



**Children's Foundation
Community Fundraising Guide
2021/2022**



Thank you for choosing to support the Children's Foundation through Community Fundraising!

your support makes a difference

Thanks to amazing supporters like you, children in Guelph, Wellington, and Dufferin County are having opportunities they never thought possible. Through community fundraisers, you are positively impacting the lives of local kids!

We value partnerships of every kind in our community, and no matter how large or small, these initiatives are invaluable to the overall fundraising of the Children's Foundation.

Enclosed you will find some guidelines to help manage your fundraiser. If you have any questions at all, please contact the Children's Foundation – our staff is willing to help!

Thank you for everything you are doing to help; we look forward to working with you 😊

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Where your money goes: Building brighter futures!

With the support of our community including private donors, corporate funders, community partners and volunteers like you, over **\$2.3 million** was invested into bettering the lives of **over 25,000 local children** in 2020 through our four core programs:

Adopt-A-Family

Adopt-A-Family matches donors with families to buy them holiday gifts and grocery gift cards that they would otherwise not be able to afford. In 2020...



1,434 families received hope and joy for the holidays
3,136 children and youth received gifts and wishes

Food & Friends

Food & Friends provides healthy food to hungry minds. It gives children and youth the nourishment they need to learn and grow. Each year, approximately...



20,000 students are fed through 105 school programs
2,000,000+ meals are served

Free to Grow

Free to Grow gives children and youth the chance to participate in recreational and life-skill development activities, which benefit their well-being, develop their interests, enhance their personal growth, build their self-confidence, increase their engagement in the community, and foster the skills they need for life. In 2019...



1,381 children were funded
2,215 activities were funded

Scholarships

We provide annual scholarships to remove some of the barriers that youth face when considering post-secondary education, whether it be economic or social challenges. Our Scholarships Program provides financial support, with the criteria for recipients being focused on life achievement and goals in the face of difficult life situations rather than academic standing. In 2020...



21 scholarships were awarded (16 female, 5 male)
Top areas of study: Health Care / Social Work

The sign-up process

step one:

Pick your fundraiser! Decide what you would like to do and how you will raise funds. See page 5 of this handbook for some ideas to get your creativity flowing.

step two:

Complete the **Community Fundraising Sign-Up Form** so we have your fundraiser in our calendar!

step three:

Inform our Community Engagement team of your needs. Within 2-3 business days of submitting your sign-up form, our Community Engagement team will reach out to say hello. We will work with you to find out what assets and support you need to make your fundraiser a success!

step four:

Plan and host your event! Here are some helpful hints:

- **Set a realistic goal** and develop a budget.
- **Reduce expenses** by requesting donations from local business such as auction items, or free online advertising.
- **Solicit support** from companies who may be interested in supporting your initiative by providing sponsorship funds to cover expenses (in return for recognition).
- **Promote your event!** Consider approaching radio, TV and community newspapers and make use of social media. To align your event with your fundraising cause, you may also request permission to use the Children's Foundation logo on your marketing materials. Logos and Brand Guidelines are available on the Children's Foundation website at www.childrensfoundation.org/about/logos-and-guidelines. *CFGW reserves the right to final logo approval on all promotional material.*
- **Go Live** on Facebook, Instagram, or Live Tweet during your event and encourage your participants to share on social media, if appropriate to the flow of your event. A custom hashtag is a great way to engage and moderate an online conversation.
- **Have fun!** 😊

step five:

Once your event is over:

- **Please share** any photographs taken.
- **Complete donation tracking** forms, ensuring all information is collected and balanced.
- **Please submit your donation** within 30 days of your event. Donations by cheque must be made payable to the "Children's Foundation of Guelph and Wellington."
- **Revel in the good you have done** – we will contact you to share your impact!

HOW WE CAN HELP

We want to help make your fundraiser a success. We have prepared a selection of tools you might find useful. If you're in need of any of these items, please reach out to Amanda Kavchak, Communications and Marketing Manager at amanda@childrensfoundation.org.

Letter of support

- A letter from the Foundation confirming the fundraiser may assist in obtaining donations, sponsorships, or support from organizations to participate in your event.

Raffle License

- As a registered charity, we can make your raffle a greater success. Please contact us for more details.

Donation Tracking & Tax Receipts

- We can provide donation tracking forms to help record cash contributions.
- As a registered charity, we can also issue tax receipts for donations of \$20 or more. Please provide donor names and mailing addresses to have tax receipts issued.
**Please note that the Children's Foundation closely adheres to Canada Revenue Agency (CRA) guidelines for tax receipting.*

PROMOTIONS

- We are happy to help promote your event through the following channels:
 - Social media – please tag us @ChildrensFdnGW, and we will re-share whenever possible
 - Website – we can list your event under our Community Fundraiser listings
- We may be able to supply some promotional materials (banners, stickers, brochures, etc.) for your fundraiser, depending on availability.

Fundraising Page

- If you would like to set up an online fundraising page, please [click here](#).
 - Tax receipts will be issued for donations of \$20 or more.

USEFUL INFORMATION

Thank you for helping the **tens of thousands** of children that are supported by the Children's Foundation of Guelph and Wellington. We know there is a lot of time and effort that goes into fundraising, and we appreciate your passion, energy, and hard work!

Below are some guidelines to help make your fundraiser run smoothly:

- The organizer agrees to handle all monetary transactions for the fundraising event.
- Cheques for sponsorship to be used to cover expenses should be made payable to your event or organizing committee.
- Promotional materials must state "In support of the Children's Foundation of Guelph and Wellington" and be approved by the Children's Foundation prior to distribution.
- In an effort to maximize your donation, the event organizer is responsible for all aspects of the initiative including advertising, ticket sales, sponsorship and all expenses incurred.
- If you are submitting funding requests where you must apply on behalf of the Children's Foundation and use its charitable registration number, these must be reviewed with the Director of Community Engagement prior to the application.
- Unless otherwise agreed upon, event insurance, liquor licenses, security deposits and any other legal or contractual requirements are the sole responsibility of the event organizer. CFGW cannot assume any liability for the event.
- The Foundation does not support initiatives that pose a health hazard or engage in illegal activity. All marketing and promotion must be compliant with Canada's anti-spam legislation (CASL).

Ideas to get your Fundraiser started:

- Races – virtual or in-person runs, bikes, etc.
- "A-thons" – reading, walking, dancing, etc.
- Wine Tasting or Dinner Party – business ventures, girls night out, barbeques, etc.
- Work-out Challenges
- Virtual Birthday Party
- Silent Auction
- Golf Tournament
- Concert or Music Event
- Car Wash



CONTACT INFORMATION:

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