



Children's
FOUNDATION
OF GUELPH AND WELLINGTON
Building brighter futures

Third Party Fundraising Handbook

So, you've decided to host a fundraising event... Thank you!!

Your involvement helps improve the lives of local children.

We couldn't do what we do without you 😊

your support makes a difference:

Thanks to amazing supporters like you, children in Guelph and Wellington County are having opportunities they never thought possible. Through third party events such as golf tournaments, bake sales and auctions, donors and volunteers like you are positively impacting the lives of local kids... and having fun while doing it!

We are so grateful to the many groups and individuals who organize community fundraising events to help support the Children's Foundation of Guelph and Wellington (CFGW).

No matter how large or small, these initiatives are invaluable to the overall fundraising of the Children's Foundation. Thank you!!

Enclosed you will find some guidelines to help manage your event. If you have any questions at all, please contact the Children's Foundation – our staff will be 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 million** was invested into bettering the lives of **21,447 local children** in 2017.

Because of YOU...



Scholarships

Scholarships not only make post-secondary education possible, they increase self-worth and self-esteem, inspiring recipients to achieve independence and life-long success.



17 students received scholarships for post-secondary education.



53% of recipients are planning careers in service fields, including teaching, healthcare and social work.



Adopt-A-Family

Adopt-A-Family provides more than just gifts and groceries. It eases stress, strengthens family relationships, and builds trust between the family and their social worker, helping families start off the New Year with hope and empowerment.



2,592 children and youth had their Christmas wishes come true.



1,186 families were supported and strengthened including 87 non-custodial parents spending time with their children over the holidays, 83 independent youth and 33 grandparents / guardian families.



725 individual and family donors plus 399 business and group donors adopted families.



Food & Friends

Food & Friends brings healthy food to hungry minds, planting the seeds for a stronger future by helping students establish healthy eating habits and teaching them transferable life-skills.



2.2 million meals were served to over 17,000 students.



Over 40,000 volunteer hours were contributed at 104 student nutrition programs.



83% of schools in the Upper Grand District School Board and 73% of schools in the Wellington Catholic District School Board have Food & Friends programs.



Free to Play

Free to Play not only gives children and youth the chance to participate in recreational activities, it also helps develop attributes like self-confidence and teamwork skills.



1,181 children received financial assistance to participate in 1,930 activities. 317 of these children were first-time applicants.



\$180 was the average registration fee cost, per activity.



420 children learned a lifesaving skill by taking swimming lessons.

Find out more at childrensfoundation.org

The Application Process:

Step one:

Pick your fundraiser! Decide what you would like to do and how you will raise funds. See page 7 of this handbook for some ideas to get your creativity flowing.

Step Two:

Complete the [Third Party Fundraising Event Agreement](#) form and submit it to the Children's Foundation by fax or email. See page 7 for contact information.

Step Three:

Wait for approval. Once you have submitted your application form please wait for approval from the Children's Foundation before you begin promoting your event. The approval process usually takes 2-3 business days.

Step Four:

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

- **Set a realistic goal** and develop a budget.
- **Recruit volunteers** to support your initiative.
- **Reduce expenses** by requesting donations from local business such as auction items, hall space, food and drink or free advertising space.
- **Solicit support** from companies who may be interested in supporting your initiative by providing funds to cover expenses.
- **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.
- **Live Tweet** or Facebook post during your event and encourage your participants to share on social media, if appropriate to the flow of your event.
- **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."
- **Please return borrowed materials** within a week of the event.
- **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 successful event. We have prepared a selection of tools you might find useful. Please contact the Events Manager to obtain any materials.

Letter of support

Often a letter from the Foundation confirming the fundraiser will assist in obtaining donations, sponsorships or support from organizations to participate in your event.

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. If a donor receives something in return for their money, it is considered a purchase, not a donation, and is not eligible for a tax receipt.

It is the CRA's view that where the coordinator of a fundraiser collects funds from the general public and pays the amount to a registered charity, the coordinator is not entitled to a charitable donation receipt. The coordinator of the fundraiser acts as an "agent" for the persons (donors) from whom the funds are collected. The property transferred to the charity is the property of the donors on the understanding it would be given to the charity. Those persons are entitled to a charitable receipt within the guidelines of tax receipting rules applicable to events.

Event signage

The Children's Foundation has wall banners, pull-up banners, posters and brochures to help spread the word at your event. Please contact us for further information.

PROMOTING YOUR EVENT

If your initiative is a public event we are happy to help promote it! We will include your event on the Children's Foundation website under event listings and share information on our Facebook page and Twitter feed. While we are happy to help spread the word, the event organizer will have primary responsibility for ticket sales and attendance. Please send any event links and ticket information to the Events Manager for promotion.

Fundraising Page

If you would like to collect online donations, we can help you build a donation page. This is a safe and convenient way for supporters to make their donations and each donor will receive their tax receipt (for donations of \$20 or more) immediately by email.

USEFUL INFORMATION:

Thank you for helping the thousands of children that get support from 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 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 material 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 volunteers, advertising, ticket sales, sponsorship and all expenses incurred.
- If the support of CFGW staff, volunteers or other support is needed, the organizer will contact the Events Manager with ample notice. Support will be given on the basis of availability and is not guaranteed with the signing of the Event Agreement.
- 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 Events Manager 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 outreach must be compliant with Canada's anti-spam legislation (CASL).

Event Ideas to Get started:

A-thon's

- Dance
- Skate
- Swim
- Walk
- Bowl
- Run

Auctions

- Art Auction
- Live Auction
- Silent Auction
- Online Auction

Contests & Games

- Trivia
- Bingo
- Cook-off
- Dunk Tank
- Pumpkin Carving
- Costume Contest
- Guessing Contest
- Singing/Talent Contest

Sales & Concessions

- Art/Craft Sale
- Bake Sale
- Book Sale
- Garage Sale
- Re-gifting Sale
- Concession Stand

Social Events

- Barbecues
- Birthdays
- Picnics
- Retirements
- Anniversaries
- Carnivals/Fairs

Tournaments

- Board Games
- Dodge Ball
- Paintball
- Bowling
- Hockey
- Pool
- Golf

Other Ideas

- Appreciation Day
- Battle of the Bands
- Brown Bag Lunch Day
- Car Wash
- Concert
- Dance
- Donate in lieu of gifts at Staff or Birthday Party
- Fashion Show
- Garden Party
- Head/Beard Shave
- Holiday Flower Sale
- Holiday Tree Festival
- Jeans Day/Casual Day
- Super Bowl Party
- Jewellery Party
- Karaoke Night
- Jail n' Bail
- Pie Toss
- Potluck Party
- Treasure Hunt
- Store Opening

Contact Information:

Children's Foundation of Guelph and Wellington
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