

Canadian Humanitarian Organization
for International Relief
Event and Fundraiser Toolkit



Canadian Humanitarian Organization for International Relief



“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

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 Canadian Humanitarian to ensure that fundraising on our behalf is made as simple as possible for our supporters and that you have the tools you need. We know that this toolkit 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 at info@canadanhumanitarian.com.

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About Canadian Humanitarian

Canadian Humanitarian Organization for International Relief 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 our 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 staff member, two part-time staff, and one full-time local Canadian Humanitarian Representative in Ethiopia. Expedition and Child Sponsorship programs are directed by one full-time volunteer. The organization has approximately 50 regular volunteers and countless casual 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 the 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 consider these important factors for success:

- ❖ **Learn about our work.** 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. This will also help to determine how much time is needed to plan and promote the event.
- ❖ **Set realistic goals.** Setting a realistic fundraising or attendance goal helps inspire team members and gives supporters something to work towards. The goal encourages people to be generous and motivates everyone to ensure it is accomplished.
- ❖ **Keep expenses in check.** Make sure expenses are kept in check. Create a budget if needed. This will 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 and volunteer support.
- ❖ **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.

Remember, 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

Use these ideas to inspire, motivate, and to lead you to creating an event that is uniquely tailored to your expertise!

- Fashion Show
- Silent Auction
- Garage Sale
- Bake Sale
- Movie Night
- Fifty-fifty draw
- BBQ
- Games/Sports Tournament
- Casino Night
- Bottle Drive
- Walk/Swim/Skip-a-thon
- Jeans day at work
- Lunches for Literacy
- Birthday donation
- Wedding Favour Donation
- Wedding Gift Donation
- Twonie Coffee Day at work
- Dance Benefit
- Pancake Breakfast
- Craft Sale
- Scrapbooking Day Retreat
- Car Wash
- Golf Tournament
- Dinner/Gala Evening
- Magic Show

Create Awareness!

It is imperative that you spread the word and generate excitement about your event by promoting through the various channels that are available. **The BEST way to promote your event is by personally inviting friends, family and neighbors.** The more people that are personally inviting people the better your attendance will be. This should be your primary method for getting others involved. Below are some supplementary ways that you can let your community know about your passion for Ethiopia, your event and the work of Canadian Humanitarian.

Get out there and...

- Create personal invitations
- Use Canadian Humanitarian posters ensuring you include all pertinent info about your event

- Utilize the Canadian Humanitarian Facebook page and website
- Hang up posters in local coffee shops, sports and community centers, colleges and universities, places of worship, daycares, libraries, local shops, senior's centers, and community centers.
- Use email or phone to spread the word to family, friends, co-workers, groups you or your family belong to, classmates
- Get Media involved
- Create a blog
- Spread the word using Twitter and Myspace
- Post the event online and in community event calendars
- Send invitations out to businesses directly and via your local Chamber of Commerce

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 info@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, but avoid puns

Double space the entire press release for readability

Planning Checklists

Depending on the size of your event there may be a number of things that need to be planned. Below are checklists to help you organize a fabulous event! (Some items do not apply to smaller events)

What kind of event should I hold?

- Ask the question; “How much do I want to raise? \$500, \$5,000 or \$50,000?”
- Ask “How many people do I want to engage at this event? 10, 100 or 200?”
- Brainstorm ideas – Any idea is ok.
- Select an event that compliments your talents, abilities and resources - The number of people you want to engage and the amount of funds you want to raise will help you make this decision.
- Inform the Canadian Humanitarian head office of the event - Under \$5,000 a simple email, over \$5,000 please using the enclosed event proposal form.

Pre - event

- Recruit volunteers – friends, family, co-workers
- Create a budget & work with it – Larger events may qualify for seed funds from CH head office
- Create a timeline with action items
- Delegate action items if possible & follow up to make sure their being completed
- Look for sponsors (In-kind and financial) to reduce costs – Approach service clubs, local businesses etc
- Book the event site and other required items early.
- Choose a contact person who is well versed in CH’s work as well as the event to answer any questions
- Promote event with approved materials
- Have a plan in place for clean up after event

During Event

- Volunteers need to check in & be given a task

- Continually move about event to make sure it is running smoothly
- Arrive with enough time to set up and in case things do not go as planned
- Assign a trusted volunteer to handle donations, ticket sales, cash handling
- Use CH financial records to track donors and their donations
- Display and distribute Canadian Humanitarian info
- HAVE FUN!
- Clean up

After Event

- Collect and account for funds
- Complete the Financial Summary Form – Send funds and form to CH head office as soon as possible (For chapters, funds can be deposited in your chapter account)
- Send out a note of thanks to donors, sponsors, volunteers (CH can provide thank you cards)
- Meet with your volunteer team to discuss successes and challenges. This info will help you run another successful event.

Thank you for holding a great event!

Tax Receipt Q & A and Forms

Who issues tax receipts? Canadian Humanitarian's head office in Medicine Hat issues all receipts for all donors in Canada. We issue tax receipts once a year for all donations received in the previous year.

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 send the funds in to the CH head office (or deposit them into your chapter account). When any money is sent into our office or deposited into an account please send us a completed the *Event Donation Tracking Form* for each donation and each donor.

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 the benefit (i.e. the dinner) received by the attendee to be \$25.00, the tax receipt issued to the individual would be \$30.00. *Remember the CH head office will issue these receipts.*

Any specific questions about tax receipting can be directed to Bryce at Bryce@canadianhumanitarian.com. If you are ever unsure about whether a contribution is eligible for a charitable receipt please contact the CH office.

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.

If people at my event would like to donate cash to CH, can I collect this money and just write a cheque to CH? Yes! But if they want a tax receipt it gets a little tricky. If individuals do not require tax receipts you may forward a cheque (or deposit the funds in to your chapter account) for the lump sum indicating it is on behalf of your guests. We will issue an acknowledgement of the funds received if contact info is provided.

If donors want a receipt, CH needs to receive their donation directly from them. Deposit their cash in to a chapter bank account and fill out the *Event Donation Tracking Form*. If you are not part of a chapter, send us the funds (as cash or in a money order) with the *Event Donation Tracking Form* and we will issue receipts accordingly.

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. They will be issued a receipt for the amount they donate back.

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. If the in-kind donation is valued at over \$500 contact our office for special arrangements.

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.

ALL cheques must be made out to Canadian Humanitarian. Please do not send cash in the mail. A financial summary form must accompany all income submitted to Canadian Humanitarian.

Canadian Humanitarian Fundraising Event Proposal Form

Thank you for taking the time to fundraise for CH! We appreciate all you do. Please fill out the form below so CH is able to help you promote your 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 _____

Date _____

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: For further information please contact:
Your name, e-mail and phone number
www.canadianhumanitarian.com

Event Poster

(Insert title in this space)



DATE:

TIME:

LOCATION:

CONTACT INFORMATION:

www.canadianhumanitarian.com

In support of

CanadianHumanitarian³
Organization for International Relief

Creating lasting impact for children in Ethiopia

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 kindly,

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?

Could we feature your story on our website, promotional materials and/or blog? Yes No

We appreciate your feedback. Thank you!

Please fax or email this form attention Executive Director at:

Fax: (403) 527-2741

Email : info@canadianhumanitarian.com

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?

- | | |
|--|---|
| <input type="checkbox"/> Sponsor a child | <input type="checkbox"/> Volunteering |
| <input type="checkbox"/> You're a 10 Program | <input type="checkbox"/> Chapter Member |
| <input type="checkbox"/> Scholarship Fund | <input type="checkbox"/> Board Member |
| <input type="checkbox"/> Endowment Fund | |

Additional Comments: _____

Contact Information (Optional)

Name: _____

Email Address: _____ Phone: _____

Mailing address: _____

Street

City

Province

Postal Code