



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. A reminder to keep the receipts should your team be chosen for an audit.
- Please email these to the Director of Fundraising.

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 Admin or Director of Fundraising**. 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 Admin and the Board of Directors for review.

If approval to use the HMMH logo(s) is granted by the Board of Directors, the team's chosen supplier 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 of the fundraisers that "can" or "can't" be done. Some examples of acceptable fundraisers are listed below. This is by no means a complete list!

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 Sponsorship Director, if required)



- Bottle Drives (there are restrictions on how many HHMH 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
- 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.)

**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-and-gaming/raffle-licensing-overview>. The application to conduct a raffle can be downloaded here 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 Presidents, VPs, Secretary and Director of Fundraising). They will provide you with the HHMH organization number as well. Email them to make arrangements 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.

HMH parents should be exempt when communicating about fundraising due to a piece of the legislation called the 'Personal Relationship Exemption'. As long as 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 infographic 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

<p>In past communications, did you share the same:</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">★ Interests</div> <div style="text-align: center;">🏆 Experiences</div> <div style="text-align: center;">💬 Opinions</div> <div style="text-align: center;">📄 Information</div> </div> <p>Were these communications frequent?</p> <p>Has it been a long time since you last communicated?</p> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="width: 40%; border-bottom: 1px dashed gray;"></div> <div style="text-align: center;">🕒</div> <div style="width: 40%; border-bottom: 1px dashed gray;"></div> </div> <p>Did you ever meet each other in person?</p>	<p>Proof</p> <div style="display: flex; align-items: center; margin-bottom: 10px;"> ↔ </div> <p>You should be able to prove this relationship with your past communications, if necessary.</p> <p>Real Identity</p> <div style="display: flex; align-items: center; margin-bottom: 10px;"> ↔ </div> <p>You should know the real identity of each other (as opposed to only communicating by using an alias or a virtual identity).</p> <p>Social Media</p> <div style="display: flex; justify-content: space-around; align-items: center; margin-bottom: 10px;"> </div> <p>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.</p>
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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>