

2016-2017 HHMH FUNDRAISING INFORMATION

The following should help with preparing for your team's fundraising events for the 2016-2017 season. If you have any questions, contact the Director of Fundraising at ashehockey@gmail.com

1. 2016-2017 FUNDRAISING REQUESTS

- All requests for fundraising must be submitted to HHMH and must be approved before beginning any fundraiser.
- Please use the 2016-2017 link on the HHMH website to submit all requests. (If you saved last year's link to your "Favourites", it won't work).
- Team Managers must follow up with a written financial statement with details of revenue/expenses of EACH fundraiser once it has been completed.
- Please email these to the Director of Fundraising: Jen Ashe (ashehockey@gmail.com)

2. USE OF HHMH LOGOS FOR FUNDRAISING

Teams will be allowed to use the HHMH logo(s) for team fundraising, **if approved by the Board of Directors**. 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-Admin and the Board of Directors for review.

If approval to use the HHMH 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 VP-Admin).

The use of any modified version of the HHMH Thunder logo will NOT be approved. We want the public to associate our organization with our current HHMH 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 HHMH sponsors; please obtain list from the Sponsorship Director, if required)
- Bottle Drives (there are restriction on how many HHMH drives can be held, both in Georgetown and Acton)

- Dances (Halloween/Christmas, etc.)
- HockeySpirit 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; see link: http://www.agco.on.ca/en/whatwedo/licensing_charitable.aspx

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.

Applications for License can be found at <http://www.agco.on.ca/en/forms/index.aspx>. Download forms: (3103) Raffle Application Requirements for Lottery Licences Issued by the Registrar of Alcohol and Gaming; (6004) Application to Manage and Conduct a Raffle Lottery; and (6004A) Raffle Licence Terms and Conditions.

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). 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.

HHMH 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, Instagrammer, 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

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>