



Community Events Terms of Agreement

By hosting an event in support of UNICEF Canada, both the Community Event Organizer and UNICEF Canada agree to the following:

UNICEF Canada agrees to:

1. Allow the use of the “In Support Of UNICEF Canada” logo.
2. Provide an official letter of support from UNICEF Canada recognizing the efforts of the community event organizer planning and executing a fundraising campaign.
3. Provide the most recent information on UNICEF’s work to be used in event promotional materials.
4. Provide photographs (with appropriate credits) for promotional materials when suitable.
5. Provide guidance on fundraising best practices, and take into account any feedback.
6. Assign a point of contact between the community event organizer and UNICEF Canada.

The Community Event Organizer agrees to:

1. Inform UNICEF of all commercial sponsors associated with the campaign or its events. UNICEF reserves the right to withdraw the permission to use its logo/wordmark and decline any association with the event(s) if sponsors are not in line with UNICEF Canada’s ethical fundraising policy.
2. Take special care to avoid any relationship with alcohol, tobacco, and other high risk companies. There shall be no named alcoholic beverages or tobacco in any piece of promotion for the event, and no logo bearing UNICEF’s brand shall be used alongside any promotion of alcohol or tobacco.
3. Donate a minimum of 50% of all proceeds contributed to the event to UNICEF Canada, while spending less than 20% of all proceeds on expenses.
4. Take special care to avoid speaking on behalf of UNICEF Canada.
5. Ensure UNICEF Canada is the only international charity associated with or benefiting from the event.
6. Ensure that only the “In Support Of UNICEF Canada” logo is used and that it’s used appropriately in event materials. The individual will not use the official “UNICEF Canada” logo for any event materials.
7. Send UNICEF Canada all creative for approval before content and design is finalized.
8. Credit all UNICEF photos with credits as provided.
9. Ensure there are no gifts, collateral, or produced merchandise bearing UNICEF’s brand during the implementation, execution, and completion of the event unless approved by UNICEF Canada.
10. Not take any action which might bring UNICEF Canada’s reputation into disrepute, including, but not limited to, involving UNICEF’s name with political activity.
11. Behave in a courteous and welcoming manner to all parties involved in the campaign (including but not limited to volunteers, donors, potential donors, sponsors, community members, etc.) and ensure all parties take away a positive image of UNICEF Canada.
12. Ensure that it is clear to all volunteers, donors, and the local community that the event’s activities are organized by the Community Event Organizer and that UNICEF Canada is in no way responsible for its organization or linked/partnered with the event.
13. When planning an event, ensure that all necessary permissions from venues and relevant authorities to carry out the event are obtained and that appropriate health and safety measures are in place. UNICEF Canada is not liable in any way for any costs or debts incurred in setting up and running events. Lastly, UNICEF Canada accepts no responsibility for any consequences to guests, the society and/or property resulting from the event/s, travel and stay at location.
14. Use relevant disclaimers on any websites or social networking sites.

We look forward to working with you on your campaign. Thank you for your support, and don’t hesitate to contact us with any questions you may have.