



## SILVERA'S THIRD-PARTY FUNDRAISING GUIDELINES

Silvera meets the essential needs of housing and services  
for Calgary seniors with differing levels of income.



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## WHY SILVERA?

Silvera's residents are your parents, grandparents, friends and neighbours who built our communities. No one ever intends to need affordable housing, but for some it's a reality due to circumstances beyond their control:

- low-paying jobs without pensions
- outliving their savings
- loss of a spouse
- cost of health care
- a lifelong battle with mental health or addiction
- a financial crisis later in life with no time to recover
- job loss before retirement
- little or no family support

Silvera provides programs, supports and services that enhance our residents' spiritual, physical and mental well-being.

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### Before proceeding with any event or campaign to raise funds on Silvera's behalf, please:

- \* review the fundraising guidelines and information outlined in this document.
- \* download the **Third-Party Fundraising Package** at [silvera.ca](https://silvera.ca).

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### THANK YOU!

We appreciate your interest in fundraising for us and look forward to supporting you in your efforts.



## FUNDRAISING GUIDELINES

### WHAT ARE THIRD-PARTY EVENTS?

Third-party activities and events are fundraisers that are organized and executed by an individual or group outside of Silvera and in whole or in part benefit Silvera and support our values, purpose, and goals.

Silvera supporters have hosted a variety of event types, including:

- Silent auctions
- Garage sales
- Car washes
- Bake sales
- Dinner parties

*Please note: Silvera does not participate in or support crowdfunding projects such as GoFundMe campaigns.*

### LET US KNOW

We're happy you're considering hosting a fundraiser on behalf of Silvera. Before you begin planning any event or campaign, please review our Third-Party Fundraising Package, found on our website.

It's important that your efforts align with our purpose, values and behaviours, and we want to ensure your event doesn't conflict with others we may have already planned.

### USE OUR LOGO AND PROMOTIONAL MATERIALS

Contact Silvera's Communications group at 403-567-3616 for our logo, style guide and logo usage approvals.

For promotional materials, please include "in support of Silvera for Seniors" and indicate the percentage of proceeds that will benefit Silvera.

We will provide any informational materials about Silvera you require.

*We have the right to decline events if the name, brand or reputation of Silvera for Seniors is not properly safeguarded.*

### CHARITABLE TAX RECEIPTS

Silvera will issue tax receipts directly to donors. Receipts will not be issued by Silvera for the proceeds of an event.

You will be responsible for all expenses related to your fundraising event, unless agreed to in writing with Silvera first, including permits, licenses, and liability insurance.

You must agree to not keep any portion of the proceeds as profit or compensation for organizing an event on behalf of Silvera.

*Silvera will not assume any legal or financial liability associated with a third-party sponsored event, nor will we assume liabilities for any injuries sustained by event volunteers or participants.*