

Community Fundraising Kit



You are helping us to support women and their children on a path towards a life free from violence and abuse. Every dollar raised is important and every donation received will be used with gratitude.

Thank you for choosing My Sister's Place.



Contact
Jenn Cloutier-Jury
(705)440-7106
prfund@mysistersplace.ca



My Sister's Place
A Safe Place for Women and their Children

Thank You for obtaining our Community Fundraising Kit, and taking the step towards creating a successful third party fundraising event in support of My Sister's Place. Each year our organization requires the willingness of individuals and organizations to embark on third party fundraising events in order to meet our financial needs. The financial impact third party fundraising has on our programs and services is significant. We are so appreciative of your efforts and would be like to support you in your planning and execution of a successful event. Please complete our Third Party Fundraising Proposal, and return it to our Public Relations and Fundraising Coordinator for approval. If your event meets our criteria then you will receive our approval and can begin your planning!

How Can My Sister's Place Support Our Planning?

- We will provide a Community Fundraising Kit complete with step by step instructions and tips
- Provide advice and expertise on event planning and marketing
- Provide a representative from our organization (when available) to attend your event (if applicable)
- Advertise your event on our website and social media outlets
- Provide a letter of endorsement that validates the authenticity of the event
- Provide you with a copy of our logo for you to use on any marketing material, t-shirts, or event signage
- Allow you to borrow our signage, and limited promotional items should it be available



**Support
Generates
Success**

It always seems impossible, until it's done. - Nelson Mandela.

What Are You Looking For In A Third Party Fundraising Event?

My Sister's Place will be determining eligibility of a Third Party Event based on the following criteria:

- Does your event fit with the mission, vision and strategic plan of My Sister's Place?
- Does your event have any overlap or is it in competition of an event that is currently being sponsored by another group or by My Sister's Place?
- Does the event date/time/location work with current events and is it located in South Simcoe?
- Is your event plan, goal and fundraising objective achievable?
- Do you have a cancellation and rain date plan established and does it meet the criteria above?
- Have you researched and sought out sponsors, licenses, permits?



Checklist for Applying

- Third Party Fundraising Application
- Fundraising Guidelines signed contract
- Waiver for Borrowing Materials (if applicable)



What we are not able to help with...

- My Sister's Place is not able to help you with tasks to assist in the running of the event/fundraiser (i.e. sourcing prizes, organizing publicity, providing staff resources, goods or services)
- We can not provide funding or reimbursement of your expenses.
- We can not allow you to use our name/legal name as part of your fundraising activity name as it is not one of our "official" events.
- We are also not able to provide you with contact lists, donor lists or volunteer lists because of privacy legislation
- We can not apply for licences, permits or insurances as these are not our responsibility, they are that of the organizer.

5 Steps To Planning Your Fundraising Event

STEP 1

Once you've received your confirmation of approval letter from My Sister's Place then you are all set to go ahead and start your planning! You may require a committee if it is a large event. If you require volunteers, it is a good idea to recruit them early.

STEP 2

Make your plan. Create a time line for the event and a task list to execute the event. This is also a good time to create a budget and seek out sponsors or in-kind vendors. Seek help from your community. To obtain sponsors you have to be able to prove that it is worth their time, so make sure to detail what they get out of it (Advertising, passes for free entry, attention on social media..etc)

STEP 3

Once your planning is underway and you have your sponsors, your volunteers and are getting close to the day of the event, check in with our Public Relations/Fundraising Coordinator to see if there is anything you may have overlooked or need assistance with, such as signage or perhaps some of our brochures.

STEP 4.

Hold your event and have fun! Make sure to take lots of pictures and post to our social media accounts often. If you have arranged for a representative from our organization to attend, they will be happy to help out where ever they can. Just a reminder, you are only as strong as your volunteers, so make sure to go above and beyond to make them feel appreciated.

STEP 5

Celebrate your successes! Within 2 days of hosting the event, please send a confirmation email to prfund@mysistersplace.ca advising us of the amount you successfully raised. We want to brag on your behalf as soon as we can. Within 14 days of finishing your event, please complete the wrap up report and submit it to My Sister's Place, along with any amount raised.

For Information, Facts and History
visit our website
www.mysistersplace.ca



My Sister's Place
A Safe Place for Women and their Children



FUNDRAISING GUIDELINES

A “Third-Party Event” is defined as any fundraising activity designed, planned, managed and resourced by a group or individual(s) externally from My Sister's Place (People In Transition Inc.) and where My Sister's Place is the benefactor of the fundraising initiative.

Organizer/Fundraisers Responsibilities

- All expenses are the responsibility of the event organizer. My Sister's Place (People In Transition Inc.) are not responsible for any expenses incurred for a third-party fundraising activity, and will not advance funds or reimburse expenses. We recommend finding event sponsors or charging a registration fee to help cover expenses.
- You may not purchase goods or services under the My Sister's Place (People In Transition Inc.) name.
- The event organizer/fundraiser is responsible for the planning and execution of the event including safety precautions and adherence to applicable laws including providing necessary permits, licenses and insurance. As the beneficiary of a fundraising event, My Sister's Place (People In Transition Inc.) does not accept or assume any liability associated with the event including but not limited to any injuries sustained by event volunteers or participants during the event. The event organizer/fundraiser will indemnify, defend, and hold harmless My Sister's Place (People In Transition Inc.), its employees and Board of Directors. from any and all claims that may arise out of or relate to such event.

Promotion & Publicity

- All third party events must be publicized and conducted in a manner that makes it clear that My Sister's Place (People In Transition Inc.) is the beneficiary, not the sponsor or host of the event.
- Promotional materials must clearly state that the event is raising funds that will benefit My Sister's Place (People In Transition Inc.) and that our company logo and tagline “A Safe Place for Women and their Children” is on all material that goes out to the public
- Event names may not incorporate the name My Sister's Place (People In Transition Inc.) without the permission of My Sister's Place (People In Transition Inc.). A second clause identifying the relationship of the event with My Sister's Place (People In Transition Inc.) is fine and should include our Logo as well.
- All event materials that include the My Sister's Place logo, including, but not limited to, advertising, press releases, posters, flyers, tee-shirts and public service announcements, must be reviewed and approved prior to distribution.
- All social media posts must tag My Sister's Place on Facebook, Twitter, Instagram, etc and the organizer/fundraiser will provide My Sister's Place with links to all social media outlets they will be advertising on.

Financial Policies

- The event organizer may not keep any portion of the proceeds (beyond real expenses) as profit or compensation for organizing the event.
- If goods are sold to raise money as part of a fundraising event it must be made clear to the event participants what percentage of the sale price benefits My Sister's Place (People In Transition Inc.)
- The organizer/fundraiser is responsible for keeping clear records and reporting all donations to My Sister's Place (People In Transition Inc.). All donations and fundraising contributions must be submitted to My Sister's Place within 14 days of the end of the event/fundraiser along with the wrap up report and tax receipt information if issuing tax receipts is necessary.

FUNDRAISING GUIDELINES

Cancellation & Changes Policies

- The organizer/fundraiser is required to submit a cancellation notice in writing to My Sister's Place 1 week prior to when the event was scheduled. If there is a rain delay, the organizer/fundraiser is responsible for notifying My Sister's Place.

Tax Receipts

It is very important that you understand the guidelines about tax receipts. It is the organizer/fundraisers responsibility to communicate with donors regarding tax receipts. The following are guidelines for tax receipts.

My Sister's Place will issue Tax Receipts in the following circumstances:

We will only issue tax receipts to individuals or companies for the actual donation received by My Sister's Place. We will issue a tax receipt to individuals or companies that make a donation without receiving a benefit/tangible item in return. Tax receipts are provided for donations of \$10 or over. My Sister's Place will issue the tax receipts for Third Party Events as long as the wrap up report contains contact information of each donor and documentation of their payment method. The event organizer/fundraiser is responsible for making sure all money collected after expenses is sufficient to cover the amount of money requested for the tax receipts. Please read the Canada Revenue Agency's website for more details on taxing.

Tax Receipts will not be issued for admission tickets, fees for a game such as green fees for golf or auction items. A receipt will also not be issued for in-kind goods donated to an event. You will not receive a receipt for the cost of hiring entertainment, for sponsorship or advertising or gift certificates donated by the issuer of the certificate.

If you agree to the terms and conditions within this Fundraising Guidelines, please sign and date this form and return to My Sister's Place with your Third Party Fundraiser Application

I _____ agree to the terms of these Fundraising Guidelines as the leader of the fundraising event and on behalf of the staff and volunteers of the event.

I _____ agree to provide all volunteers and staff with a copy of the Guidelines prior to the event to ensure adherence at the event to all of the Fundraising Guidelines.

Signed on _____(date m/d/y)



Charitable Registration BN# 13127 6297 RR0001

Jenn Cloutier-Jury
Public Relations/Fundraising
Coordinator
P.O. Box 533
Alliston, ON L9R 1V7
prfund@mysistersplace.ca

Third Party Fundraising Application

Contact name: _____

Name of Organization (if applicable) _____

Type of Organization (if applicable) Club, Company, Association Other: _____

Address: _____

Province: _____ Postal Code: _____

Phone: _____ Mobile: _____

Email: _____

Website: _____

Facebook: _____

Twitter: _____

ABOUT THE FUNDRAISING ACTIVITY

Name of activity: _____

Description of activity: _____

Start date & time: _____ Estimated number of attendees: _____

Venue name & address: _____

Fundraising method:

_____ Donations _____ Auction _____ Raffle Ticket sales _____ Other:

Proposed ticket price/entry fee (if applicable): \$ _____

Is the activity open to the public _____ by invitation only _____

Does the fundraising activity require liability insurance or a permit? _____ If yes, please provide copies of insurance and permits once you have received confirmation of your event.

Will a raffle or fundraising permit be required from the OLG? _____ If yes, please provide copies of permit once you have received confirmation of your event.

Please submit completed application along with the following documents to:

1. Signed Fundraising Guidelines
2. Completed Third Party Fundraising Application



Charitable Registration BN# 13127 6297 RR0001

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All About Us



My Sister's Place
A Safe Place for Women and their Children

A not-for profit organization providing a broad range of services designed to alleviate the consequences of violence against women and their children, with the ultimate aim being its prevention and elimination.



FAST FACTS:

1 in 3 women have experienced at least one incident of physical violence in their long term relationship

Violence knows NO...
cultural, social or economic boundaries

The impact of violence and abuse among women can be observed in 4 areas

Physical Impact
Emotional Impact
Societal Impact
Financial Impact

Violence and abuse among women effects **EVERYONE**, not just the women

Find More Fast Facts & Quotes at
www.mysistersplace.ca
in the Learn & Empower Section

Our Services

- Crisis counselling for women and children
- Structured programs for children and parenting support
- Safety planning for women and children
- In-house support groups for women and children
- Housing advocacy and assistance
- Legal advocacy and support
- Referrals to other community agencies
- Transitional support to assist women in re-establishing violence-free lives in the community including Second Stage Housing and Third Stage Housing



My Sister's Place is Proudly Serving South Simcoe

Adjala-Tosorontio, Essa, Innisfil, Bradford-West Gwillimbury and New Tecumseth



Help Us Heal,
Educate & Empower



Scan 2 Donate



We are open 24 hours a Day, 7 Days A Week, 365 Days A Year & Accessible

Call Our 24-Hour Crisis Line at 1-800-461-5419

**Pour les services en français, veuillez faire référence à :
Centre De Femmes Francophones du Compté de Simcoe
www.centrecolibri.ca 1-877-336-2433**

Fundraising Event Ideas

Sales

Bake/ Dessert
Garage/ Rummage/ Second Hand
Craft
Book
Toy
Clothing Store profits
Art or Photography
Sports Equipment (Ski Swap, Hockey
Equipment Swap)
Drink Stands
Alcohol Tents

Exercise

A pledged Walk, Bike, Skate, Ride,
Run, Ski/Snowboard
Sports game competition (Charity
Hockey, Soccer, Football)
Pledged expeditions, adventure tours
Adventure Racing
Yoga, Pilates, Dance Wellness Classes
Bowling, Curling, Shuffleboard,
Horseshoes Tournaments

Events

Carnivals, Community Fairs
Murder Mystery
Wine and Cheese Tastings
Jewellery or House ware Parties
Themed Parties
Gala's and Balls
Benefit Breakfasts, Luncheons and
Dinners
Children's Festivals

Shows

Benefit Concert, Talent Show,
Comedy Showcase,
Theatre Production, Theatre Classes
Art Exhibit, Photography Gallery,
Gallery Openings
Movies, Movies in the Park/Outdoors,
Drive In
Animal showcases, Pet Shows

Games

Card Games (Bridge, Poker, Euchre,
Las Vegas Night)
Board Games (Monopoly, Trivia
Pursuit, Scrabble, Chess)
Video Games, Online competitions,
Wii Tournaments
Bingo

Draws & Other Ideas

Auctions/Silent Auctions
Raffles
50/50 Draws
Guessing Draws or Pools (Baby Birth,
sports..etc)
Entrance to community events,
stores, or businesses
Dress Down Days or Theme Dress
Days





Online Donations & Fundraising

Online Donating has become one of the most lucrative and easy ways to fundraise. At My Sister's Place we have a few options for online donating.

- QR code that links to our Canadahelps.org donation page
- Donate Now Button with direct access from our website at www.mysistersplace.ca
- Crowdfunding for an event through www.GoFundMe.com

Social Media In Fundraising

A great way to advertise your event and keep people in the loop is the use of social media. You can create a page on Facebook. Use the #hashtags to promote our message and utilize YouTube or Instagram Video to tell our story.

5 Easy Steps To Fundraising on Social Media

1. **Tell Our Story** and direct people to our video <http://vimeo.com/71771218> Add why you are fundraising on our behalf (the personal element). Use visuals as much as you can. Go to our website for more information.
2. **Recruit** people through various channels to spread, share, like, re-tweet your message and event information. Use your contacts on LinkedIn, Facebook and Twitter to spread the word and then ask your Sponsors and Volunteers to do the same.
3. **Call To Action** should be in place to show what you want people to do (Donate, Attend, Share, Like) and then add a time frame (Donate Now).
4. **Brand the Campaign** by using Twitter Tweets to gain dollars from your sponsor and brand the hashtag with your event name, or do the same with Facebook Likes or Shares. Either way the brand message is out there and gaining support.
5. **Thank You's** can be spread via social media in an instant. Make sure to give thanks to partners, sponsors, donors, volunteers or anyone that aided in your fundraising initiative.



Text-2-Donate



This option is available through www.ZipGive.com

How It Works

We provide you with the code for text, then you determine if it is a \$5 or \$10 donation you will be requesting. We will set it all up for you and all you have to do is promote TEXT 2 DONATE



People will forget what you said. They will forget what you did. But they will never forget how you made them feel.
- Maya Angelou



Publicity Galore...

Ways to publicize your event:

- Fliers/Postcards
- Personal invitations/email blasts/memos
- Social Media: Facebook, Twitter, etc.
- Local newspapers, Patch websites, press releases
- On My Sister's Place website and Facebook page

Before you publicize:

- Make sure to only publicize factual and approved information
- Send copies of all media outreach, fliers, invitations, letters and any other materials having to do with your third party event to prfund@mysistersplace.ca for approval.
- Refer to the Third Party Fundraiser Policies and Guidelines section of this kit to ensure proper publicizing.

Did You Know...

There are 7 different types of abuse. Physical, Emotional, Sexual, Environmental, Spiritual, Financial and Verbal, at My Sister's Place we support Women and their Children regardless of what type of abuse they have endured.

Promotion Tips...

- Since your event is not put on by My Sister's Place, we ask that you use wording on advertisements that acknowledges us as the beneficiary. For example you could say " Proudly Supporting My Sister's Place"
- When promoting your event we suggest you budget for a wide variety of publicity platforms in order to get the message out. Feel free to use our Social Media suggested wording and Fast Facts page to make sure your publicity is consistent with our brand message.
- We want your event to be a success and we are happy to loan out our marketing materials. Make sure to factor this savings into your marketing/advertising budget.
- When you secure vendors and volunteers for your event, provide them with the marketing/advertising material and ask them to share it publicly either in their store/website or on social media.
- Run a volunteer contest on social media. This will often get plenty of shares, re-tweets and page likes, which turns into FREE promotion of the event. Please make sure the language is consistent with the message and that My Sister's Place is tagged.



Help us Alleviate the Consequences of Violence in Women and their Children.

Support My Sister's Place

Don't judge each day by the harvest you reap but the seed you plant. – Robert Louis Stevenson

F.A.Q

Q. Does my application have to be approved in order for me to donate to My Sister's Place?

A. No, you can donate at anytime, however if you are looking to hold an event that you will be advertising a fundraiser specifically for My Sister's Place, then we would appreciate you completing our Community Fundraising Kit.

Q. Do you allow males to fundraise or be a part of fundraisers?

A.. Yes! We encourage all people to be a part of the fundraising. We do not allow men over 15 years of age in our shelter, and we ask ALL people to make arrangements to drop items/donations off at our administrative office.

Q. Can we use your logo on our social media accounts and website?

A. Yes, if you request a copy of our logo for social media, marketing and websites we will be happy to provide it in the proper file format so that the integrity of the logo stays in tact.

Q. How quickly will we receive our confirmation?

A. Once you have submitted your completed application and there are no outstanding details, then it will take up to 5 business days to receive your confirmation email. We suggest you plan well in advance to ensure you have enough time to create a successful event.

Q. Who will be responsible for sending out Tax Receipts?

A. Your organization will be responsible for gathering contact information from the donors as well as the amount and payment method for the donation. You will send this information in with your Wrap Up Report and then we will provide eligible receipts for donations over \$10. If it is an online donation, they will receive their receipt in that moment.

Q. Who is responsible for sending out Thank You's?

A. We highly recommend that you budget thank you cards/letters and volunteer tokens of appreciation into your event budget as it is your responsibility to thank your donors, sponsors and volunteers. We are responsible for thanking you!

Q. Do you have a charitable business number or an online charity site you use?

A. Yes we do. Our Charitable Registration BN# 13127 6297 RR0001 and we have online donations on our website at www.mysistersplace.ca through Canada Helps. Org and we also take Paypal. You may see our Scan 2 Donate QR codes as well, these go directly to our Canada Helps page for donation.

Type of Event: _____

Date & Location of Event: _____

Total Cost of Event: _____

Total Donations Received in Cash \$ _____

Total Donations Received in Cheque/Money Order \$ _____

Total Donations Received in Goods (number of boxes, food items..etc) _____

Total Donations Received in Online Donations \$ _____

Online Donation Service Used and Contact Information:

Total Amount to be remitted to My Sister's Place: \$ _____

Number of Tax Receipts to be Issued: _____

Did you attach the contact information and donation amount for each person receiving a tax receipt to this Wrap Up Report? _____ Yes _____ No

Tell Us About Your Event!

Elements of the Event that Worked Well/Highlights:

Recommendations for Future Events:

Are you interested in organizing another Third Party Fundraising Event on behalf of My Sister's Place in the future? _____ Yes _____ No If yes, would it be this event _____

Can we contact you in the future about fundraising/volunteering/donating/sponsoring?
_____yes _____no

Would you like to join our E-Newsletter? _____ Yes _____ No

