

## Fundraising Campaigns Appendix A

Thank you for your interest in fundraising to support a project in Arran-Elderslie. The Municipality of Arran-Elderslie is stronger and more vibrant when community organizations support and champion capital projects.

The Municipality of Arran-Elderslie values the commitment and enthusiasm of all community fundraising campaigns – our sincere appreciation for supporting our community.

When organizing a fundraising campaign in support of a council approved project, your communication materials must reflect that the Municipality of Arran-Elderslie is the beneficiary of your efforts.

A simple way to reflect this relationship is to use the wording:

- Event *'in support Arran-Elderslie's X project'* **or**
- *"All proceeds raised at our event will be donated Arran-Elderslie's X project."*

This document outlines the responsibilities of fundraising organizers and ensures consistent and accurate representation of The Municipality of Arran-Elderslie.

When organizing your fundraising event or campaign, please keep in mind the following:

- “The Municipality of Arran-Elderslie” may not be used in the title of your event but can be listed as a beneficiary. For example:  
**USE:** “5km Fun Run in support of Arran-Elderslie Project X”  
**DON'T USE:** “The Municipality of Arran-Elderslie Project X 5km Fun Run”
- We reserve the right to review and approve all promotional materials pertaining to your event or fundraising campaign.
- Any legacy marketing (ie sponsor board or sign) must be approved by The Municipality before printing/manufacture and a maximum 5 year commitment is recommended for signage lifetime. (approval may be given for longer)
- ‘The Municipality of Arran-Elderslie’ cannot be shortened to ‘AE’ in any promotional materials.
- You must obtain permission from The Municipality to use our leaf logo or other Municipal images in any promotional materials. The logo may be provided in black, or white and should not be stretched or altered in anyway. An image behind the logo should not interfere with the logo.
- We reserve the right to promote your event or fundraising campaign, when appropriate, through our website, social media, e-communications or our newsletter.
- We reserve the right, at any time, to ask that you remove our name from the event or fundraising campaign. You hereby agree to remove our name, logo or municipal imagery from any material(s) where they appear.

- The Municipalities limited capacity prevents us from having official representatives at every event. Please share invitations with the Clerks office at least 14 days in advance.
- As the organizer of your fundraising event or campaign, you agree to indemnify and hold harmless The Municipality of Arran-Elderslie and its Council and employees from any and all claims and liabilities in any way related to the event for campaign.