



**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 😊

## Contents:

Where Your Money Goes.....	Page 3
The Application Process.....	Page 4
How We Can Help.....	Page 5
Useful Information.....	Page 6
Event Ideas to Get Started.....	Page 7
Contact Information.....	Page 7

# Where your money goes: Building brighter futures!

With the support of our community including private donors, corporate funders, community partners and volunteers like you, **\$1.94 million** was invested into bettering the lives of **20,197 local children** in 2016.

## Note from the Executive Director



With unprecedented demand, especially for our Free to Play and Adopt-A-Family programs, 2016 was a challenging year. Although we could not help everyone, we were able to help more children than ever before. We had hoped to begin funding equipment through Free to Play, in addition to the existing registration fee funding, but we had to halt this expansion to meet this increased need. Making this difficult decision illustrated the importance of strategic planning. In 2017, we are reaching out to the community to try to understand where our help – your help – is needed most. Thank you for your past support and your commitment to strengthening our community's future, one child at a time. We look forward to sharing our next three-year vision with you in June and working with you to achieve it.

*Jonna Banda*

**20,197** Children Helped in 2016

**9,220** Guelph (46%)

**7,781** Wellington (39%)

**3,196** Dufferin (15%)

## Free to Play

Gives children a chance to participate in recreational activities they couldn't otherwise afford.

**1,851** activities funded including swimming, camp, soccer, gymnastics and dance

**1,160** children received financial assistance to participate in the activities of their choice, **187** more than in 2015!

**316** tickets provided for family outings including River Run concerts, Storm games, Hillside and museum passes

**\$300** financial assistance, on average, provided to each child



## FOOD & Friends

Brings healthy food to hungry minds with breakfast, snack, morning meal and lunch programs.

**103** programs served an average of **16,623** students



**900** volunteers prepared **1.9 million** meals

**\$275** provides a healthy breakfast for an elementary student for an entire school year

## Adopt-A-Family

Matches donors with families in need in order to lift spirits and make Christmas shine a little brighter.

**2,396** children and youth in **1,114** families had their Christmas wishes come true, **343** more than in 2015!

**29** "last minute" referred families were helped in the week right before Christmas thanks to general donations



**50** volunteers worked in Santa's Workshop helping match **990** donor groups with families



## Scholarships

Helps youth take the next step in their educational journey.

**18** youth were provided scholarships for post-secondary education



**900** volunteers prepared **1.9 million** meals

**\$275** provides a healthy breakfast for an elementary student for an entire school year

## 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](http://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 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:

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