

The Medical Mercy Canada Society is appreciative of all fundraising suggestions. However, it is not always possible for staff to take on new time-intensive events, given their current duties and responsibilities. The following policies will determine whether new fundraising events will be considered:

- The executive director, in consultation with the fundraising committee, will evaluate all new fundraising proposals
- The profit to volunteer hour ratio and MMC exposure will be evaluated by the executive director
- New proposal evaluations will include: demands on staff time, availability of volunteers available to work on the event, public relations value for MMC, estimated fixed costs to produce the event (including insurance), similarity to other events in the area, how much is financially at risk, how much is estimated to be raised before the event
- Third party events will be considered by the executive director and must meet MMC values. MMC resources should not be expected for third party fundraising events. Insurance will not be provided by MMC for third party events.

If MMC chooses to move forward on a new event, all other parties involved must sign an agreement stipulating such items as:

- Who is sponsoring the event
- Who is responsible for insurance and proof must be provided
- Who is the beneficiary of the funds raised
- Who is authorized to sign contracts with vendors and suppliers
- Who is the official spokesperson for the event
- Will any publicity that uses MMC's name in connection with the event be cleared first by your organization
- Who is authorized to release its use
- Are there any restrictions regarding possible event sites, specific sponsors and/or donor recognition

Post-event evaluation must be conducted within 60 days and will include:

- Volunteer hours estimated and actual
- Cost analysis: estimated vs. actual (total revenue, total profit, revenue/volunteer hour)

Any questions related to the content of this policy or its interpretation should be directed to the Board of Directors.

Date Accepted: September 20, 2016

Date Reviewed: \_\_\_\_\_