



GILLIAN'S PLACE

Community Hosted Events Guidelines

We are grateful for our community's effort and impact to support survivors of gender-based violence. When looking to host an event/initiative, please adhere to the following guidelines to ensure best practices:



REGISTER

Gillian's Place is here to help you, help us. The more advance notice we receive about your intention, the better we can help promote and support your initiative. The registration form can be found under "Register Your Event" tab on the "Host an Event" webpage. The Community Engagement Coordinator will follow up and touch base on how we can make the most impact.

COMMUNICATION

It is important that event organizers communicate to partners, supporters, and sponsors that GP is not organizing the event, but is the beneficiary of the event. A letter of support that validates the authenticity of the of the event can be provided.

APPROVAL

Please clearly indicate to GP staff and on promotional materials the amount and/or percentage of their donation or purchase that will help support GP if raising funds. For example, highlighting that \$5 of the donors ticket purchased for \$25 will benefit GP.

ALLOCATING

Use of GP's logo and name need to be approved by Gillian's Place before being used in promotional material such as flyers, brochures, social media, and print advertisements. Please receive approval before release of promotional materials to ensure it adheres to our guidelines.

RESPONSIBILITY

Gillian's Place has the right at any time or for any reason to request that an event terminate connection with the organization. Gillian's Place will not assume any legal or financial liability for community hosted events.

TAX RECEIPTING

Gillian's Place issues tax receipts for the amount of the actual donation received. Tax receipts will be provided for donations of \$20 or more. We can issue tax receipts to individuals that make a direct donation, without receiving anything in return. Gillian's Place **CANNOT** issue receipts for funds used to cover event expenses, purchase of auction items or prizes and donated services. Please reach out to 905. 684.4000 ext. 276 or justine@gilliansplace.com if you have any questions.



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“Gillian's Place provided me so much more than just a safe place to sleep. They lifted me up when I didn't know how to move forward. They thought of everything I might need. I wouldn't be here without them. They are like family.”

-Former Client

COMMUNICATION SUPPORT

Gillian's Place is here to help ensure your event makes the most impact for those most vulnerable. Once registered, GP can provide our logo, phrasing, and collaborative advice and suggestions for event promotional material. Our social media tool-kit provides a great starting point to build promotional materials.

SPEAKING/TABLING

GP staff may be able to come to your event and table and/or guest speaking depending on availability. Please indicate on the Registration Form if you would like a GP representative and provide as much notice as possible.

MARKETING COLLATERAL

We can provide brochures, donation barrels, flyers and other materials that help potential donors and supporters learn more about the work Gillian's Place does and the impact their donation will make on survivors in our community.

PROMOTION

Gillian's Place is thankful for the community of supporters that enjoy engaging in events that benefit GP and those we serve. Once promotional materials have been approved by staff, we are happy to share the event at least once on our social media pages. Depending on date and suitability, we will highlight the event in monthly newsletter that distributes to almost 6,000 community members.

THANK YOU!

Questions? Please contact:

Amanda Ross (she/her)

Donor & Volunteer Relations Coordinator

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HOPE
SUPPORT
CHOICES