



Fundraising Event Guidelines

If you plan to organize an event or activity to raise funds for the Canadian Hero Fund, we do appreciate your efforts, but would ask that you keep the following in mind:

Planning and Executing the Activity

To ensure a successful event, you should plan your activity well in advance and consider what facilities, volunteers, venues, equipment, performers and other resources you may require and any up-front costs you may incur. You should also consider and plan the advertising and promotion of your event, arrangements with potential sponsors, anticipated participation or attendance, how and when funds will be raised, how up front costs will be covered and how proceeds will be collected and properly accounted for.

Consider whether contingency plans are needed. If you need to cancel your event, consider what arrangements will be required to notify participants, to cancel any agreements with third parties, and how expenses will be covered.

Unless the Canadian Hero Fund has entered into a separate written agreement with you, we cannot provide funding, services, promotional materials or other resources.

Responsibility for the Activity

The organization, administration, supervision and operation of the activity, all participants in the activity, and all risks, obligations, and liabilities relating to same, remain the sole responsibility of the organizers and the participants, and are undertaken at the sole risk of the organizers and participants.

The Canadian Hero Fund does not accept any responsibility, obligation or liability whatsoever in respect of the organizers, the participants, the activity, or the organization, administration, supervision and operation thereof, including any liability for personal injury (including death) or property damage, even if we have been advised of the possibility of any such loss or damage and regardless of the nature of the obligation or liability, including but not limited to tort, negligence or any other legal theory.

Safety and Insurance

You should consider the nature of any risks associated with the fundraising activity and take appropriate safety measures, particularly where physical activities are involved. In addition, you should consider obtaining appropriate insurance coverage for your activity. Where participants are either directly involved in physical activities, or may be placed in situations where there is a risk of injury, ensure they are advised of such risks and consider obtaining waivers and express agreement to any other conditions prior to their participation.

If cash proceeds are anticipated, consider the use of controlled access to an appropriately secure cash box and adequate security precautions for those in custody or transporting the proceeds.

Legal Compliance

Please ensure that any activity you undertake is performed in accordance with the applicable laws of your jurisdiction. There may be restrictions, or licenses or other legal requirements if your



activity involves games of chance, lotteries, raffles, alcoholic beverages, the serving of food, public performances, use of public spaces or children as participants. You may also need to enter into agreements with third parties to help you with your activity. Care should be taken to ensure you are dealing with reputable suppliers and to ensure that you understand your legal obligations under such agreements. If you are using materials, names or logos from third parties (such as sponsors), ensure that you have obtained written consent to do so, and ensure you comply with any terms applicable to such consent. If you plan to use audiovisual material at your event, you may need to license such material or pay a royalty, depending on the nature of the event. Avoid any statements that may be considered misleading or deceptive.

Depending on the nature of your activity, you may want to seek the advice of professionals or regulatory authorities for guidance. The Canadian Hero Fund cannot provide any specific assistance or guidance regarding your activity.

Indemnification

You agree to indemnify and hold harmless the Canadian Hero Fund, its contractors, and its licensors, and their respective directors, officers, employees and agents from and against any and all claims and expenses, arising from your activity, including without limitation claims by any participant in any such activity.

No Representation of the Canadian Hero Fund

The Canadian Hero Fund does not authorize you to act for or on behalf us in any manner, whether as an agent or otherwise. You must not suggest or imply, either in any materials, publications, posters or documents that you circulate to promote your activity, or otherwise in any manner, that you act for or on behalf the Canadian Hero Fund in any capacity or that the Canadian Hero Fund itself is organizing, administering or supervising your activity.

In this regard, so long as the nature of your event and activity are consistent with the mission and objectives of the Canadian Hero Fund, you may indicate that the Canadian Hero Fund will be receiving a contribution from the funds raised by your activity, including through the use our “In Support OF” logo. However, you must not otherwise use any the name or logos of the Canadian Hero Fund without our prior written consent. We also reserve the right to withdraw our consent for you to use our name or logo upon written notice to you, if we determine, in our sole discretion, that the activity you wish to undertake is inconsistent with the mission or objectives of the Canadian Hero Fund.