NU Giving

Strong Students, Strong Community.

Third Party Fundraising Guide

NIPISSING UNIVERSITY

Thank You for Supporting Nipissing University

Thank you for your interest in fundraising on behalf of Nipissing University. Third-party fundraising plays an important role in strengthening our University, supporting our students, and enhancing the impact we make across Northern Ontario and beyond. Whether you are an individual, community group, or business, your initiative – big or small – helps create meaningful opportunities for learning and community connection.

This guide is designed to be a clear, practical, and supportive resource to help you plan a successful third-party fundraising activity that benefits Nipissing University.

About Nipissing University & the Impact of Giving

Nipissing University is deeply rooted in Northern Ontario, with a strong commitment to student success, research excellence, and community engagement. Philanthropic support helps:

Enhance student access through bursaries, scholarships, and awards

Support innovative academic programs and applied research

Strengthen Indigenous initiatives and reconciliation efforts

Improve campus life, learning spaces, and student services

Funds raised through third-party initiatives may support Nipissing University broadly or be directed to a specific area of interest. We encourage all third-party fundraisers to connect with the Advancement team early so we can help align your passion with University priorities.

To learn more about the impact of giving at Nipissing University, visit: **giving.nipissingu.ca**

What Is Third-Party Fundraising?

A third-party fundraising activity is an event or initiative organized and led by an individual, group, or business to raise funds in support of the University.

Examples include:

- Community-led events
- Workplace or corporate initiatives
- Personal milestones or challenges
- One-time or annual fundraising activities

As a third-party fundraiser, you take the lead in planning and delivering the event, while Nipissing University provides guidance, alignment, and charitable receipting in accordance with Canada Revenue Agency (CRA) regulations.

How Third-Party Fundraising Works

1. You have an idea for a fundraiser
2. You connect with Nipissing University's Advancement team
3. You plan and host your event or initiative
4. Donations are made directly to Nipissing University
5. Funds support students and University priorities

Getting Started: Required Registration

All third-party fundraising activities must be registered with Nipissing University in advance.

What We Ask:

- Contact the Advancement team at least one month prior to your event or initiative
- Share basic details about your idea, timing, and fundraising goals
- Allow time for alignment on messaging, receipting, and use of the University name or logo

Early engagement allows us to support you effectively and ensures compliance with University policies and CRA requirements. To get started, contact: **giving@nipissingu.ca**

Event & Fundraising Ideas

The most successful third-party fundraisers are rooted in something you enjoy or care about. Your event should reflect your interests, networks, and capacity.

Popular Ideas Include:



Charity tournaments
(golf, hockey, pickleball, trivia)



Bake sales or food-based fundraisers



Fitness or personal challenges



School or community group initiatives



Corporate casual days or staff challenges



Garage sales or craft markets



Ticketed social events

Recurring Events

If you're planning an annual or recurring event, please let us know.
We are happy to help establish continuity, consistency, and long-term impact.

Fundraiser Checklist

Use this checklist to help guide your planning and ensure a smooth experience:

- ☐ Connect with the Advancement team at least one month in advance
- ☐ Confirm your fundraising goal and preferred area of support
- ☐ Receive approval for use of the Nipissing University name or logo
- ☐ Finalize event details (date, location, format)
- ☐ Plan how donations will be collected and directed to Nipissing University
- ☐ Promote your event clearly as a third-party fundraiser
- ☐ Track donor information where required
- ☐ Submit funds promptly following your event
- ☐ Celebrate and thank your supporters

How Nipissing University Can Support You

While third-party fundraisers are independently organized, the Advancement team can provide meaningful support, including:

- Guidance on aligning your fundraiser with University priorities
- Event idea brainstorming and best practices
- A letter of support or authorization, where appropriate
- Approval for the use of Nipissing University's name and/or logo
- Donation processing and charitable tax receipting
- Staff attendance at events, subject to availability

We encourage early conversation so we can determine how best to collaborate.

Responsibilities of Third-Party Fundraisers

As the organizer, you are responsible for:

- Planning, managing, and financing your event or initiative
- Securing venues, permits, licenses, insurance, and vendors
- Managing volunteers and logistics
- Promoting your event
- Ensuring funds are collected and submitted promptly

Please Note, Nipissing University cannot:

- Assume financial or legal liability for your event
- Cover event expenses or losses
- Provide insurance coverage
- Manage ticket sales, vendors, or volunteers
- Guarantee staff presence or tailored promotional support

Values & Alignment

Third-party fundraising initiatives must align with Nipissing University's mission, values, and policies. The University reserves the right to decline or discontinue support for initiatives that:

- Do not align with institutional values or priorities
- May pose reputational, legal, or financial risk
- Conflict with University policies or CRA regulations

We are committed to working collaboratively and transparently to ensure all fundraising activities reflect positively on Nipissing University and our community.

Charitable Tax Receipting (CRA Guidelines)

Nipissing University issues charitable tax receipts in accordance with Canada Revenue Agency (CRA) regulations.

What Is Eligible for a Tax Receipt

- Direct donations only
- Gifts made online or offline directly to Nipissing University
- Donations where no material benefit is received by the donor

What Is Not Eligible

- Ticket purchases
- Registration or entry fees
- Auction purchases
- Raffle tickets
- Sponsorships that provide advertising or promotional benefits
- Gifts-in-kind that do not meet CRA requirements

Receipts are issued by Nipissing University and only when CRA criteria are met. If you have questions about receipting, we encourage you to speak with our team before promoting your event.

Frequently Asked Questions

Can I use Nipissing University's name or logo?

Yes, with prior approval from the Advancement team. Please connect with us before using University branding. We ask that you please include the wording "in support of" to accompany the logo or use of the University's name.

Can I fundraise online?

Yes. The Advancement team can help determine the most appropriate way to collect online donations.

Can I fundraise for a specific program or initiative?

Yes. We encourage you to speak with our team so we can align your interests with University priorities.

Can my event have expenses?

Yes. However, only direct donations made to Nipissing University are eligible for tax receipts. Expenses should be managed by the event organizer.

How long does it take to issue tax receipts?

Tax receipts are issued by Nipissing University in accordance with CRA guidelines. Timing may vary depending on the method of donation.

Can students host third-party fundraisers?

Yes. Student-led initiatives are welcome and must follow the same registration and approval process.

Submitting Funds

All proceeds should be submitted to Nipissing University as soon as possible following the conclusion of your event. Please ensure:

- Funds are clearly identified with your event name
- Donor information is complete and accurate
- Any designation preferences have been discussed in advance
- If you're able, please share a summary of your event with the inclusion of photos so we can help to celebrate your hard work!

Recognition & Stewardship

We value the time, creativity, and generosity of third-party fundraisers.

Recognition may include:



Acknowledgement through University channels



Inclusion in donor impact reporting



Stewardship communication, where appropriate

Recognition will align with University standards and available information.

Ready to Get Started?

We're excited to work with you.

If you're thinking about hosting a fundraiser, or already have an idea, please reach out to the Advancement team so we can help ensure your initiative is successful, impactful, and aligned with Nipissing University's mission.

Contact: **giving@nipissingu.ca**

Additional contact information is available at: **giving.nipissingu.ca**

Thank you for helping shape the future of Nipissing University.

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