers are listed below.

Submit your requests and the Director of Fundraising will review each one on a case-by-case basis (and will follow-up for Board approval, if required for logo'd fundraisers).

- Sponsorship banners (only sponsors that are not already HMMH sponsors; please obtain list from the Accountant, if required)
- Bottle Drives (there are restrictions on how many HMMH drives can be held in Acton only)



- Dances (Halloween/Christmas, etc.)
- Hockey Spirit hockey calendars: <http://hockeyspirit.com/fundraising.php>
- Raffles \*\*license required - see note below.
- Silent auctions (teams may not solicit from current HHMH sponsors)
- North Country Meats
- MacMillan's Frozen Foods (Acton)
- Terra Cotta Cookies (Georgetown): [www.terracottacookies.com](http://www.terracottacookies.com)
- 6/49 Bingo
- Hockey or Football pools
- Selling Christmas/seasonal products (i.e. poinsettias)
- Selling magazines
- HHMH unique items (static-cling window decals, temporary tattoos, pins, etc.)

### **Insurance information**

Sanctioned events are covered for members only - players, coaches, and staff.

Travel permits are required which is the approval for insurance purposes.

Any event that is deemed non-eligible will require the team to obtain insurance coverage. As part of the approval process, you will be guided on what event is covered and what is not covered by the Director of Fundraising.

\*\*For raffles, the Alcohol and Gaming Commission's (AGCO) rules/guidelines must be followed.

A license from the Town of Halton Hills (THH) is required for all raffles. The raffle license number must be printed on all raffle tickets. Prizes must be valued at a minimum of 20% of your maximum potential ticket sales.

Information can be found on the AGCO website here <https://www.agco.ca/lottery-andgaming/raffle-licensing-overview>. The application to conduct a raffle can be downloaded here [https://www.agco.ca/sites/default/files/6004\\_g.pdf](https://www.agco.ca/sites/default/files/6004_g.pdf).

There is a nominal fee that must be paid to the THH, based on a percentage (3%) of total prize value. Winners must be posted, and follow-up paperwork must be submitted to the Town following the event.



You will need 2 HHMH executive signatures on the application (any two of President, VP, Secretary and Director of Fundraising). They will provide you with the HHMH organization number as well. Email them to plan to have documents signed.

4. CANADIAN ANTI-SPAM LEGISLATION [ "CASL" ] - EFFECTIVE JULY 1, 2014:

We need to be cognisant of the "CASL" guidelines when sending emails / electronic communications. Teams may send emails to their family and friends when requesting support for fundraisers, however simply sending "mass emails" to everyone in one's contact list is not acceptable.

HHMH parents should be exempt when communicating about fundraising due to a piece of the legislation called the 'Personal Relationship Exemption'. If the email/text sender, Tweeter, Instagramer, Facebook poster, etc. is an individual, they can send personal messages to people they know to offer a product or service. To be exempt, ensure the conditions in the infograph below are met.

**Personal relationship exemption**

Sender is an individual and does not send commercial electronic messages (CEMs) on behalf of a company

**TWO WAY COMMUNICATIONS**

Recipient is an individual

The sender and recipient have had direct, voluntary, two-way communications in the past. These communications reveal a personal relationship.

**WHAT YOU NEED TO CONSIDER BEFORE RELYING ON THE PERSONAL RELATIONSHIP EXEMPTION**

**In past communications, did you share the same:**

- Interests
- Experiences
- Opinions
- Information

**Were these communications frequent?**

**Has it been a long time since you last communicated?**

**Did you ever meet each other in person?**

**Proof**

You should be able to prove this relationship with your past communications, if necessary.

**Real Identity**

You should know the real identity of each other (as opposed to only communicating by using an alias or a virtual identity).

**Social Media**

Using social media or sharing the same network does not necessarily reveal a personal relationship. The mere use of buttons available on social media websites (such as clicking on "like," voting for or against a link or a post, accepting someone as a "friend," or clicking to "follow" someone) will generally be insufficient to constitute a personal relationship.

Specific conditions apply. Please refer to the Legislation and its Regulations.

More information can be found on the CRTC website here:

<http://www.crtc.gc.ca/eng/com500/infograph6.htm>