

canadian Humanitarian



"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed it is the only thing that ever has."

Margaret Mead

EVENT AND FUNDRAISING TOOLKIT

Canadian Humanitarian Volunteer Fundraising



Welcome!

Since Canadian Humanitarian's inception we have relied on the generous support of our friends across the country to help us raise the funds necessary to assist children in developing countries. Canadian Humanitarian volunteers, board members and staff are deeply moved at the support we have received, and continue to receive from individuals like you.

It is important for CH to ensure that fundraising on our behalf is made as simple as possible for our supporters. It is hoped that this booklet will assist you in your fundraising endeavors. If you have any questions at any time, please do not hesitate to contact us at the Canadian Humanitarian office in Medicine Hat.

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About Canadian Humanitarian

Canadian Humanitarian is a Canadian non-religious, non-political charitable organization dedicated to assisting disadvantaged children and their families break free from the cycle of poverty. Canadian Humanitarian operates in partnership with five local Ethiopian non-governmental organizations (Project Partners).

What we do

Canadian Humanitarian supports the project partners through the provision of financial-, technical-, and knowledge-based resources. The relationship between Canadian Humanitarian and the project partners ensures that children and families in need receive:

- shelter, food, clean water, clothing, and medical services
- tuition, books, school uniforms and financial support for school
- remedial education to bring children up to their age-appropriate grade, and help children compete for the limited spaces available for continued education
- access to educational and vocational training centers
- training in entrepreneurship, accounting practices, child development, and AIDS awareness

How we work

Canadian Humanitarian is governed by a board of seven volunteer professionals. The organization has one full-time paid Executive Director, two part-time staff, and one full-time Canadian Humanitarian Representative in Ethiopia. Expedition and Child Sponsorship programs are directed by one full-time volunteer. The organization has approximately 50 volunteers across Canada to assist with fund development activities, chapter coordination, and administrative duties.

Canadian Humanitarian operations are accountable to the Board of Directors, project partners, donors, and communities served.

Why Fundraise for Canadian Humanitarian?

Canadian Humanitarian strives to keep administrative costs as low as possible. With minimal permanent staff members, we rely on volunteers to fundraise at a grass roots level and host events across Canada. By hosting an event, you and your community not only raise funds for Canadian Humanitarian, but you also raise your community's sense of global awareness, and can be assured that your efforts are assisting children in developing countries.

The Event

Before you begin to plan and organize your event, consider these important factors for success:

- ❖ **Get in the know.** People are more likely to donate or volunteer to help if you are a champion for the cause, know why it is important, why their support is needed and where the money goes.
- ❖ **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? Sometimes keeping the idea simple can be a good rule of thumb.
- ❖ **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 to decide on an event and the venue needed. Also, this will help to determine how much time is needed to plan and promote the event.
- ❖ **Set realistic goals.** Setting a realistic fundraising goal helps inspire team members and gives supporters something to work towards. The goal encourages people to be generous to ensure the goal is achieved.
- ❖ **Keep expenses in check.** Make sure expenses are kept in check. Create a budget if needed. This may help to maximize the amount of final proceeds to be donated.
- ❖ **Don't over-commit yourself.** 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 work your way up to organizing larger events as you gain more experience.
- ❖ **Have a back-up plan.** Make sure you have a contingency plan, especially if your event is dependant on unpredictable factors like weather. This will help to 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. You may want to give your event a theme that coincides with a special day.

No matter how big or small your event, or how much money you raise, you can be sure that every penny will make a difference!

Event Ideas:

Listed below are some ideas that have been successful as fundraisers. Use these ideas to inspire, motivate, and lead you to creating an event that is uniquely tailored to your expertise and passion!

- Fashion Show
- Garage Sale
- Silent Auction
- Bake Sale

- Movie Night
- Fifty-fifty draw
- BBQ
- Games/Sports Tournament
- Casino Night
- Bottle Drive
- Walk/Swim/Skip-a-thon
- Jeans day at work
- Twoonie Coffee Day at work
- Dance Benefit
- Pancake Breakfast
- Craft Sale
- Scrapbooking Day Retreat
- Car Wash
- Golf Tournament
- Lunches for Literacy
- Birthday donation
- Wedding Favour Donation
- Wedding Gift Donation

Create Awareness

It is imperative that you spread the word and generate excitement about your event using as many promotion channels as possible. Today, channels such as the Canadian Humanitarian website, Facebook, Twitter, and community service announcements can quickly spread news of your event to large groups of people. Make sure people know what is happening by getting out there and:

- Creating and extending personal invitations to family, friends and acquaintances
- Using Canadian Humanitarian posters ensuring you include all pertinent info about your event
- Hanging up posters and distributing information to local coffee shops, sports and community centers, colleges and universities, places of worship, daycares, libraries, local shops, seniors centers, and community centers
- Utilizing the Canadian Humanitarian Facebook page and website
- Updating the Canadian Humanitarian blog through our head office
- Spreading the word using Twitter and Myspace
- Using email or phone to spread the word to family, friends, co-workers, groups you or your family belong to, classmates
- Posting the event online and in community event calendars
- Sending invitations out to businesses directly and via your local Chamber of Commerce
- Getting Media involved as sponsors or through their public service announcements

Media

If you are planning a large event, utilizing free media sources is a great way to generate awareness for your event and advertise the details. Send out a press release to local newspapers and publications, and distribute free public service announcements to radio and TV stations well in advance of your event so they receive as much air and print time as possible.

If a reporter contacts you about your event, tell them as much information as you can including who, what, where, when, and why.

If a reporter has questions about Canadian Humanitarian, please refer them directly to us at 1-403-527-2741 or email bryce@canadianhumanitarian.com.

Tips for Press Release Success

Answer all the important questions first – who, what, when, where and why.

Check for spelling, grammar, and accuracy – then check it again.

Keep it brief and to the point

Include contact information

Write a catchy headline

Double space the entire document

Planning Checklists

Numerous factors need to be thought of in order to plan a successful event. Below are checklists to help you organize a fabulous event!

Pre Event Checklist

- Brainstorm ideas – remember to start off small and as you become more experienced, move to bigger events
- Decide on the Event
- Inform the Canadian Humanitarian head office of the event using the enclosed event proposal form
- Create a budget & work with it
- Look for sponsors and in-kind and financial donations
- Book the event site and other required items.
- Determine the number of volunteers needed

- Recruit volunteers – friends, family, co-workers, use volunteer resource centers
- Create a timeline with action items
- Delegate action items if possible & follow up to make sure their being completed
- Manage risks by identifying safety and legal issues i.e. First aid, weather, permits, licenses, fees/deposits, contracts etc.
- Choose a contact person who is well versed in CH and event to answer any questions
- Promote event with approved materials
- Have a plan in place for clean up after event

During Event Checklist

- Arrive with enough time to set up and in case things do not go as planned
- Have a 'to do' list for volunteers so their not standing around
- Volunteers need to check in & be given a task
- Make sure set up is secure and safe
- Continually move about event to make sure it is running smoothly
- Watch for safety issues (risk management)
- Assign someone to handle donations, ticket sales, cash handling
- Have a tracking system in place for donations, ticket sales, cash handling
- Keep pledge forms available
- Display and/or distribute Canadian Humanitarian forms
- HAVE FUN!
- Clean up

Post Event Checklist

- Collect and account for funds
- Complete the Financial Summary Form
- Hand out volunteer and participant feedback forms, make sure to collect
- Send out a note of thanks to donors, sponsors, volunteers (anyone who helped make the event happen)
- Compile all of your donation forms and money and send it to Canadian Humanitarian within two weeks of the event.

- All feedback is valuable information to use to improve the next event you plan. Share your learning experience, post pictures and make sure to keep notes and details of contacts to use for future use

Ticket Sales

When you are selling tickets for fundraising please ensure the purchase of tickets that have a portion for filling out donor contact info. This is important for tracking purposes and if the donor would like a tax receipt for the portion of the cost that is receiptable.

The following fields should be included on the portion of the ticket retained by you:

- First and Last Name
- Mailing Address
- Phone Number
- Email Address
- Donation Amount
- Event Name
- Date



Useful Forms

Canadian Humanitarian Fundraising Event Proposal Form

Please provide us with the details of your proposed event!

Today's Date: _____

Event Description:

Event Name: _____

Event Location: _____

Event Description: _____

Event Timeframe: _____

Estimated net revenue to Canadian Humanitarian: \$ _____

Estimated cost of event: \$ _____

Contact Information

Primary Contact Person: _____

Email: _____ Phone: _____ Cell: _____

Mailing address: _____

Street City Province Postal Code

Please select the category that best describes you:

CH Chapter Individual Business School Service Club

Community/Social Club Church Group Other: _____

Fundraising Agreement

- I agree to submit all monies to Canadian Humanitarian within 5 days of the event completion date.
- I agree to send all publicity material to CH for approval prior to printing and distribution.

Signature of applicant _____ Print name _____

Sample Press Release

TO: Media name, editor or reporter

FROM: Your name, Canadian Humanitarian

TODAY'S DATE: Day, Date

EVENT NAME: Co-op Garage Sale for Canadian Humanitarian

EVENT DATE: Saturday, May 1, 2011, 1:00-4:00pm

EVENT LOCATION: Maple Lanes Co-op
123 Fundraisers Street
Kelowna, BC

Include a map if location is difficult to find

EVENT DESCRIPTION:

The co-op has come together to sell household, children's and other items in order to raise funds for children and their families in Ethiopia. All funds raised are going directly to Canadian Humanitarian for projects benefiting children and families.

CONTACT: Your name

Phone Number

Email Address

www.canadianhumanitarian.com

Sample Poster

**Event
Title**



DATE:

TIME:

LOCATION:

CONTACT INFORMATION:



Canadian Humanitarian Sample 'Thank You' Note

It is important to acknowledge those that helped to make your event a success. Sending a 'Thank You' note goes a long way to show your volunteers, team members and sponsors that you appreciate their hard work and dedication. It is also a great way to encourage people to support your future events.

Send your 'Thank You' note via email, mail or in person. Be sincere and personable. Make a lasting impression.

Below is a sample 'Thank You' letter to use or to take key points from.

Dear Friend,

Thank you for your generosity in supporting the Canadian Humanitarian (*event name*). With your support we were able to raise (*enter amt*), which goes directly to Canadian Humanitarian. Your support will allow us to assist children and families in Ethiopia break the cycle of poverty by providing access to health care, education, vocational training and the basic necessities of life such as nutrition and shelter.

With minimal administrative expenses, Canadian Humanitarian relies on grass-roots fundraisers for success. By hosting this event in your community, you have advanced the work of Canadian Humanitarian and raised your community's sense of global awareness.

With your support we will continue to make a positive, lasting impact in the lives of Ethiopian children and their families by creating an environment in which they can thrive.

Thank you for your support,

Joe/Jane Fundraiser

Phone: 123-456-7891

www.canadianhumanitarian.com

Canadian Humanitarian Fundraising Feedback Form

Please take a few minutes to tell us about your fundraising experience.

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?

Word of Mouth Email Facebook or other social media Posters

Media Event Calendars Personal Invitations

What would you consider to be the strengths of your event?

What would you consider to be the opportunities for improvement?

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

Did you find Canadian Humanitarians Fundraising Toolkit useful? Yes No

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

We appreciate your feedback. Thank you!

Please fax, email or mail this form back, attention: Executive Director at:

Email: bryce@canadianhumanitarian.com

Mail: Canadian Humanitarian
Lower Level – 476 4th Street SE
Medicine Hat, AB T1A 0K6

Fax: (403) 527-2741

Canadian Humanitarian Volunteer Feedback Form

Please take a moment to evaluate your volunteer experience with Canadian Humanitarian.

Event: _____

Chapter or Location of Event: _____

Event Description: _____

Describe your involvement with this event:

Did you receive enough information prior to and during your event? Yes No

If 'No' please explain: _____

What would you consider to be the strengths of the event?

What would you consider to be the opportunities for improvement?

How would you like to continue to be involved with Canadian Humanitarian?

Sponsor a child

Volunteering

You're a 10 Program

Chapter Member

Scholarship Fund

Board Member

Endowment Fund

Additional Comments: _____

Contact Information (Optional)

Name: _____

Email Address: _____ Phone: _____

Mailing address:

Street

City

Province

Postal Code

Tax Receipt Q & A

Who issues tax receipts?

CH is a registered Canadian charity and is subject to The Canadian Revenue Agency charity regulations (www.cra-arc.gc.ca – Fundraising by Registered Charities, CPS-028)

What is eligible for a charitable tax receipt?

Hosting small events in your own home, like a dinner or a card tournament are relatively straightforward. You collect the funds from your guests, and deposit the revenue to your chapter back account. We require that the donor's contact information, including email address where possible, and amount given.

For larger events, there are some restrictions that may apply. For example: hosting a dinner and auction. If you sell tickets for \$55.00 and estimate the cost of benefit (the dinner) to the attendee actually is \$25.00, then tax receipts for the individual would be issued for \$30.00 each.

For events like a sport event with an entry fee you would first have to calculate the cost to host the event. For example: hiring staff, renting space, etc. Determine a ticket price that will cover those costs and beyond, so you will raise funds. The entry would again be the tax receipt amount. Recording of individual names, addresses, amount of donation and address/contact is important whenever tax receipts are to be issued. CH is now recognized in the USA as a charitable entity and can issue tax receipts to USA citizens and Canadian citizens.

What is not eligible for a tax receipt?

When money is given to CH and a benefit is received by the donor. Call our office for specific situations. CH is unable to issue tax receipts for donations under \$20.00 CDN.

Can a person I collect donations on behalf of receive a tax receipt?

This is a common question when a birthday party or other event is held and those attending give all donations in the name of the person being honored. Revenue Canada only allows tax receipts to be issued to the original person giving funds. In this case the only recipients of any receipts would be the guests who donated.

However, Canadian Humanitarian can ensure that the person being honored receives a certificate of appreciation so they know what has been done for them.

If people at my event would like to donate cash to CH, can I collect this money and just write a cheque to CH?

If individuals do not require tax receipts you may forward a cheque for the lump sum indicating it is on behalf of your guests. We can issue an acknowledgement of the funds received for your records. This is especially pertinent if guests have donated less than \$20.00 for which we cannot issue a receipt.

If donors wish to receive a receipt for cash given then a record must be made of the donation indicating the donors contact info, including email address, and amount donated. We can provide donor envelopes to facilitate this. Then you can send in all funds and envelopes together to CH and ensure that amounts stated and cash sent match in amount.

If someone donates their time, services or skills, (auctioneers, decorators, caterers etc) can they be issued a tax receipt?

For these situations there is only one option. The service provider must be paid and then they are free to donate all or a portion of their fees back to CH. This gives Revenue Canada a paper trail, and ensures to them that the amount being receipted is the amount they really would charge (not inflated).

We received donations from local businesses for our event. Can CH issue tax receipts to them?

Yes, CH can issue tax receipts for actual items but not for gift certificates. The business must send in a list of the items donated on letterhead and the fair market value of these items.

Some businesses have found that deducting the amount as a business expense gives them the same benefit for their corporate tax filing. However, we will issue a tax receipt if they wish to donate to CH specifically.