

Third-Party Event Goals & Expenses

Setting a Goal

Setting an attainable fundraising goal, that aligns with your budget and expenses, will motivate your supporters and inspire them to give. When donors what you want to raise and why, they are more likely to help you meet your goal.

Creating a Budget

Tracking revenue and expenses allows you to share your success with supporters. You may also need to provide full accounting to the Canada Revenue Agency (CRA).

Ask Your Network for Help

Ask others in your personal and professional network to donate supplies or offer discounts for event materials. Finding cash sponsors is also a great way to cover event costs, while recognizing and promoting partners. Sponsorships do not qualify to receive a tax receipt, because companies are receiving a benefit (marketing exposure) in exchange for cash. Contact the A Safe Place for an official letter of support for your event to encourage support for your initiative.

Some in-kind donations (non-cash) such as event materials, door prizes, gift certificates, and silent auction items do qualify for a tax receipt if the true market value can be determined, and there is no direct benefit or marketing exposure associated with the gift. Some gifts require an appraisal to be eligible for a receipt. If so, you or the donor will bear responsibility for obtaining and covering the cost of an appraisal. While gifts of service do not qualify for a tax receipt, we encourage you to track any volunteer or service hours because doing so adds to your story telling.

You will need to let us know in advance of anyone you plan to approach for sponsorships. This minimizes any overlap regarding existing A Safe Place fundraising activities.

Licenses, Permits & Insurance?

- The Alberta Government requires you to apply for licenses to conduct raffles, 50/50 draws or other gaming activities at your event. [Learn more.](#)
- The Alberta Government requires you to apply for a license to support events that include liquor sales. [Learn More.](#)
- Events held in public spaces may require permits or rental contacts. Contact your local government for information and assistance.
- Some events may require insurance. Work with your group/organization's insurance provider. A Safe Place will only be able to extend insurance in exceptional circumstances.