



## THIRD PARTY FUNDRAISING POLICY

[www.ryanswell.ca](http://www.ryanswell.ca)

Thank you for your interest in fundraising to support Ryan's Well Foundation. Fundraising is a fun, easy and rewarding way to become involved and make a positive difference in the world. With your support, we can continue to provide access to clean water, sanitation and hygiene education in the poorest regions of developing countries.

Through the incredible acts of others – what we consider the extended Ryan's Well family – we are able to continue our work to BUILD safe water, sanitation and hygiene education projects, EDUCATE people on the importance of access to safe water and sanitation, and MOTIVATE others to get involved and make a difference.

### GENERAL POLICY

Ryan's Well Foundation values the commitment and enthusiasm of all third-party fundraising initiatives – our sincere appreciation for supporting our mission.

When organizing a fundraising initiative in support of the Foundation, your communication materials must reflect that Ryan's Well Foundation is only the beneficiary of your efforts. The Foundation cannot be, or appear to be, in partnership with your organization, involved in the organizing, or collaborating with the organizers or their sponsors.

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

- Event '*in support of Ryan's Well Foundation*' or
- "*All proceeds raised at our event will be donated to Ryan's Well Foundation.*"

We are greatly appreciative of the countless fundraising initiatives organized in support of the Foundation over the years. Our Third-Party Fundraising Policy is necessary to outline the responsibilities of fundraising organizers and to ensure consistent and accurate representation of Ryan's Well Foundation.

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

- "Ryan's Well Foundation" 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 Ryan's Well Foundation"  
**DON'T USE:** "Ryan's Well Foundation 5km Fun Run"
- We reserve the right to review and approve all promotional materials pertaining to your event or fundraising initiative.
- 'Ryan's Well Foundation' cannot be shortened to 'RWF' in any promotional materials.
- You must obtain permission from the Foundation to use the Ryan's Well logo or other Foundation images in any promotional materials. If permission is granted to use our Logo, we kindly ask that you respect our Logo guidelines policy, which will be forwarded to the third-party upon



establishing an agreement. We reserve the right to review and approve all materials featuring our logo or Foundation images.

- We reserve the right to promote your event or fundraising initiative, 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 initiative. You hereby agree to remove our name, logo or Foundation imagery from any material(s) where they appear.
- The Foundation's limited capacity prevents us from having official representatives at every event. If you or the organizers of your event are comfortable speaking about the Foundation, we encourage you to share the information found on our website. Please ensure that guests understand you are not speaking as an official representative of the Foundation.
- We are continuously looking to update our fundraising resources and ideas. By sharing your fundraising ideas with us, you do so with the understanding that Ryan's Well Foundation may share your idea(s) or story through our website, social media, e-communications, newsletter or other promotional materials.
- As the organizer of your fundraising event, you agree to indemnify and hold harmless Ryan's Well Foundation and its Board of Directors and employees from any and all claims and liabilities in any way related to the event.

## **HOW WE CAN HELP**

We love hearing how Ryan's story and the work of the Foundation has inspired others to get involved and make a difference. Please visit our website ([www.ryanswell.ca](http://www.ryanswell.ca)) for helpful information, such as fundraising tips, motivational videos, etc.

## **ABOUT RYAN'S WELL FOUNDATION**

The Foundation grew from the passion and courage of one 6-year-old boy, Ryan Hreljac. Ryan was inspired to take action as a grade one student when he learned of the devastating consequences for people without access to safe drinking water. He was remarkably determined as he succeeded in rallying his community to help him raise the funds needed to build one well in Uganda, Africa. One well that has changed everything. Now more than 20 years later, Ryan's Well Foundation is a family of people committed to providing access to safe water and sanitation as an essential way to improve lives in the developing world. We also educate people about the importance of accessing safe water and sanitation services, and look to motivate citizens of all ages to take action and effect positive change in the world. The Foundation has completed over two thousand water projects and latrines in developing countries all over the world, bringing access to clean water and sanitation to over one million people. Founded in 2001, Ryan's Well Foundation is a registered Canadian charity - No. 88858 7110 RR0001. ([www.ryanswell.ca](http://www.ryanswell.ca))

I have read, understand and agree with this policy.