



Policy #: 0013
Developed: April 13, 2019
Revised: December 10, 2020
Effective Date: January 18, 2021

THIRD-PARTY EVENT POLICY

Purpose: To clarify how Laubach Literacy New Brunswick (LLNB) manages third-party events held for LLNB or its affiliated councils.

Scope: LLNB and its fundraising committees

Responsible Party: Executive Director, LLNB

POLICY

LLNB encourages third-party event fundraising that will promote the work of the LLNB, its affiliated councils or bring awareness to literacy issues in the province.

For the purpose of this policy, a third-party event is defined as one where:

- The event is initiated by an outside party (not LLNB or its affiliated councils);
- A portion of the funds are designated to LLNB or its affiliated councils;

LLNB will only receipt according to the “Tax Receipting Procedures” which is in compliance with the Canada Revenue Agency (CRA) Guidelines. If the third-party event organizer has any question regarding receipting, they are to contact the LLNB Executive Director.

LLNB’s name/logo may be used on appropriate promotional materials only with prior consent from LLNB’s Executive Director, and only to indicate that LLNB is the recipient of the proceeds from the event.

LLNB may when requested, and at the discretion of the Executive Director and Board Executive, be able to provide support for a third-party event by way of social media postings, volunteer recruitment and/or attendance at the event. If such support is required, it is suggested that event organizer contact LLNB no less than four weeks prior to the event.

It is LLNB’s practice to acknowledge and recognize the contribution and effort made by volunteers to the organization. Third-party events may be acknowledged and thanked through its social media postings, its annual report and on its website.