

## **PLANNING TO HOLD AN EVENT IN AID OF Help Lesotho?**

This section contains information for individuals or organizations that are interested in planning their own events. More....

### **Help Lesotho EVENT PLANNING GUIDE**

*A message from Peg Herbert:*

Help Lesotho has grown at a pace that could never have been anticipated. HL depends entirely on the efforts of thousands of Canadians, right across the country, who are willing to help raise funds for the people of Lesotho. In this way, we join together to create a future for those who are surviving this terrible pandemic of HIV/AIDS.

Help Lesotho (HL) wishes to support its volunteers, supporters and fundraisers in every way possible. In this spirit we want to provide you with the necessary information to ensure all activities comply with Canadian charity regulations and transparent financial management, including providing tax receipts. To organize an event or community initiative in an ethical and successful fashion is both time consuming and requires careful planning. Our charity status depends upon our ability to provide financial transparency and accountability to you as the donors and the tax payers of Canada. By providing you with all the relevant procedures, we hope to make the organization of your activity easier.

For those who wish to give a talk to a group about HL and its projects, please ensure that your information is correct and consistent with HL's mandate and activities in Lesotho. We can best serve the people of Lesotho by providing exact information in the most professional way possible. As you can appreciate, we need to have standardized quality control about who speaks on our behalf. We have included some information on this below and appreciate you giving it your full attention.

Please read through the '**HL Events and Fundraisers**' and '**Representing HL Frequently Asked Questions**' (FAQ) sections carefully. The sections are provided to set out what we have learned to date and to assist you in a number of ways. We hope this material is useful. Please do not hesitate to ask questions which are not covered in our material. The FAQs help us to share what we have learned from you as well. After a careful reading, please contact us to advise us of what you are thinking of doing to help HL. Any initiative in support of HL must be approved by us in advance. HL can work with you, letting you know what we can and cannot do in relation to your fundraising event. In this section, you will find the '**Event Letter of Understanding**' which we ask you read, print, sign and return to us after our initial discussion with you. The '**Donations & Tax Receipts FAQ**' section gives critical information on how money needs to be handled and how it can be directed.

For information on Projects Needing Support, please visit the '**Projects**' page. For information on how to make a donation, please refer to the '**Ways to Help**' page and the '**FAQ sections**' of our site.

On behalf of our team, the children and people of Lesotho, I want to thank you for caring enough to make this effort to support them through HL. We are constantly delighted with the quality and spirit of those who come forward. After all, you are the ones who are making a difference and together we are helping thousands of Basotho.

Most sincerely,

*Peg Herbert*

Executive Director and Founder

### **How HL can help in planning your event:**

There are two things we would like to highlight before you undertake your event. Please take the time to read these sections while you are putting your ideas together.

Communications and materials preparation  
Tax Receipting

All processes and procedures apply, even for repeat or additional events.

### **Communications and materials preparation**

Here are the key points you need to communicate to those you want to work with or attend your event:

- It must be clear in all written and spoken material that all proceeds raised will go directly to Help Lesotho. There are many ways to say this; simply put, “All proceeds go to Help Lesotho”. Please include the HL website in your event material for people to learn about the organization and to build confidence in where their money will go.  
Although Help Lesotho is the beneficiary of your event, it cannot be, or appear to be, in partnership with your organization or group and its sponsors, or involved in the organizing of the event. Due to legal considerations, HL requires that you not mislead your supporters by using such terms as "agents" or "representatives" or "co-sponsors" of Help Lesotho in any of your posters, programs, media or invitations. You must also have written consent from HL to use our logo on any materials or media. HL must see and approve all material that you have produced prior to printing or distribution.
- The size of our team and geographic variables prevent us from attending every event. We do ask that you share both the website address and the information on it. Again, please make it clear to your guests that you do not speak in any official capacity for Help Lesotho.

## Tax Receipting

Help Lesotho is an incorporated body and registered charity (charity #82246 8476 RR0001) in Canada. It is therefore able to provide tax receipts, if requested, for donations collected at your event (for amounts over \$ 15.00) under the following four circumstances:

1. Cheques for simple donations are made payable to *Help Lesotho*, and should be sent to 11 Keefer Street, Ottawa ON K1M 2J9 with the donor's complete address and postal code;
2. Cash donations should be collected and sent by money order, accompanied by the donor information via a Donor Card (see Cash Donations section) to Help Lesotho, 11 Keefer Street, Ottawa ON K1M 2J9.
3. Credit card donations can be made via **Canada Helps** on our website: [www.helplesotho.ca](http://www.helplesotho.ca). Donors can allocate donations to a particular HL Fund i.e. Child Sponsorship, Schools, Grandmother Support, etc. Tax receipts are issued electronically and immediately by **Canada Helps**;
4. Pre-authorized payment (direct withdrawal). Monthly amounts can be debited directly from the donor's bank account. The pre-authorized payment authorization form should be filled out and returned with a void cheque to 11 Keefer Street, Ottawa ON K1M 2J9.

**Note:** If you are selling tickets for your event, holding an auction or a raffle, please refer to the **Donations & Tax Receipts FAQ** below for information on allowable instances for which tax receipts may be issued.

## Planning Guide for Events

1. Read the **Event Planning FAQs** below carefully;
2. Review the **Event Planning Forms** you may use;
3. **Contact** HL staff ([info@helplesotho.ca](mailto:info@helplesotho.ca)) if you have questions on materials you are preparing, tax receipts or how to designate your donation to a specific project;
4. Print, read, sign and return the '**Event Letter of Understanding**', including a full description of your undertaking.

## Event Planning FAQs

Please read each of the following Frequently Asked Questions (FAQs) sections at the beginning of your planning:

- Getting Started
- Help Lesotho Materials and Resources
- Other Types of Fundraising (e.g. corporate, door-to-door, royalties, etc.)
- Donations and Tax Receipts

If your question remains unanswered after reviewing these pages, please contact us at [info@helplesotho.ca](mailto:info@helplesotho.ca)

## Getting Started FAQs

**Q. What legal constraints or considerations must I be aware of when planning, promoting and holding my fundraising event?**

**A.** Read '**HL Events and Fundraisers**' and the '**Event Letter of Understanding**' to clarify Help Lesotho's role in the event and the legal implications. Together, these sections clearly define both your role and that of Help Lesotho. Once you have contacted HL, print, carefully read the Event Letter of Understanding, sign it and return it to HL. See 'Contact Us' for our fax number or mailing address.

## Help Lesotho Materials and Resources FAQs

**Q. How do I begin and how can Help Lesotho help me?**

**A.** HL has a very small staff. This is to ensure that donors' funds go to Lesotho and not to administration. As a result of our limited human resources, **HL cannot** help you with: event logistics, obtaining any licenses or insurance and writing letters or materials. However, **HL can** provide:

- Materials about the Help Lesotho to distribute at your event;
- Information on the recipient group(s) or projects in Lesotho to which you may wish to donate; Power Point presentations (available on our web site); project details including costs; stories; corporate and financial accountability information, etc.;
- Tax receipts for your donors, in identified circumstances outlined in the '**Donations & Tax Receipts FAQ s**' section.

**Q. Where do I find available materials to distribute at my event?**

**A.** There are various materials available from HL for event organizers:

- A **HL Briefing** note which you can download and print back to back on one sheet (see Event Planning Forms)
- **Questions and Answers for Children about Lesotho** (see **About Lesotho** page)
- Many news articles on HIV/AIDS pandemic in Lesotho and on HL specifically (see **News** Page of website)
- Youth monologues, one to three minutes in length, prepared from actual case histories of orphans we support which may be used to role play or inform (contact info@helplesotho.ca ). These monologues are targeted at either elementary students or youth/adult populations (please specify)
- Stories written by youth (see **Bokoro Writers' Club Stories**)
- **HL Canadian School Guide** (see **Schools** page)
- Peg's **Letters from Lesotho** (see **HL website Home page**)
- **Project** descriptions (see **Projects** page)
- **Story of the Brooches** representing AIDS, ORPHANED and ABUSED children (see **Projects** page)
- **Information on Lesotho** and a recipe for the traditional meal of *papa* (see **HL Home Page**)

- **Stories** about how other groups have helped raise funds (see **Champions** page)

Also, please review the **Event Planning Forms** page.

**Q. Where do I access current information about HIV/AIDS in Lesotho to distribute at my event?**

**A.** It is a little more difficult to find such information on Lesotho than on other African countries. We have posted many current and useful articles on the **News** page for this purpose. Please feel free to distribute this information, but please make sure to include the source of the article. We encourage you to visit such websites as UNAIDS ([www.unaids.org](http://www.unaids.org)), UNICEF ([www.unicef.org](http://www.unicef.org)), Stephen Lewis Foundation ([www.stephenlewisfoundation.org](http://www.stephenlewisfoundation.org)), or the World Health Organization ([www.who.int](http://www.who.int)).

**Q. May I use the photos and PowerPoint on HL website for my event?**

**A.** Yes, with written permission from HL and the understanding that:

- These materials are not used for any purpose other than the one agreed upon;
- People are told that the materials belong to HL and are used with permission; and
- No part of the material is used for personal gain but only for the purposes agreed upon.

**Q. How do I request someone from the Help Lesotho to speak at my event?**

**A.** Please e-mail your request, **including** date; location (name of venue and/or address); type of event; and all other specific details to [info@helplesotho.ca](mailto:info@helplesotho.ca). We will make every effort but cannot promise that someone from HL will attend your event. Unfortunately, few opportunities exist for speakers to travel outside Ontario.

**Q. How can I ask Peg Herbert speak at my event?**

**A.** Please send an invitation to [info@helplesotho.ca](mailto:info@helplesotho.ca), including all pertinent information (date, time, group to be addressed, information on you and your group, etc) and indicate if you are able to cover her expenses. Due to her frequent trips to Lesotho, there are only certain times of the year when Peg is available so please make your request as far in advance as possible so that Peg's schedule can be coordinated. When available, Peg is happy to give speak to a gathering with relevant Power Point presentation, or facilitate a group discussion etc.

**Q. When do I send in the Event Letter of Understanding?**

**A.** Please contact us to discuss the three items outlined in the '**HL Events and Fundraisers**' section, then carefully read, sign and fax (or mail) back the **Event Letter of Understanding** before you publicize your event. The **Event Planning Forms** will be useful in the preparation of your event.

## Other Types of Fundraising FAQs

**Q. May I canvass door-to-door to raise money for HL?**

**A.** NO. Help Lesotho does not have the capacity to oversee or manage any type of door-to-door fundraising. Although we appreciate your willingness to do so, we ask you not to solicit door-to-door on our behalf. You are most welcome to tell people about us, such as work colleagues, friends and family.

**Q. How do I involve my business in a fundraising campaign to raise funds for HIV/AIDS in Lesotho through Help Lesotho?**

**A.** There are a number of ways to be involved (see **Ways to Help**), such as direct monthly employee payroll deductions in which all employees receive a tax receipt, pledges, holding an event, selling calendars, advertising in the calendar, inviting Peg to speak at a function at your business or organization etc. Please contact [info@helplesotho.ca](mailto:info@helplesotho.ca) to discuss options. Thank you for thinking of us as your beneficiaries.

**Q. May we donate part of the sale of our/my product/book/CD etc to HL?**

**A.** You certainly may. Please contact us to discuss options. However, the use of the Help Lesotho name or logo requires written permission, following a detailed discussion with you.

**Q. How can HL support an on-going community/school/church fundraising initiative we hope to start?**

**A.** After reviewing the Planning Guide for Events page, please contact us to discuss your idea. We have a lot of materials you can use. These are updated regularly (see 'HL Materials and Resources FAQs'). Legal considerations prevent others from acting as an "agent" for HL and require you be clear about this. Please read '**HL Events and Fundraisers**' to see what HL can and cannot do to help you.

**Q. How do I form a HL Chapter or Club in my school/community?**

**A.** Thank you for wanting to support HL on an ongoing basis! Although we do not have official chapters, we do have HL clubs in many schools and identified groups who are HL supporters across Canada. In order to set this up and be clear on the factors involved, please contact us directly at [info@helplesotho.ca](mailto:info@helplesotho.ca). You may certainly form your own club (with a non-HL name) and send funds raised to HL (see **Ways to Help** page).

## Donations and Receipts FAQs

Tickets

Cash Donations

Walkathons

Total Money Raised

Donations 'In Kind', Auctions, Lotteries

Charity donations 'in lieu of' for special occasions

## Tickets

**Q. How does the tax receipting work if tickets are sold for our event? If an entrance fee is charged to our function, is it possible for ticket purchasers to receive a tax receipt? How does the tax receipting work if we give HL a percentage of each event's ticket revenue?**

**A.** Help Lesotho is required by the Canada Revenue Agency to obtain original invoices for all catering, other expenses and to receive professional verifications of the cost any "give-aways" at an event if you donate all of, a percentage of, or a portion of, the ticket price to HL. This is extremely time consuming and must be done exactly or tax receipts may not be issued. Please consider the following two options:

1. **Option 1:** Set the ticket price at the amount needed to cover all costs. Revenue from tickets goes to you as the organizer. Request/ suggest/ encourage/invite or recommend guests to make a donation over and above the ticket price by cheque, made out to Help Lesotho, for which they receive 100% tax receipt. If you are collecting cash, give each donor a 'Donor Card' attached to their donation for us to complete the tax receipt (see below).
2. **Option 2:** Common methods of donating funds from a ticketed event.
  - a) Full ticket price is donated to Help Lesotho
    - i. Organizers collect cheques payable to Help Lesotho and forward them to HL following the event; if the cheque has a Donor Card included, an acknowledgement will be sent;
    - ii. Cash donations (in the form of a money order) with 'Donor Card' for those wishing to receive an acknowledgement;
    - iii. Any donations received at the event, over and above the ticket price, can be forwarded on to HL and will be eligible for a donation tax receipt. Keep such donations separate from the other funds and be sure that they are clearly marked including a Donor Card (for Cash Donations, please follow the procedures outlined below).
  - b) A portion or percentage of the ticket price is donated to HL.

Collect the full ticket price and deposit into a bank account opened specifically for this event. Re-pay yourself for any cost incurred and forward the balance of the funds to Help Lesotho in honour of your guests. We will provide you (the organizer) with an acknowledgement of the funds received. Additional donations received at the event, over and above the ticket price, are eligible for a tax receipt if forwarded to Help Lesotho. Keep such donations separate from the other funds and be sure that they are clearly marked, including a Donor Card (for Cash Donations, please follow the procedures outlined below).

Additional questions pertaining to tickets and tax receipts can be answered by writing to [info@helplesotho.ca](mailto:info@helplesotho.ca)

**Q. Can I purchase a receipt book and make out receipts on the spot?**

- A.** NO. The Income Tax Act authorizes only Help Lesotho to issue tax receipts in its name.

### **Cash Donations**

**Q. If people donate cash to Help Lesotho, may I collect the money and write a cheque on behalf of several donors?**

**A.** There are several answers:

1. If tax receipts are not required, you may forward to Help Lesotho a cheque for the amount of cash raised, and write 'multiple cash donations' on the memo line. We will send you an acknowledgement of it for your records;
2. Any donor wanting a tax receipt for a cash donation must provide you with a completed Donor Card to accompany the donation. As the organizer, please send the money in (via money order) with the donor cards (for a printable Donor Card). One individual may aggregate the gift of several donors and provide Help Lesotho with one Donor Card per individual donor; In cases where the funds are donated anonymously, please fill in a donor card indicating the amount was an anonymous gift;
3. Please ensure that the total amounts on all Donor Cards equals the amount of the money order you are submitting to HL;
4. Please remember to fill out a donor card for yourself if you have made a donation as well.

**Note:** If you expect to raise a large sum of donated cash, please contact Help Lesotho at the beginning of your planning stage.

**Q. How do Donor Cards work?**

**A.** A donor card provides us with all the information we require to track or acknowledge the funds and issue tax receipts. We have a high degree of accountability to the Canada Revenue Agency and must comply with all their procedures (see **Donor Card**). For cash donations, donor cards can be printed four to a page or in label form to put on an envelope with the donation inside. If you write in the event name (or type it before printing), it allows us to track all donations easily.

Cheques made payable to Help Lesotho do not require a donor card unless the cheque does not contain a complete mailing address. In such a case, please make sure a Donor Card is filled out as well and attached to the cheque. If you wish, you may have all donors complete a Donor Card for cash or cheque donations.

### **Walkathons**

**Q. We'd like to organize a Walkathon in our community/school. Is it possible to provide tax receipts to all those who pledge?**

**A.** Help Lesotho has a very small staff. If you wish to organize a large event, people can make donations directly to us and we will report back to you on the full amount raised. You can take cash donations and cheques at the time of the event, and send them in as per the **Donations and Tax Receipts** section. If it is a large event, we can send you

an Excel spreadsheet to fill in the individual names, amounts and other information. Please contact us during the early stages of your planning at [info@helplesotho.ca](mailto:info@helplesotho.ca) .

### Total Money Raised

**Q. How can I find out how much my event raised?**

**A.** The easiest way for HL to keep track of the money raised at your event is for you to contact us at [info@helplesotho.ca](mailto:info@helplesotho.ca). We will give you an event Identification Number (ID #) to be put on all Donor Cards, the memo line of cheques etc. By using the 'Event Sign-In Sheet', you will gather donors' contact information for cross-referencing. To make our work easier, please send all of the contributions raised to Help Lesotho in one package . We will send you a report on the total amount of funds raised – with our thanks.

### Donations 'In Kind', Auctions and Lotteries

#### Donations 'In Kind'

**Q. Can HL provide a tax receipt for the equivalent cost of a service for people or groups who donate their time in performing/catering/providing a service at our event?**

**A.** There are only a few circumstances in which the Canadian Income Tax Act permits HL to issue tax receipts for services rendered (in-kind). This must have prior approval from HL to proceed. Please contact us for details.

#### Auctions

We thank you for proceeds from Auctions but need to emphasize that there are certain conditions which must be followed (contact [info@helplesotho.ca](mailto:info@helplesotho.ca) with unanswered questions):

**Q. Can HL issue tax receipts for local businesses who donate goods and services for our silent auction?**

**A.** Prior to organizing an auction, please contact us at [info@helplesotho.ca](mailto:info@helplesotho.ca) so that we can discuss the circumstances under which we are able to issue receipts. Businesses often deduct such gifts as a business expense.

**Q. Can HL issue tax receipts for those who win the bids on our silent auction?**

**A.** No. The successful bidder receives something in return for the expense and is ineligible for a tax receipt.

**Q. What about individuals who privately donate items?**

**A.** This is complicated, and there are exceptions, but usually tax receipts can be issued for the amount the items obtained at auction.

## Lotteries

- Q. Is it possible for those who buy our lottery tickets to receive tax receipts when the funds go to HL?**
- A. NO.** The Income Tax Act does not permit a tax receipt to be issued for a lottery ticket. In any event, HL discourages gambling and would prefer another form of fundraising.

## Charity donations 'in lieu of' for special occasions

Many people wish to give or receive a charitable donation in lieu of a material gift or in honour of a person or occasion– the gift that gives twice! This trend is wonderful for such occasions as birthdays, Christmas, Mother and Father's Days, anniversaries, retirements, weddings, memorials, teacher recognition or other gifts. Many people now ask their guests to donate to their favourite charity in lieu of a gift. We even have young children deciding to give to their Basotho friends instead of receiving gifts themselves. This is indeed the real spirit of giving for it blesses both the giver and the receiver. (see **Ways to Help** Page)

If you make it clear to us that your donation is in honor of a person or occasion, HL has special gift cards with photos of our sponsored children on them to inform the person of the donation made on their behalf. We provide a list of donors and a total amount (but not individual amounts) to the person who is honoured. In compliance with the Canadian privacy regulations we are unable to provide the donor addresses. However, if the donors are your friends and family members, you undoubtedly have this information.

- Q. If I make a donation in honour of a friend, can HL issue a tax receipt in her name?**
- A.** No, the Income Tax Act only permits HL to issue tax receipts to the actual donor (the person whose name is on the donor card, cheque or credit card).
- Q. In lieu of party gifts or wedding treats, how can we inform our guests that we have made a donation of HL instead?**
- A.** You could put a small card at each place mentioning the donation or give one to each guest at some point. If you wish, we could compose a letter to that effect from HL.

## Event Planning Forms

Please carefully read, sign and fax (or mail) the Event Letter of Understanding before beginning your event.

Name	Description	Download File
Event Letter of Understanding	A printable copy of the 'Letter of Understanding' which an event organizer must print, carefully read, sign and send to Help Lesotho.	click to download

People who have organized events to raise money for Help Lesotho have found the following documents very useful in planning and executing a successful event:

Name	Description	Download File
Donor Card	You should use donor cards when you expect to receive cash donations. It allows the donor to fill out all the information required in order to receive a tax receipt from Help Lesotho. This Adobe Acrobat Reader file can be used to print donor cards as labels which can be easily affixed to an envelope. An individual would fill out the label (donor card), put the cash in the envelope and seal it.	click to download
Pre-authorized Payments	Our standard form for authorizing monthly donations from a bank account.	click to download
Event Sign-In Sheet	A sign-in sheet for individuals attending your event who wish to receive information about Help Lesotho's upcoming events and on-going activities.	click to download
Two-Page Information Handout	This two page handout is easily photocopied and provides a brief background about the country of Lesotho, the aims and initiatives of Help Lesotho and some of the projects we are currently funding.	click to download
Child Sponsorship Form	This Child sponsorship form allows the donor to indicate a desire to sponsor a child and their chosen payment method	click to download

## Copyright and Disclaimer

Copyright  
© 2004 - 2006

**Please note:** Images from this website, including photographs and Help Lesotho logo, may not be reproduced without written permission from Help Lesotho.