

# Third Party Events

## A Toolkit

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Jessica Martel  
Memorial Foundation



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# Introduction



Welcome to the fundraising toolkit for third party events! The Jessica Martel Memorial Foundation (JMMF) is extremely grateful for the efforts of community members like you, who dedicate their time to raise funds to support others. By raising funds for JMMF you create a community that brings safety and hope to vulnerable individuals and families who are living with violence at home.

We hope this guide provides you with the information you need to host your own fundraising event in the community.

# Our Story

**Jessica Martel** was a mother to three beautiful children. She was a singer who loved writing. She was loved by her mother, Lynne, and the rest of her family and friends. On April 29, 2009, she was murdered as she tried to leave her abusive relationship.

**Her story is why we are here - to prevent this from happening again.**

The Jessica Martel Memorial Foundation (JMFMF) is a not-for-profit organization serving Sturgeon County and surrounding areas.

Our Client Advocates provide trauma-informed, non-judgmental support with:

- 24/7 crisis line for community members in need of immediate support.
- Holistic emotional support, community referrals, and advocacy for clients.
- Safety planning, crisis support, medical referrals, court support, self-care, life skills development, and other support to suit the client's needs.
- Culturally specific programming for Indigenous and diverse individuals.

We provide safe housing at **Jessie's House**, a 35-bed all-gender emergency shelter. In 2024, we supported **149 adults** and **208 children** through our **Residential Program**.

In 2024, we opened a second stage housing program at Eileen's Place.



**Mission:**  
**Break the cycle of domestic violence through the actions of advocacy, awareness, community engagement, education, and safe housing.**

# Our Programs

## Outreach

Our Outreach Program provides services to clients after they leave Jessie's House and community members who are experiencing relationship disharmony.

In 2024, our Outreach Team helped **126 adults** and **117 children** in the community.

## Innovative Childcare Program

The Innovative Childcare Program supports children who access our Residential and Outreach programs. This programming engages the whole family, encouraging healthy interactions with self and others, bonding time and healing. We provide childcare, which allows parents to attend appointments and programming that is essential to their journey of healing.

## Inspire Program

The Inspire Program is a partnership with Four Winds Public School for grade 7-9 students. This year, we expanded our program to include a boys' cohort! Inspire explores leadership, healthy relationships, bullying, self-image, societal pressures, and wellness. The program empowers participants to make healthy choices, build self-worth, and nurture healthy relationships.

**Inspire won the 2023 Purple Ribbon Award for Outstanding Youth Initiative!**



# Our Events

## Break Free 5/10K Run & Walk

The Break Free 5/10K Run & Walk is an annual charity run held every June. This family-friendly event allows participants to have fun while they give back. In 2024, the event welcomed 220 runners and 30 volunteers.

## Annual Charity Golf Tournament

The Jessica Martel Memorial Foundation Annual Golf Tournament takes place in August. In 2024 we welcomed 118 golfers, including many important stakeholders.

## Community Events

We are committed to serving our community! We try to attend as many community events as our schedule allows to share about domestic violence and resources available.

**Did you know that we are an all-gender shelter?**

**Intimate partner violence can happen to anyone from any background. We serve all individuals who need our help, regardless of age or gender.**

# About Third Party Fundraising Events

Third party events are fundraising initiatives that occur independently from the Jessica Martel Memorial Foundation. Passionate, caring supporters from local communities plan, organize, and execute events on our behalf. They lead by example because they use their time, energy, and connections to give and inspire others to give.



Events can range from:

- a simple 50/50
- tournament
- fill-an-office
- bottle drive
- food drive
- birthday/anniversary

...to more elaborate events such as:

- a corporate campaign
- silent auction
- golf tournament
- gala

For the best results, start planning early and spread the word!



Some organizers choose to collect funds or items for our residents at these events, and others create an online fundraising page to ask friends, family, and colleagues for donations over a set period of time.

You choose the place that works for your event.

Your event can take place any time of year. Seasonal events, like holiday parties, can be extremely successful!

Often, there is a compelling story behind every decision to give.

Many event organizers have experienced family or intimate partner violence themselves or supported a loved one through this experience.

We encourage you to share your story to the degree that is SAFE or comfortable for you to do so. Your story may inspire others and emphasize the impact donations can make.

Your story may also encourage someone to seek out our support. For this reason, we also recommend keeping our pamphlets close by so your guests know how to connect with us.

# How we will support you:

We want your event to be a success! Here are some ways we will support your third party event:

- Providing personal support and information over the phone or by email
- Supplying marketing materials, such as pamphlets, to display at your event
- Providing you with information about how the money will be used – examples may include upcoming initiatives at JMMF
- Providing a letter of endorsement once an application form has been submitted and approved (to be used for obtaining donated prizes and gaming license applications, if needed)
- Promoting your event on JMMF's social networks
- Creating a unique donation form to use for online donations
- Providing official tax receipts for all donations over \$20 (we require the donor's full contact details – see financial accountability for more information)
- Templates:
  - JMMF Logos
  - JMMF Proud Partner Logo
  - Social Media Toolkit
  - Thank You Template
  - Fundraising Announcement Template



Please note we cannot provide the following:

- Paid Advertising for your event
- Direct access to donor, resident, or staff contact information
- Funding or reimbursement for event expenses
- Assistance soliciting corporate sponsorship or with ticket sales
- Insurance coverage or liquor licenses

The following support may be available:

- In-kind donations, such as auction items or prizes
- Staff or volunteers to attend your event

# 50/50 Raffles

50/50 raffles are a fantastic way to engage your guest at your event and raise money!

Third party fundraisers can submit and apply through the AGLC website for raffles licenses under \$20,000. All proper protocol within AGLC guidelines must be in place.

*Please note that we need a minimum of three weeks' notice for any AGLC raffles.*

Third-party fundraisers must have an AGLC account to apply for a license. If you do not have an AGLC account, please discuss with our fundraising team. We may be able to supply the license for you.

On completion of the raffle, JMMF requires:

- the complete financial report to be submitted to AGLC
- a copy of winning ticket
- winners name and contact information
- completed financial form.

Here are some recommendations for a successful raffle:

- Cash float/cash box
- Raffle Tickets
- Volunteers to run raffle.
- JMMF can help with posters, logos and pricing for your raffle.





# Tax Receipts

JMMF will issue charitable tax receipts upon request in accordance with the Canada Revenue Agency rules and regulations for charitable receipting. For the most current information regarding tax receipting, please refer to [www.cra.ca/charities](http://www.cra.ca/charities).

Charitable tax receipts can be issued to individuals or organizations that make a monetary donation, provided that the donor has not received any benefit such as product or consideration from the donation.

We require the following information to issue a tax receipt:

- Donor's first and last name
- Complete mailing address
- Donation amount
- Name and date of the event

The total value of issued tax receipts cannot exceed the net profits of the event. Tax receipts will only be issued for donations of \$20 or more.

Please note: A business/acknowledgement receipt can be provided to sponsors or other corporate contributions as proof of payment. However, most companies prefer to claim contributions as business or promotional expenses.



The following donations are not eligible for tax receipts:

- Purchase of auction items, gaming/raffle tickets
- Purchase of goods or services
- Donation of services
- Donation of items with an advertising component
- Corporate event sponsorships
- Items for which the fair market value cannot reasonably be determined

JMMF reserves the right to exclude other gifts from being eligible for tax receipts which do not meet JMMF gift acceptance policies, as determined by JMMF in its sole discretion. Please let us know in advance of any corporation or business you plan to approach for sponsorship. We ask this courtesy to ensure we minimize any overlap regarding existing JMMF fundraising activities.

# Financial Accountability

As a third-party event organizer fundraising for JMMF, you are asked to adhere to the following best practices when handling your event's finances:



- When planning an event, take time to organize a budget and take into consideration all the costs associated with putting on the event. Sponsorship and in-kind donations will cover some of these costs, but often not all of them.
- JMMF can not reimburse event costs, so please factor this in when paying for out-of-pocket expenses.
- JMMF cannot cover the insurance, licensing, or permits for your event. Some events may require event insurance, so please make sure you have considered this when budgeting for your event.
- In order to keep our administrative costs down, please submit cash donations in the form of one cheque, along with a copy of your event approval form or a letter outlining the name and date of the event along with other relevant information.
- If there are pledge forms to submit with your donation, please attach one cheque for the total cash amount, donors individual cheques, and detailed pledge forms.

Please submit funds collected within 30 days following the event. All cheques can be made out to:

**The Jessica Martel Memorial Foundation**

Box 3167

Morinville, AB T8R 1S1

# Tips for Event Day & Follow Up

## Build Buzz on Event Day!

- Display your event materials and JMMF information to help us spread the word. Keep track of your offline donors who would like a tax receipt for their donation over \$20. We also have “How to Help” cards with a QR code that allows your supporters to donate directly to us online. All online donors will automatically receive a tax receipt.
- Take lots of photos and share them on social media. Don't forget to follow and tag us so we can like and share too! Engage and challenge your supporters to do the same!



## Post Event Follow Up

- Thank your event participants by sending them an email or a card sharing the total amount raised. Express your appreciation for their support.
- Please submit the proceeds of your event to the JMMF within 30 days of your event date. Attach all documentation that clearly identifies your event.

- Cheques may be mailed to:

**The Jessica Martel Memorial  
Foundation**

Box 3167

Morinville, AB T8R 1S1





The Jessica Martel Memorial Foundation would be delighted to recognize your fundraising efforts in the following ways:

- A BIG Cheque presentation at the JMMF administration building or a mutually agreed location. This a great opportunity to share your success online and with local media too!
- Thank-you letter from our Executive Director
- Donor Spotlight on our social media pages recognizing your hard work and fundraising efforts.

## Ready to host your fundraiser?

[Click Here  
to Apply.](#)

### Contact Information:

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