



DeafBlind

ONTARIO SERVICES

Dear event organizer:

Thank you for your interest in hosting your own event in support of the DeafBlind Ontario Services.

The following package contains organizing and planning tips, fundraising event ideas and an event application form. Additionally the toolkit contains templates of important documents, the terms and conditions for hosting an event on behalf of DeafBlind Ontario Services as well as the remittance and event feedback form.

We ask that you kindly complete the **event application form** and submit it to the Senior Coordinator of Development by fax at (905) 853-3407 or by e-mail at scd@deafblindontario.com before you move forward with your event. Once your event has been approved, we can provide you the following:

- ✓ Online resources to help plan and run a successful event at www.deafblindontario.com
- ✓ Letter of Support that validates the authenticity of the event for one year
- ✓ DeafBlind Ontario Services logo for promotional materials
- ✓ DeafBlind Ontario Services representative to attend event (subject to availability)

We look forward to working with you to increase awareness of this complex disability.

Sincerely,

Suzanne Gaudet
Senior Coordinator of Development
905-853-2862 ext 233
scd@deafblindontario.com



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DeafBlind Ontario Services Third Party Fundraising

Have you thought about fundraising to help improve the lives of people living in your community? Do you have a great idea for a fundraising event but aren't sure how to make it a reality?

DeafBlind Ontario Services' fundraising toolkit provides all you need to know on how to organize an event that can make a valuable contribution to the vital work we're doing across the province of Ontario!

This toolkit provides event ideas, organizing tips and other related information designed to help you maximize your fundraising success.

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About DeafBlind Ontario Services

At DeafBlind Ontario Services, we believe with a helping hand and supportive touch, individuals who are deafblind can increase their independence on their own terms. Founded in 1989, DeafBlind Ontario Services provides Intervenor, residential and other specialized services to adults who are deafblind. With residential locations and community services programs across the province, our services extend into a wide range of communities in Ontario.

Through respect, trust and teamwork, we are providing leadership in deafblind awareness, training, programming and services. Inspired by the spirit and determination of the people we support, we are committed to delivering *senseable* solutions we all can be proud of.

Mission Statement

To support individuals who are deafblind to live and thrive within the community through residential and other specialized services.

Vision Statement

We envision and advocate for a community where individuals who are deafblind have every opportunity to reach their full potential. As a leader in the field, DeafBlind Ontario Services contributes to this vision by:

- Developing innovative programs while respecting the individual's choice.
- Providing specialized services
- Strengthening the competencies of people who touch the lives of individuals who are deafblind
- Delivering excellence and expertise in the field of deafblindness

What is a 'Third Party' event?

A fundraising event run by a volunteer, community group or company that is not an official DeafBlind Ontario Services activity is considered to be a "third-party" event where all or a portion of the funds collected are donated to DeafBlind Ontario Services.

Acting independently, with DeafBlind Ontario Services' approval, third-party events are an important resource for raising funds to help us provide the highest quality services to our clients.

Additionally, when you organize a third-party event, you're not only raising money to support DeafBlind Ontario Services – you are also raising awareness about the important work we do across the province!

Here are a few important things to consider:

What support will I get from DeafBlind Ontario Services?

After completing the Event Application Form, the Senior Coordinator of Development will contact you for more information about your planned fundraiser. At this point you will be provided with tools to help you plan and execute your event. If at any point in your planning process you need help, contact us at scd@deafblindontario.com or call 905-853-2862 ext 223. We are more than happy to guide you in the right direction.

How do I cover my expenses for the event if I'm not sure how much I will raise?

This is why goal setting is important. Set a realistic fundraising goal and minimize your expenses. DeafBlind Ontario Services cannot provide you with up-front money to run your event. However, you can choose to contribute your net proceeds (total funds raised minus expenses) after your event has taken place.

The Planning Process

- **Get in the know.** People are more likely to donate or volunteer to help if you can clearly articulate why a cause is important and why you need their support. DeafBlind Ontario Services can provide you with all the information you need to learn about our amazing programming!
- **A good idea can sell itself.** Brainstorm, research and test out your fundraising idea on friends, family and colleagues. Would they be likely to attend and/or give?
- **Know your audience.** Who are you trying to attract to your event? Tailoring the size of your event to the size of your potential audience helps you narrow options for suitable events and venues, and will give you a better idea of how much advance planning and promotion will be required.
- **Set realistic goals.** Setting a realistic fundraising goal helps motivate your team members and gives your supporters something to work towards. This often encourages them to be more generous to ensure you achieve your goal. Give yourself enough time and enlist adequate help to ensure all the elements of your event can be completed successfully. You might consider starting with a small event and growing the event each year as you gain more experience and a bigger following.
- **Keep expenses in check.** Think about expenses and try to keep them in check to avoid any disappointment about the final proceeds you're able to generate for donation. Dream big, but also be realistic about your goal.
- **Have a back-up plan.** Make sure you have a contingency plan, especially if your event is dependent on unpredictable factors like the weather. Setting a rain date, or arranging an indoor venue as a backup, may take a bit of extra planning up front but it will help ensure that the results of your hard work aren't limited by factors you can't control.
- **Timing is everything.** The timing of your event often determines how successful it will be. Check out whether there are competing events on the day or time you have chosen. To give your event special relevance, schedule its theme to coincide with special days. For example, have a St. Valentine's Day bake sale, Christmas craft sale or an event in June for Deafblind Awareness month.

Guidelines for creating your DeafBlind Ontario Services Fundraiser

Step 1 – Choose your Fundraiser (Event Ideas)

There are many ways that you can raise funds for DeafBlind Ontario Services in your community. Here are some great examples of community fundraisers tailored to you!

***Feel free to contact us to learn more about a specific idea!**

<u>At Home</u>	<u>In the Workplace</u>	<u>In the Community</u>
Afternoon Tea Barbeque Oscar Night Party Board Game Night Murder Mystery Night Scrapbook Event Super bowl Party Haunted House Henna Party Garage Sale Birthday Party Fundraiser Host a smaller version of our annual Dining in the Dark Fundraiser!!!*	Head Shave Ugly Tie contest Casual Fridays Bottle Drive Fitness Challenge Karaoke Party Pumpkin Sale International Food Fair Pancake Breakfast Tournaments (e.g. golf, hockey, volleyball, bowling) "A-thons" (e.g. walk, bike, bowl, yoga, skate, dance)	Battle of the Bands Car Wash Local Talent Night Fashion Show Gift Wrapping Stand Dinner and Dance Gala Scavenger Hunt Cook-off Motorcycle Ride Bathtub Derby Regatta Trivia Night

Have an idea not listed above? Go for it! This is by no means an exhaustive list

Step 2 - Find others willing to help with your fundraiser

Once you've chosen the type of fundraiser you are holding, additional support is important. Ask co-workers, friends, family and members of your community to volunteer and help you organize your event. Give each person in your committee a specific task to be in charge of, such as:

- ✓ Promotion of your event
- ✓ Event day logistics and set up
- ✓ Ticket sales, pledge and/or registration collection

Providing specific tasks will ensure your team members feel useful and will keep them motivated.

Step 3 - Plan your fundraiser

With the help of your committee determine the basics of your fundraiser:

- ✓ Date of the fundraiser
- ✓ Location of the fundraiser - Will you need to rent a space? Can you negotiate a not-for-profit rate?
- ✓ How will your fundraiser raise money?
 - Pledge based
 - Donations
 - Event registration fee
 - Sale of items
- ✓ Budget - What expenses will you have, can these be minimized?
- ✓ Will you require permits, licenses, or insurance?
- ✓ How will you display DeafBlind Ontario Services information during your fundraiser?
- ✓ Will you need additional volunteers or support?

We can help guide you through your planning process.

Step 4 - Goal setting

- ✓ Set a goal for the number of participants you would like to have involved in your fundraiser. You can maximize the number of participants by creating awareness about your event, i.e. count down the number of days before the event on your event posters in high traffic areas in your community or at the event site.
- ✓ Set a fundraising goal. Be sure to communicate your goal to all of your participants and volunteers.

Step 5 - Register your fundraiser

- ✓ Simply complete the Event Application Form and submit to the Senior Coordinator of Development for approval. They will contact you to gather additional information about your fundraiser, approve your event and offer any help or support that you may need.
- ✓ The application can be faxed to the Senior Coordinator of Development at 905-853-3407 or emailed to scd@deafblindontario.com.

Step 6 – Fundraising

There are 4 great ways to raise money for your fundraiser:

1. Raise funds online - It's fast, easy and secure:

- ✓ Once you have registered your event, you can send customized emails to friends, family and coworkers to invite them to donate. Each person that donates will receive a tax receipt.

2. Raise funds using a pledge form:

- ✓ Distribute a pledge form to each participant who has registered. Be sure that they clearly write their donors' names. They can also receive tax receipts for their pledges.
- ✓ Try to make the first pledge a big one- others will often follow the amount of the last pledge.
- ✓ A sample pledge form is included in this kit.

3. Charge an event fee on the day of your event or sell tickets in advance.

- ✓ Tickets can be sold online or in person by your volunteer committee members.

4. Corporate Matching.

- ✓ See if your company or a local organization offers matched giving. Some organizations like the LCBO, Costco etc. will donate \$1 for every \$1 you raise.

Step 7 - Promote your fundraiser

Promoting your fundraiser using the tools provided in your package and the relationships you and your committee members have in your community will heighten your fundraiser's presence. Spreading the word about your event is critical to its success.

Here are some tips on promoting your fundraiser through posters, flyers, online and media activities.

Posters and flyers

- ✓ Create posters ensuring you include all relevant event details to promote your event. If you're designing your own poster, send it to us for approval so we can help you

check it against our brand guidelines before you display or distribute it. Local restaurants and cafes often have message/community boards that are great for posters.

Online promotion

- ✓ The internet, email and mobile text messaging are the quickest ways to let people know about your fundraising event. For example, email or text details of your event to everyone in your contact list, asking them to forward it to their friends as well. Social networking sites like Facebook and Twitter are all great ways to spread the word about your event to all your friends. Also check out online event calendars serving your community such as municipal or community center websites to see if they will accept a posting for your event.

Media

- ✓ If you're planning a large event, you might consider sending a press release to local newspapers, radio and TV stations to try to get editors interested in doing an advance story, covering your event or taking photos. Local news outlets love human interest stories, but they receive so many requests to cover fundraising events you often need to have a unique angle, so don't be discouraged if they don't respond to your release. If a reporter does contact you, tell them about your event, what you have planned, why you're doing it, etc., but if a reporter has any questions about DeafBlind Ontario Services, please refer them to us directly 1-855-340-3267 or communications@deafblindontario.com.

Step 8 - Fundraiser Time!

You've put a lot of time and effort into organizing this fundraiser. Make sure participants can find you. Use posters as directional signage on the day of the event and be flexible for any unforeseen challenges that may arise. Don't forget to bring your camera and remember to have fun and enjoy!

Step 9 - Collect and submit funds raised

All money raised should be collected, by or on, the day of your fundraiser from all participants. If participants have raised money online they should also provide you with a print-out of funds raised - remind them to do this prior to the event.

Please forward your funds to DeafBlind Ontario Services within 2 weeks of the fundraising event.

Step 10 - Recognize everyone that helped you

Thank the individuals that assisted you with the success of your event and all of your participants. Face-to-face recognition is the most effective, which can be done at your fundraiser. Email communication is also very effective; however, you must have collected email addresses at the event.

Thank you from DeafBlind Ontario Services for raising funds! Please let us know how your event went, including successes, challenges by filling out the event feedback form. Also please send us any pictures that you took. We'd love to hear from you!

Planning Checklist

Planning can be a lot of fun and easy if you're organized. Use these step-by-step checklists to ensure you stay on track!

Before your event

- Brainstorm fundraising ideas – see our list to decide which best fits you.
- Check into possible safety or legal issues, as well as permit or license requirements.
- Determine how many people you will need to help you execute your plan.
- Enlist volunteers – friends, family, and colleagues are a great resource.
- Let us know about your event by returning the Event Application Form.
- Plan your budget – check out our template.
- Find a suitable location (can you negotiate a non-profit rate?)
- Schedule your event (check that no similar events are happening that day or week).
- Promote your events, ensuring all materials with the DeafBlind Ontario Services logo is approved prior to use.

During your event

- Greet your volunteers and make sure they know their task for the day.
- Thank everyone for attending.
- Assign no more than 2 people to be responsible for handling cash/donations.
- Have a Pledge Form handy for donations of \$20 or more to record donor information – see attached template.
- Display/distribute DeafBlind Ontario Services brochures, videos and promotional materials.
- Collect the funds, safely count and store in a safe place!

After your event

- Thank your donors, they may be someone you reach out to again for your next event
- Complete the Remittances Form - see attached form
- Compile all of your donation forms and money collected. Send to DeafBlind Ontario Services within two weeks of the event. See attached Terms and Conditions for detailed tax receipt information.
- Help us learn from your successes! Evaluate your event and take note of what worked and what didn't. Keep notes of useful contacts and share your learning experiences with DeafBlind Ontario Services and other fundraisers by completing the Event Feedback Form.



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Event Application Form

Your contact information:

Organizer name _____
Business Name (if applicable) _____
Address _____
City / Province / Postal Code _____
Home telephone or cell: _____
Fax number: _____
E-mail _____

Note: if you are under the age of 18, please have a parent or guardian complete and sign this form.

Secondary contact information:

Name(s) _____
Home telephone or cell _____
E-mail: _____

Tell us about your event:

1. Event name: _____ Event date: _____
2. Event venue and location: _____
3. Please provide a brief description of your event:

4. Expected number of event attendees: _____
5. Is this a new event? Yes No
6. Is this an annual event? Yes No If yes, number of years _____
7. Event type:

8. What is your revenue goal? \$_____
9. What proceeds will be donated to DeafBlind Ontario Services?
- All proceeds (no expenses to deduct from amount raised)
 - Net proceeds (all proceeds minus expenses from the event)
 - Partial proceeds (e.g. \$2 from every ticket sold will be donated)
 - Partial proceeds with more than one beneficiary of funds (e.g. another charity).

Please provide name(s) of other beneficiaries:

NOTE: all promotion/advertising for the event must clearly indicate the exact portion of proceeds (e.g. all, net or partial) to be donated to DeafBlind Ontario Services.

10. How are you planning to raise revenue: Ticket sales Donations/pledges
 Silent auction Other (please specify):

11. Does your event require tax receipts? Yes No

NOTE: Please see Terms and Conditions for more information about tax receipting.

12. Do you have a previous relationship with DeafBlind Ontario Services? Yes No

13. Why have you decided to raise funds for DeafBlind Ontario Services?

Promotion:

14. How will you promote your event? Which types of materials do you plan on developing:

Poster Flyer Brochure Website Other (please specify):

15. I am requesting to use DeafBlind Ontario Services logo: Yes No

16. I require a Letter of Support: Yes No

Sponsorship:

17. Do you plan to contact any individuals or companies for sponsorship?

Yes No

If yes, please list them below:

Other:

18. How did you hear about DeafBlind Ontario Services? Website Brochure
Advertisement Word of mouth Other (please specify):

19. I would like to receive DeafBlind Ontario Services bi-annual newsletter: Yes No

By submitting this event application with my name and/or signature I have read, understand and agree to the attached DeafBlind Ontario Services Terms and Conditions.

Please note: this application must be submitted to the Senior Coordinator of Development for review and approval. They will contact you to confirm approval and review any details.

Organizer(s) signature: _____

Date submitted: _____

Thank you!

Office Use Only

Received by: _____

Approved by: _____



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Sample Budget

INCOME	
Ticket Sales/Admission	\$
Sponsors	\$
Donations	\$
Other	\$
Other	\$
TOTAL GROSS INCOME	\$

EXPENSES	
Venues/Location	\$
Supplies	\$
Food and Beverages	\$
Licenses or Permits	\$
Decorations	\$
Printing	\$
Other	\$
TOTAL EXPENSES	\$

Total Gross Income \$ _____

Total Expenses \$ _____

Net Income \$ _____



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Sample Pledge Form

Event Name: _____

Event Organizer: _____

Event Date: _____

I am raising funds to support: _____ DeafBlind Ontario Services

Tax receipts will be issued for donations of \$20 or more.

Cheques can be made payable to DeafBlind Ontario Services.

PLEASE PRINT CLEARLY		Amount Pledged:
Name: Jon Smith Address: 123 Donation Avenue, Newmarket, Ontario	Telephone: 905-555-5555 Postal Code: A1B 2C3	\$25
Name: Address:	Telephone: Postal Code:	\$
Name: Address:	Telephone: Postal Code:	\$
Name: Address:	Telephone: Postal Code:	\$
Name: Address:	Telephone: Postal Code:	\$
Name: Address:	Telephone: Postal Code:	\$
Name: Address:	Telephone: Postal Code:	\$



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Remittance Form

Please complete all fields on this form and submit with the proceeds from your event to DeafBlind Ontario Services.

Date _____

Organizer Name(s)

Address _____

City / Province / Postal Code _____

Phone

E-Mail _____

Event name: _____

Even Date: _____

Revenue from event (amount donating to DeafBlind Ontario Services)

Cash: \$ _____

Cheque: \$ _____

Credit card: \$ _____

Total revenue \$ _____

Please note: if tax receipts are being requested, please be sure to include the donors full name, address, including postal code, and donation amount with this form.

Thank you for your support!



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Sample Thank You Letter

To acknowledge a job well done, don't forget to thank those most important in making your event a success. Showing appreciation isn't just the polite thing to do – it can also make it easier for you to get supporters for your next event. Don't forget your volunteers!

Use the text below and e-mail, mail or use points from the letter to personally thank your key supporters, sponsors and fellow team members for their valued contribution to your event. Personalizing the letter is a great way to show thanks to every supporter.

Dear Friends (or supporters name),

Thank you for supporting my fundraising event, Event Name, held on Event Date at Event Location.

Since 1989, DeafBlind Ontario Services has enabled individuals who are deafblind to live more independently by providing residential and other specialized services. Despite the enormous challenges clients face, they continue to achieve their goals of living as proud, capable and contributing members of their communities. It is a privilege to be able to direct your gift to the clients of DeafBlind Ontario Services so they may continue to be successful in their endeavors.

With DeafBlind Ontario Services celebrating its 25th year, the organization is looking forward to a year of invigorating growth and renewal of purpose, an ongoing commitment to its clients, and most importantly, a year where “a simple touch can lead to endless possibilities”.

Thank you once again for your supportive “touch”.

Sincerely,

(Your name)



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Event Feedback Form

Event summary:

Briefly describe your event:

What was your fundraising goal? \$ _____ How much did you raise? \$ _____

How many people attended your event? _____

How did you promote your event?

Invitations to friends/family/co-workers Internet/Websites Facebook or other social media Posters or signs Radio/Television Word of mouth

What would you consider to be the strengths and/or weaknesses of your event?

What recommendations do you have for future events or other fundraisers?

Did you find the Fundraising Toolkit useful? Yes No

What recommendations would you make to improve the Fundraising Event Toolkit?



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Terms and Conditions

As an event organizer(s) hosting an independent event to benefit DeafBlind Ontario Services, I agree to abide by DeafBlind Ontario Services mission, vision and values and the rules and requirements outlined by the Canada Revenue Agency, the Ethical Fundraising and Financial Accountability Code and the following terms and conditions:

Financial and insurance:

DeafBlind Ontario Services will not fund or reimburse for event expenses or be responsible for any financial losses or unsettled accounts should the event not succeed financially. DeafBlind Ontario Services will not underwrite or insure any Third Party events.

Liability:

Third Party event organizer(s) will not hold the DeafBlind Ontario Services accountable or responsible for any and all actions, causes of actions, claims, damages, losses, injuries, expenses, costs (including legal fees), charges and liabilities arising out of or in connection with the management and holding of a Community Partnership event.

Right of refusal:

DeafBlind Ontario Services reserves the right to refuse or relinquish involvement in any Third Party event that does not meet with its approval without any liability or obligation.

Licenses and fees:

Third Party events organizer(s) must obtain and pay for their own licenses or permits (e.g. Special Occasion Permits or event permits), if required, and ensure they conform to all government regulations (federal, provincial and municipal).

Event revenue submissions:

All proceeds from a Third Party event must be submitted within 30 days of the event to DeafBlind Ontario Services, unless otherwise agreed to. To assist with this, a Remittance Form is attached.

Event cancellation policy:

Third Party event organizer(s) must notify DeafBlind Ontario Services immediately if the event is cancelled or postponed.

DeafBlind Ontario Services Logo:

DeafBlind Ontario Services has a logo which can be used by Third Party events. No promotional or wearable materials including collateral, advertisements, t-shirts, publicity and/or media communications bearing DeafBlind Ontario Services logo will be printed or

displayed without prior review and approval. Please note this may take up to 5 business days.

Promotion:

It is the responsibility of the Third Party event organizer(s) to promote their event. This includes writing and issuing media releases, requesting media (e.g. journalists or television cameras) to attend an event, booking advertising space in publications/online or distributing flyers.

Lottery schemes (including raffles):

According to the Alcohol and Gaming Commission of Ontario, lottery schemes may be defined as any scheme which has the following three components: a prize; payment of a fee; and a chance to win.

Typically, these may include bingos, raffles, games of chance, 50/50 draws, break open tickets and social gaming events held by charitable or religious organizations. In order to conduct a lottery scheme, a lottery license is required. To find out more, contact the Clerk's Department at your local Town Offices. Please note, there is a nominal fee.

Sponsorship:

DeafBlind Ontario Services will not solicit or approach donors, sponsors, supporters or corporations on behalf of the Third Party event nor will we provide contact or e-mail lists.

Tax receipting:

DeafBlind Ontario Services is a registered charity and therefore is eligible to issue tax receipts. The following rules and regulations have been developed by the Canada Revenue Agency and as a registered charity DeafBlind Ontario Services must abide by these rules in order to maintain our charitable status. DeafBlind Ontario Services can issue income tax receipts under the following conditions:

Pledges and donations:

Tax receipts can be issued to event participants and donors following the event, if DeafBlind Ontario Services is provided with a full list of names and addresses (including postal code) of the individuals to be receipted, as well as the amounts (more than \$20.00). In addition, the total funds donated must equal or be in excess of the amount to be receipted.

Tickets:

If planning an event where tickets will be sold (e.g. gala or dinner/dance), contact the Senior Coordinator of Development prior to setting your ticket price to ensure all Canada Revenue Agency guidelines are met. Split tax receipts may be possible. Please note the value of the tax receipt to be issued will be determined after the event. The receipt value depends on factors such as ticket price, meals, complimentary items or giveaways and door prizes.

DeafBlind Ontario Services cannot issue tax receipts for:

- ✓ Cash sponsors of a Community Partnership event. We can provide a Letter of Acknowledgement that the company can use for tax purposes as an advertising expense write off.
- ✓ In-kind sponsors who donate products (e.g. food or items for a silent auction) and receive promotional benefits. Please note that if no promotional benefits of any kind are given, they may be entitled to a Letter of Acknowledgement.
- ✓ Donated services such as hiring someone/thing for an event (e.g. tent set-up or entertainment).

- ✓ Product sales (e.g. t-shirts)

For additional receipting information on tax receipting guidelines, please visit the Canada Revenue Agency website at www.cra-arc.gc.ca.

Photos/video:

DeafBlind Ontario Services has permission to use any photographs or video of Community Partnership events that are submitted by the event organizer or taken by a DeafBlind Ontario Services representative for recognition or promotional purposes in any media and territory in perpetuity.

Representation requests:

While DeafBlind Ontario Services will always try to accommodate requests for a representative or speaker to attend an event or cheque presentation, we cannot guarantee availability.

DeafBlind Ontario Services Privacy Policy:

DeafBlind Ontario Services is committed to the privacy of personal information and acts in accordance with the Personal Information Protection and Electronic Documents Act (PIPEDA). All donor, volunteer and participant personal information is and remains the property of DeafBlind Ontario Services and shall be collected and used in accordance with our privacy policy.

The Ethical Fundraising and Financial Accountability Code (EFFAC):

DeafBlind Ontario Services has adopted the Ethical Fundraising and Financial Accountability Code. In adopting the code, DeafBlind Ontario Services has committed to respecting donors rights to truthful information, privacy, responsible management of funds and accurate financial reporting.

Thank you for taking the time to read and understand this document. For more information please visit www.deafblindontario.com.