

ART STARTS

Third Party Events Toolkit



Thank you
for choosing to fundraise for

Art Starts!

About Art Starts

Who we are...

Art Starts creates vibrant communities through community building arts initiatives.

What we do...

We inspire long-term social change in Toronto's underserved neighbourhoods, using the arts to build resilience, cultivate life skills and inspire personal growth.

How we do it...

Art Starts works in collaboration with professional artists and underserved populations in North York, Scarborough and Toronto to provide:

- Free after school, March break and summer arts programs for children and youth in all artistic disciplines
- Free arts workshops for seniors, parent and tots, and multi-generational groups
- Public art creation and collaborative community beautification
- Youth mentorship and employment training in the arts
- Arts-based crisis intervention
- Artist development, support and mentorship for marginalized and newcomer artists
- Special exhibits, performances, festivals, symposia, partnerships, arts-based field trips and city-wide special art projects

What are Third Party Events?

Third Party Events are events of all kinds that are organized by community groups or individuals (schools, companies, groups of friends, etc) to help raise funds for Art Starts to run our programs.

Third Party Fundraising Ideas...

- | | |
|---------------------------------------|------------------------------------|
| Anniversary Party | Extreme Sports/Adventure Challenge |
| Art Exhibit | Fashion Show |
| Auction | Gala/Dinner/Cocktail Party |
| Bake Sale/Baking Challenge | Game Night |
| Bingo Event | Haunted House |
| Birthday Party | Lemonade Stand |
| Bowling Tournament | Movie Night |
| Carnival | Sports Betting Events |
| Car Wash | Sports or Cards Tournament |
| Community BBQ/Ice Cream Social | Tea Party |
| Concert/Play | Walk/Run/Cycle/Swim |
| Casino Night | Wacky Wagers |
| Dance-off | Work Event |
| Donation requests in honour/in memory | Yard Sale |

Third Party Event Policies

The fundraising team at Art Starts is happy to offer guidance for your event from conception through to execution. Your support will help Art Starts continue our tradition of exemplary Arts programming that engages residents of underserved neighbourhoods and inspires long-term social change.

Art Starts can provide the following support:

- Offer event planning advice/expertise
- Discuss ideas and best practices
- Provide information about Art Starts' mission and programming
- List your event on the Art Starts Events Calendar and link to your event website
- Provide approval for the use of the Art Starts name and/or logos
- Offer a representative from Art Starts to attend your event (subject to availability)
- Share your event on Art Starts' social media channels: Facebook, Twitter, Instagram
- Provide a link to Art Starts brochures/info sheets/signage that you can print for display at the event

Due to limited staffing and resources, Art Starts is unable to do the following:

- Provide funding or reimbursement for event expenses
- Guarantee staff attendance at the event
- Apply for or provide permits, licences or insurance
- Provide mail/email lists of Art Starts donors, sponsors or volunteers
- Share media contacts or contact media on behalf of the event
- Provide administrative or on-site/set-up assistance
- Manage event revenue/expenses
- Produce flyers or marketing materials for the event
- Provide staffing, personnel, equipment, food, space, entertainment, etc.
- Assist with ticket sales or sponsorships

Use of Art Starts Logo:

The Art Starts logo may be used on your event letterhead and promotional materials provided it is clear Art Starts is the recipient of event proceeds and is not hosting the event. Prior to distribution, Art Starts must review and approve all material containing Art Starts logos. Art Starts reserves the right to decline the use of its logo in materials or publications that do not align with our values and/or mission.

Promotions:

Third Party Event promotional materials must reflect that Art Starts is the beneficiary of the proceeds of the event. Art Starts cannot be, or appear to be, in partnership with the organization. To reflect this relationship, we suggest the following wording:

XYZ Event in support of Art Starts; or

All proceeds from XYZ event will be donated to Art Starts

Publicizing your Event

Check out [canva.com](https://www.canva.com), where you can design awesome flyers, invitations and social media posts to publicize your event to your networks. They have tons of free designs and templates you can use - no design experience necessary. Feel free to send us your finished product so we can share it on our social media too!

Finance and Insurance

While Art Starts is extremely grateful for all of our community supporters, we are unable to:

Incur any liability resulting from an event

Extend Art Starts' insurance to cover third party events

Collaborate with any third party events or organizers who do not agree to indemnify and hold harmless Art Starts and its Board of Directors, employees and volunteers from any and all claims / liabilities in any way related to their event.

Please note: Third party event planners do not have the authority to name Art Starts in any signed contracts.

Event Proceeds

Funds raised by a third party event can be made payable to Art Starts within 30 days after the event. Cheques can be sent to:

Art Starts
Yorkdale Shopping Centre
PO BOX 38
3401 Dufferin St, Lower Level
Toronto, ON
M6A 2T9

Thank you for choosing to support Art Starts!

Art Starts Values

All Third Party Event activities should uphold and reflect the mission and values of Art Starts. We expect organizers to ensure that all planned event elements are within the boundaries of our commitment to inclusion, non-discrimination and equity. Art Starts prohibits discrimination or harassment and protects the right to be free from hate activity based on age, ancestry, citizenship, religion, disability, ethnic origin, family status, gender identity, level of literacy, marital status, place of origin, membership in a union or staff association, political affiliation, race, receipt of public assistance, record of offences, sexual orientation or any other personal characteristic. *We will not agree to any events or partner with any groups who do not share these values.*

Art Starts has developed this policy in accordance with the CRA Guidance on Fundraising and through research of best practices in the charitable sector.

To discuss your event needs, please contact us at info@artstartsto.com 416-656-9994

Third Party Event Application Form

Please fill out any information you are able to in advance. As you begin planning, you can let us know further details of your event as they unfold. (If you don't have a scanner, you can email us the info on this form instead and we will get back to you within a week.)

Event Type:

Event Name:

Event Date:

Time:

Location:

Contact Name:

Contact Phone:

Contact Email:

Event Description:

ACKNOWLEDGEMENTS

I acknowledge that Art Starts reserves the right to withdraw its name from the event at any time. I acknowledge that I have read and understand the information contained in the Art Starts Third Party Events Toolkit and I will adhere to Art Starts' Fundraising Guidelines.

Applicant Name

Applicant Signature

Date

Art Starts Staff Name

Art Starts Staff Signature

Date

RETURN FORM TO info@artstartsto.com