

Girls Inc. of Durham Fundraising Event Toolkit



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Girls Inc. of Durham – Who we are

Unfortunately, there are far too many girls whose potential has never been awakened. Girls who are underestimated and overlooked. Girls who don't have access to the support or guidance they need to reach their full potential. And that's what Girls Inc. has set out to change.

Recognized in 2011 by the Fraser Institute as one of the top three non-profits in Canada in education, Girls Inc. of Durham has been empowering thousands of girls in-need aged 6-18 across Durham Region since 1984. We are part of Girls Incorporated, a network of 1400 program sites, and affiliates across Canada and the U.S. In 2012-2019, Girls Inc. of Durham provided comprehensive programs to over 1486 1600 girls at-risk that empowered them with the knowledge, skills, and attitudes they need to overcome social, emotional, and economic challenges.

How you can help with a volunteer “third party” fundraiser

Our local organization is truly volunteer-driven. Volunteers contribute at all levels of the organization as: board members, committee members, and event volunteers, as well as assisting with group programs and activities. We understand and value the commitment required to dedicate time and effort for something you believe in.

A third party fundraiser is an event organized by a volunteer, community group or company to benefit Girls Inc. of Durham, but is not an official Girls Inc. activity. Acting independently and with Girls Inc. of Durham approval, third party fundraisers support us in many ways. Not only are you raising funds to empower girls to be strong, smart, and bold, but you are also raising public awareness of Girls Inc. and the important work we do.

We ask that all third party fundraisers in support of Girls Inc. align with our mission, vision, and values. For Girls Inc. of Durham Fundraising Guidelines, see Appendix 1 on page 14, or visit our website <http://www.girlsinc-durham.org/>

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Building Blocks for a successful third party fundraising event

Mapping out your plans can help you be successful. Here are some thought starters to consider.

- **Why am I doing this?** Think about why you've chosen to help Girls Inc. of Durham, and why you want to engage others to help. Put it into words that can be used at your event to encourage your attendees to donate or volunteer.
- **What do you think?** Try out your idea for the event on your family and friends. Brainstorming can help you hone your idea into the perfect plan for a well-attended and generous event.
- **Who's going to be there?** Putting thought into who and how many people to expect helps you better select possible events and locations, as well as gives you a picture of the amount of planning and promotion that will be required.
- **How much is enough (part 1)?** Set a realistic fundraising goal before you start. This can help frame decisions as you move along your plan, motivate others to help with the event, and encourage attendees to be more generous to ensure you reach your goal.
- **How much is enough (part 2)?** Set a realistic and measurable budget to track both expenses and income. Work to get event materials donated and to keep your expenses down. Revisit your budget regularly: the final proceeds you are able to donate depend on it.
- **How much is enough (part 3)?** It's easy to get caught up in an event and over-commit yourself. Think about realistic timelines to do what you want to do, and how much help you will need from others to hold the event you have envisioned. Don't be afraid to scale back if things seem too much. There's always next time!
- **What now?** Think about what could go wrong and make a back-up plan, especially for factors you can't control. This is especially important if your event is dependent on unpredictable factors like the weather.
- **When is the right time?** When you hold your event is often as important as what you do at the event. Ensure your date and times don't conflict with events that may impact your target attendees. Or, consider promoting your event to recognize a special day like a Women's Empowerment Day benefit concert, a Person's Day walk-a-thon, or a Valentine's Day bake sale.

Third party fundraising event ideas

The most successful fundraisers are the ones at which the organizers are the happiest! Here are some suggestions to help you envision an event you can put your heart into.

- Casual Day
- Recipe Book
- Auctions (art, silent, service)
- Benefit concert
- Walk/Run/Skip/Dance-a-thon
- Benefit barbeque
- Murder mystery dinner
- Scavenger hunt
- Book Sale
- Sports Tournament
- Refreshment Stand
- Gala Event
- School Dance
- Trivia night
- Cook off
- Speaker series
- Photo contest
- Casino Night
- Donations in lieu of gifts
- Can/bottle drive
- Food Sale
- Historical building tour
- sale
- Movie night

Promoting your event

Creating a buzz about your event in advance helps to build excitement and drive success. Promotion can take many approaches, all with the goal of maximizing awareness for your event. Here are some ways to get the word out. Girls Inc. will support your efforts with the distribution of flyers, links through social media, and inclusion in our monthly e-newsletter.

Print

Signs, posters, banners, brochures and flyers are great tools to reach many people. When designing your own materials, be sure to include all pertinent event details. Please contact us to request our logo if you wish to include it. Send us your completed design for approval before printing so that we can help you check it against our policies and brand guidelines.

Online

The internet, email, and text messaging have opened up a great opportunity for fast, low-cost advertising for your third party fundraising event. A simple email or text to everyone in your contact list with your event details can spread the word very quickly. Go one step further and ask everyone to forward the details to their contacts as well.

Internet social networking sites (Facebook, ~~MySpace~~[Instagram](#), [LinkedIn](#), Twitter, etc.) can be valuable in keeping your upcoming event in the forefront of your friends' minds. Many municipalities and community centres maintain online event calendars: check and see if ones local to you will accept a posting for your event.

Media

It can be helpful to promote your event by working with local media outlets, like newspapers, TV and radio stations, in advance of your date. Coverage can drive attendance and contributions for your event, as well as raise community awareness of Girls Inc. of Durham. You may be able to secure interest in publishing an advance story, covering your event, or taking photos. If this is the case, be sure to submit all the details of your event, eg. a news release, to the media outlet, including why you want to hold the event. Be sure to make your submission as early as possible before your event: some outlets require up to 6 weeks in advance of an event to arrange coverage.

Another way to use local media outlets for coverage is to submit a media advisory to be included in their daily event calendars. Contact the media outlets to verify their respective preferred timelines. It is most effective to submit your advisory at least two weeks in advance, and follow up a few days before your event to make sure your submission has been received and will be listed. Remember to include details of your event, as well as your contact information.

Please refer any questions regarding Girls Inc. of Durham directly to our office; reporters can either call us at 905.428.8111 or email us at info@durham.girls-inc.org.

Planning Checklists

Using a checklist throughout your event process makes it easier to stay organized. Use these checklists to stay on top of the details.

Before your event

- Brainstorm fundraising ideas to pick the event that is right for you
- Investigate any possible safety or legal issues such as whether permits are required
- Determine your target audience – this is useful in shaping successful event that will be enjoyed by everyone who attends
- Decide how many people you will need to make your event successful
- Gather your volunteer team – family, friends, colleagues, or others that believe in your cause
- Plan your budget
- Find a suitable location
- Tell us about your event plans by completing and returning the required Event Proposal and Agreement forms at least 60 days prior to your proposed event date
- Schedule your event once approved by Girls Inc. of Durham
- Promote your event, ensuring all materials with the Girls Inc. of Durham name/logo are approved prior to use

During your event

- Assign someone from your volunteer team to be responsible for handling the donations and event funds
- Have Girls Inc. of Durham Pledge forms ready to record donor information
- Encourage donation by cheque whenever possible
- Display Girls Inc. of Durham brochures

After your event

- Collect the funds
- Thank your donors
- Complete the Financial Summary Form
- Send pledge forms and money collected, along with Financial Summary Form to Girls Inc. of Durham within 2 weeks of the event.
- Evaluate your event. Talk to your volunteer team to note what worked and what didn't. Keep notes of useful contacts to use next time. Complete and send in the Event Feedback form to share your learnings with us.

Girls Inc. of Durham third party fundraising event proposal form

Thank you for your interest in Girls Inc. of Durham. Please complete and return this proposal form to us so that we can review and approve your event, as well as endorse the use of our name and logo.

Today's Date: _____

About you.

Main Contact Name (First/Last): _____ Organization Name: _____

Mailing Address: _____
Street City Province Postal Code

_____ Email address Telephone Fax

Please select the category that best describe you:

Individual Business School Community/Social Club Service Club Other

If "Other" please describe _____

Please describe why you want to support Girls Inc. _____

About your event.

Event Name: _____

Venue Name: _____ Event date and time: _____

Location: _____
Street City Province Postal Code

Proposed: Revenue: \$ _____ Expenses: \$ _____ Donation to Girls Inc. Durham: \$ _____

Please outline your plan for promoting your event:

Online/Internet Media (radio, TV, newspapers etc.) Print (signage, flyers etc.) Other

If "Online" or Other" please describe _____

About us.

At your event, do you wish to have Girls Inc. of Durham represented in the following ways?:

Materials on our programs and services Volunteer support Ambassador support

If support is desired, please describe _____

Girls Inc. of Durham third party fundraising event agreement

Please send this completed agreement form along with your proposal so that Girls Inc. of Durham can review and approve your event.

As a third party fundraiser, do you:

- Understand and agree to Girls Inc. of Durham's Third Party Fundraising Guidelines as outlined in Appendix 1 on page 14 of this document?
- Understand and agree to submit all publicity materials related to the event to Girls Inc. of Durham for approval prior to printing and distribution?
- Agree to submit your completed financial summary form, completed pledge form(s) and donation within 2 weeks of your event date?

Signature of applicant _____

Print name (First/Last) _____

Date _____

Please return the completed event proposal form and event agreement to:

~~Susan Howells~~ Shauna Reay, Director of Development Community Development Manager

Girls Incorporated of Durham

1 – 398 Bayly Street West

Ajax ON L1S 1P1

T: 905.428.8111 ext 227 F: 905.428.9992

showells@durham-girls-inc.org sreay@durham-girls-inc.org

<http://www.girlsinc-durham.org/> Inspiring all girls to be Strong, Smart, & BoldSM



What:

When:

Where:

Benefitting Girls Inc. of Durham

www.girlsinc-durham.org T: 905.428.8111

Charitable Registration #: BN 118809268 RR0001

Inspiring all girls to be Strong, Smart, & BoldSM

Girls Inc. of Durham financial summary form

Thank you for all your fundraising efforts. As you know, the funds you have raised will contribute to an array of Girls Inc. of Durham programs.

To ensure transparency in all our fundraising activities, please complete the following form, as well as the fundraising pledge form. Please mail all documents and funds raised to Girls Inc. of Durham within two weeks of your event.

Event name: _____ Event Date: _____

Event organizer: _____ Phone: Phone: _____

Event revenue summary

	# of Donors	\$ Amount Collected
Cash*/cheque donations (receiptable)**		
Special event donations e.g. ticket sales, sponsorship (non-receiptable)		
Totals		

*Cash should not be mailed. If you have collected cash donations, please write and mail to us a cheque for the equivalent amount instead. All cheques are to be made payable to Girls Inc. of Durham.

**Please refer to Appendix 2 on page 15 for our guidelines on tax receipts

Signature

Date

Girls Incorporated of Durham fundraising pledge form

Please ensure the information collected below is complete and legible. Please make cheques payable to Girls Incorporated of Durham. Tax receipts are issued for donations of \$25 or over.

We respect your privacy. The information collected will be used to process your donation only. It will not be sold, traded or rented to any other organization.

PLEASE PRINT

Event name: _____ Event date: _____

Event organizer: _____ Phone: _____

Donor Name	Street Address (include apt #)	City, Province	Postal Code	Phone Number	Donation amount	Add to mailing list?Y/N
Total						

Thank you for your support!

Girls Inc. of Durham
 1 – 398 Bayly Street West
 Ajax ON L1S 1P1
 T: 905.428.8111 F: 905.428.9992 <http://www.girlsinc-durham.org/>
 Charitable Registration #: BN 118809268 RR0001
 Inspiring all girls to be Strong, Smart, & BoldSM

Girls Inc. of Durham sample fundraising acknowledgement letter

Congratulations on completing your third party fundraising event! While patting yourself on the back for a job well done, be sure to also congratulate your supporters as well. Sharing your feeling of success shows appreciation to others, as well as encourages them to help you with your event.

Thank your key supporters, sponsors and fellow team members for their valued contribution to your event. Use the text below to email or mail a note, as speaking points for a thank-you in person, or as thought starters for your own form of thanks.

Dear Friends,

Thank you for supporting my fundraising event, Event Name, held on Event Date, at Event Location. Together we raised awareness of and proceeds for (specify amount if applicable) Girls Incorporated of Durham.

Recognized by the Fraser Institute as one of the top three non-profits in Canada in education, Girls Inc. has provided thousands of girls with the confidence, self-esteem and tools to access a successful and economically independent future. With your gift we can continue to empower each girl with the knowledge, skills, and attitudes she needs to overcome the many social, emotional, and economic challenges she faces and reach her full potential.

~~In 2013~~ Girls Inc. is focused on: body image & self esteem; violence & bullying prevention; leadership & community action; math, science & technology; healthy sexuality & relationships; peer pressure; substance use prevention; media literacy; financial literacy; physical activity & sports participation; and literacy & reading enrichment.

Your generous gift will support after-school programs like GirlSPACE and go directly to help purchase program equipment and supplies. Our girls today are the leaders of tomorrow, who have the courage and the vision to change the world. By celebrating, developing and strengthening leadership skills and confidence in girls, together we are effectively contributing to positive change in our community.

Thank you for helping us inspire girls in Durham Region to be strong, smart, and bold.

Sincerely,

Joe/Jane Fundraiser

Girls Inc. of Durham third party fundraising feedback form

Please help us improve our third party fundraising stream by capturing your fundraising experience below. We will incorporate your feedback to improve our processes and tools for future fundraising.

Event summary:

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? (check all that apply)

- Posters/signs Radio/Television/Newspapers Internet/Email/Text
 Website/Social Network Invitations to friends/family/coworkers Word of mouth

What were the strengths and/or weaknesses of your third party fundraising event?

What do you recommend for future events and/or fundraisers?

Was the Girls Incorporated of Durham Fundraising Event Toolkit helpful to you? Yes No

What recommendations do you have to improve the Fundraising Event Toolkit?

May we feature your fundraising story on our website and/or in promotional materials? Yes No

Thank you for your efforts and for sharing your experience with us.

Please send completed financial summary form, pledge forms, pledge funds, and feedback form to:

~~Susan Howells~~ Shauna Reay, Director of Development Community Development Manager

Girls Inc. of Durham

1 – 398 Bayly Street West

Ajax ON L1S 1P1

T: 905.428.8111 ext. 227 F: 905.428.9992

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Appendix 1: Girls Inc. of Durham fundraising guidelines

Fundraising can be a lot of work. Take the time before planning your event to review Girls Inc. of Durham's guidelines below to ensure what you have in mind will qualify as a third party fundraising event for the organization.

Terms and conditions

In order for Girls Inc. of Durham to endorse events held on its behalf, organizers need to agree to the following terms and conditions:

- Prior approval to hold a third party fundraising event is required. Approval is based on the type, theme and financial viability of the event. Girls Inc. of Durham reserves the right to withhold the use of its name from any event it feels is inappropriate.
- The event proposal form (page 8) and agreement (page 9) must be completed and submitted to Girls Inc. of Durham at least 60 business days prior to your event. The forms can be sent by email, fax, or by mail to our office. Girls Inc. of Durham will respond to your proposal within 15 business days.
- All fundraising events must be compatible with Girls Incorporated of Durham's mission, vision, values and guidelines. Visit www.girlsinc-durham.org for details.
- Girls Incorporated of Durham must approve all promotional/advertising copy featuring Girls Inc. of Durham's name and logo. All photographs and images used in promotional materials must be decent and respectful of all girls.
- Taking commission, for any purpose, on funds raised as part of a third party fundraising event is prohibited.
- Girls Inc. of Durham assumes no legal or financial liability associated with the event. Third party fundraising event organizers are required to underwrite all costs and Girls Inc. of Durham will not incur any costs.
- Girls Inc. of Durham requires that financial controls be employed by third party fundraising event organizers and that funds raised must be sent to Girls Inc. of Durham within two weeks of the event date.
- Girls Inc. of Durham issues official income tax receipts in accordance with the guidelines set by the Canada Revenue Agency. Refer to crc-arc.gc.ca and Appendix 2, page 15 of this toolkit for details.
- Involvement of Girls Inc. staff and volunteers is at the discretion of Girls Inc. of Durham and will be based on availability, location, and nature of the event.
- Where applicable, insurance, gaming and liquor licences, and/or permits must be obtained and copies submitted to Girls Inc. of Durham prior to the event.

Appendix 2: Girls Inc. of Durham fundraising – Tax receipts

Official receipts for tax purposes can be issued by Girls Inc. of Durham upon request. All donations must meet the conditions defined by Canada Revenue Agency (CRA) in Interpretation Bulletin **IT-110R3 Gifts and Official Donation Receipts** and where appropriate the split receipting guidelines identified in **IT Technical News Bulletin #26** to qualify for an official receipt.

- Tax receipts can only be issued to those who have not received an advantage – a product or tangible item in return for their donation. Purchase of raffle tickets, admission tickets, green fees, auction items and performances, are a few examples of gifts that are generally not eligible for a tax receipt. If, however, donation receipts are to be issued for the charitable portion of a ticket price, the portion must be clearly identified and different from fair market value* as determined by CRA. Please discuss this split-gift receipting with Girls Inc. of Durham staff while planning your event.
- Official receipts can only be issued to third party fundraising event participants, when the event organizer completes and submits the Girls Inc. of Durham fundraising pledge form on page 11. All information must be collected and be legible for tax receipts to be issued. Donations of \$25 or more will receive a tax receipt, to be issued in February of the following year.
- If a corporation or business wishes to receive a donation receipt, the receipt will be issued only if the CRA criteria are met. For example, corporations cannot receive advertising or promotional value in return. (Most companies prefer to claim contributions as a business expense because of a greater tax advantage.)
- Gift-in-Kind receipts are issued at fair market value* for material goods. A contribution of merchandise that is inventory or other donation which is deductible as a business expense will not be eligible for a tax receipt. An exception will be made if the donor intends to add back into income the fair market value* of the gift. The value of the receipt will then offset the add-back value of the gift.
- Girls Inc. of Durham will not issue donation receipts for donated services.

***Fair Market Value**

Fair market value is the highest price that the property or good would bring, in an open and unrestricted market, between a willing buyer and a willing seller who are knowledgeable, informed, prudent and who are acting independently of each other (arm's-length transaction.)

- Fair market value does not include taxes, commission, etc.
- The fair market value of goods and property with an estimated value of \$1000 or more needs to be determined by an independent professional valuator.
- If the fair market value cannot be established then a tax receipt cannot be issued.

Girls Inc. of Durham third party fundraising event contact information

Let's get started! We recognize that holding a third party fundraiser can be a big effort, and we're here to help you in any way that we can: before, during, or after your event. If you have any questions or require clarification on fundraising for Girls Inc. of Durham, please contact us:

[Susan Howells](#)[Shauna Reay](#), [Director of Development](#)[Community Development Manager](#)

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showells@durham.girls-inc.orgsreay@durham.girls-inc.org

<http://www.girlsinc-durham.org/fundraising>



Girls Inc.
Girls'
Bill of RightsSM

Girls have the right to **be themselves** and to **resist gender stereotypes**.

Girls have the right to **express themselves** with **originality and enthusiasm**.

Girls have the right to **take risks**, to **strive freely**, and to **take pride in success**.

Girls have the right to **accept** and **appreciate** their bodies.

Girls have the right to have **confidence** in themselves and to be **safe in the world**.

Girls have the right to prepare for **interesting work** and **economic independence**.

FAX COVER SHEET

GIRLS INC. OF DURHAM

ATTENTION: ~~SUSAN HOWELLS~~ SHAUNA REAY

Fax: 905.428.9992

THIRD PARTY FUNDRAISER DOCUMENTS

_____ sheets, including cover

PLEASE CHECK WHAT APPLIES TO FAX CONTENT:

- Event proposal form
- Event agreement form
- Event proposed marketing materials
- Financial summary form
- Pledge form(s)
- Feedback form
- Other _____

From: _____

Telephone #: _____

This fax is confidential and intended solely for the use of the individual or entity to whom it is addressed. If you are not the named addressee, you should not disseminate, distribute or copy this fax. Please notify the sender immediately if you have received this fax in error, and destroy the contents of this fax. If you are not the intended recipient, you are notified that disclosing, copying, distributing or taking any action on the contents of this information is strictly prohibited.