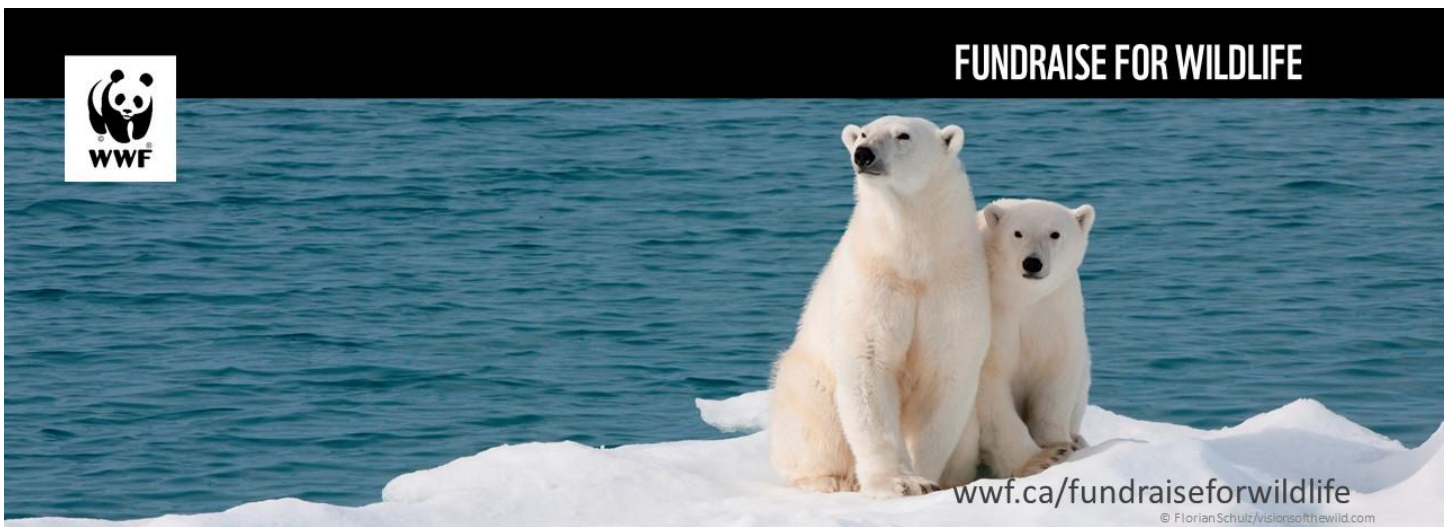




FUNDRAISE FOR WILDLIFE



How can WWF help me with my event?

We hope your online participant center and fundraising page will be very helpful to you as you plan and carry out your event. WWF-Canada can also provide:

- online tools to create your own fundraising page, and to invite others to donate and track your progress.
- support materials such as stickers, postcards, posters, brochures and other informational pieces, based on availability.
- acknowledgment of your direct contribution to WWF-Canada.
- approval of the use of the WWF-Canada Fundraiser Badge/Logo.

WWF-Canada cannot provide:

- staff or volunteer help for your event.
- promotion of your event any place.
- share access to donor or member contact information.
- fund or reimburse any expenses incurred throughout the planning and execution of the event or apply for any licenses for your event.

What kind of WWF materials do I have access to for my event?

Online, you will find pledge forms, posters, fundraising tips, event ideas and Facebook header images. WWF can provide you with printed posters and stickers, information on WWF-Canada Information Conservation programs upon request at gifts@wwfcanada.org.

Where do the funds I raise go?

The funds raised by you through your fundraising event will be used to support ambitious conservation plans. Please visit our website at www.wwf.ca to read recent annual reports and a detailed breakdown of how donor dollars are used in the work of the WWF.

Will my donors and I receive a tax receipt for the amount raised?

Yes, you and your sponsors will receive a tax receipt for donations of \$10 or more. Please make sure that you provide us with complete information for tax receipt purposes.

Can I use the WWF logo at my event?

WWF is one of the world's most respected conservation organizations and our logo is among the most recognizable. After registering online, you may be able to use the fundraising badge/logo to promote your fundraising event. Please confirm details like where and how you intend to use the badge by sending an email to events@wwfcanada.org. Based on your intended use and format, we may release the logo file(s) and legal statement(s) complete with our terms of use. We respectfully request that you only use the templates provided, in the manner outlined, and do not manipulate our logo and the statements in any way. WWF-Canada must approve all materials before finalization.

How will the information collected because of my fundraiser be used by WWF-Canada?

The information collected will be used for purposes of fundraising event registration, issuing tax receipts (as applicable), periodic conservation updates and opportunities to support the mission. If you send us photos and testimonials — which we hope you will — they may be posted at wwf.ca and possibly used in WWF-Canada promotional pieces.