

Get Inspired. Get Involved.
Get FUNDRAISING.



A FUNDRAISING TOOLKIT

www.warchild.ca

This manual was designed to provide all of our supporters with a detailed and concise handbook to use when coordinating events in support of War Child Canada. It aims to supply event planners with basic guidelines and information about War Child to ensure that each fundraiser is a success – both financially and in its unique goals.

Why War Child?

War Child Canada is an award winning charity which provides opportunities and long term solutions for war-affected children focusing on education, strengthening children's rights, reducing poverty and fostering self-reliance. War Child Canada works in partnership with local people and organizations to build sustainable programming that empowers children and their communities. **More than 90% of the organization's revenue is used directly to support humanitarian programs.**

- Two thirds of the casualties in war are children
- One in four children in Afghanistan will die before the age of five
- 18 million children worldwide have been forced to flee their homes because of war
- There are more than 300,000 child soldiers fighting in wars worldwide.
- **Every year, War Child provides support to more than 200,000 children and families in conflict and post-conflict communities around the world.**

By fundraising you're promoting child rights within your community and helping us continue to further the success of our programs worldwide.

The money you raise will directly impact the lives of children in war-torn countries all over the world.



GETTING STARTED: Choose your event.

A-Z FUNDRAISING IDEAS

ART EXHIBITION. Feature art from students, family, friends, or your attic, in a show and/or auction it off.

BAKE SALE. Bake sales are an easy way to make quick cash. Just make sure you check with regulations if you're doing this in a public place.

CATWALK. Host a fashion show of local designers and ask for donations from the crowd or charge entry. Items (including War Child merchandise) could be sold afterward.

DANCE-OFF. Get participants to pay to enter the dance competition with the promise of a prize for the winner.

EASTER EGG HUNT. Have participants pay an entrance fee and get local businesses to donate the prizes.

FILM NIGHT. Find a venue to show a film, a lecture hall or classroom within your school, or project it on a screen outside as a drive-in movie.

GIG. Host a concert and have local musicians donate their time to save on costs. Read about our "Keep the Beat" campaign for more information on WCC's musical fundraisers.

HALLOWEEN BALL. Sell tickets to a formal Halloween ball or masquerade party.

INTERNATIONAL EVENING. Host an evening themed around the food, music, dress, etc. of a particular culture or country.

JELLY BEANS IN A JAR. Charge a fee per guess and reward the winner with the jar of candy.

KARAOKE. Make it a competition and charge an entrance fee.

LUNCH MONEY. Ask all your colleagues to bring in sandwiches for their lunch and donate the money they saved to charity.

MARATHON. Can be biking, dancing, table tennis, running, etc. Have participants fundraise through sponsors.

NO SLEEP. Stay awake for a set number of hours.

PLANT TREES. Collect pledges for planting a certain amount of trees within a day.

QUIZ. Pick a trivia topic and get teams/individuals to compete for a prize. You could base this around a particular holiday or at the anniversary of an organization/individuals birth. and winner gets a prize.

RAFFLE. Get local businesses to donate items and services to be raffled off. Please refer to the 'Legal Guidance' section before hosting a raffle.

SPONSORED ANYTHING. Get friends, family, teachers, etc. to sponsor you to do just about anything: sit-ups, shave your head, a day long silence, a 5k run – the possibilities are endless!

TALENT SHOW. Showcase the talent of your school or office.

UNIVERSITY CHALLENGE. Get your university to compete with others in any subject or hold a university battle of the bands through our "Musical Mutiny" campaign.

VIDEO SALE. Have your community donate old and unwanted videos to be sold by a fixed fee or by donation.

WEAR SOMETHING HOMEMADE TO GRAD. Get friends and family to sponsor you to wear a homemade dress or secondhand item to your prom. Donate their pledges as well as the money that would have been spent on an outfit.

XMAS SALE. Make and sell homemade Christmas cards and ornaments.

YARD SALES. Plan a garage sale with your neighbors or as an individual.

ZANIER THE BETTER. The stranger your idea, the more intrigued people will be!

REMEMBER: Keep it Safe! War Child cannot accept responsibility for accidents, so make sure everyone is safe at any third party event. Ask your venue about Health & Safety – they've probably got it covered. If you need any other details, you can visit the Canadian Centre for Occupational Health and Safety website: <http://www.ccohs.ca/>. If you're going to be carrying money around, be aware of personal safety and make sure to have a designated safe place to store it.



LEGAL GUIDANCE

RAFFLES

A raffle lottery is defined as any scheme where tickets are sold for a chance to win a prize at a draw. This includes 50/50 draws, elimination draws, and calendar draws. For those in Ontario, The Alcohol and Gaming Commission (AGCO) is responsible for administering the lottery licensing program within the province - municipalities and the AGCO are responsible for issuing lottery licenses to eligible charitable and religious organizations.

Lottery licenses issued by the Municipalities

If you hold a raffle it must be registered with your local authority first. Any events that do require licenses will probably need municipality licenses, which are for smaller events. These are events that fit under the following categories:

- Bingo events, with prizes boards of up to \$5,500
- Break open tickets for local organizations
- Raffle lotteries for total prizes of \$50,000 and under
- Bazaar lotteries which include: raffles not exceeding \$500, and bingo events up to \$500

Before promoting any lottery we recommend you check the rules with your local authority and the Alcohol and Gaming Commission of Ontario (<http://www.agco.on.ca/>).

An alternative way to hold a raffle which does not require a license is to give raffle tickets out for free and ask for a donation. This may be the easiest way to do it if you are pressed for time – as licenses must be applied for far ahead of time.

If you are organizing a raffle elsewhere in Canada, please check the rules regarding raffles for your province.

British Columbia: <http://www.eia.gov.bc.ca/>

Alberta: <http://aglc.ca/>

Manitoba: <http://www.mgcc.mb.ca/>

New Brunswick: <http://www.gnb.ca/>

Quebec: <http://www.racj.gouv.qc.ca/>

Nova Scotia: <http://www.gov.ns.ca/lwd/agd/>

Saskatchewan: <http://www.slga.gov.sk.ca/>

Prince Edward Island: <http://www.gov.pe.ca/>

Newfoundland & Labrador: <http://www.gs.gov.nl.ca/>

Northwest Territories: <http://www.maca.gov.nt.ca/>



INSURANCE

Events involving public property will likely require some kind of public liability insurance, depending on the kind of event. For events in city parks, streets, etc., you will need to go to your city hall for application forms to use the property and they will also be able to tell you what insurance is necessary. Venues that hold events like yours regularly will likely already be covered, so just check with the venue owners/managers before you book anywhere.

LICENSES

Most venues that put on live music regularly will have appropriate licenses (eg: a liquor license). Make sure you are aware of all necessary licenses before you confirm an event and check with your venue to see what they already have.

BUSKING

To collect funds in a public place (such as on the street), you will likely need a local authority license – although the rules for busking vary from place to place. Depending on location, you may require a noise exemption permit or general busking license. Collecting on private property, eg: pubs/supermarkets requires permission in writing from the owner/manager.



USING OUR LOGO

War Child Canada's logo is copyright protected.

It cannot be altered or changed in any way.

1. Don't change its format.
2. Don't change its colour.
3. Don't use it in any means that oppose our mission and values.



TAX RECEIPTS

War Child Canada is a registered Canadian charity and is happy to provide tax receipts for donations over \$10.

1. Include ALL contact information including the donor's full address (together with the postal code) and name.
 2. Clearly indicate the donation amount
 3. Clearly indicate the method of payment.
- You can ask us for a template to fill our donation information

PROMOTIONAL TEXT

All promotional material must state that your event is *'in support'* of War Child Canada. It should be made clear that it is not an official War Child Canada event, but an independently organized fundraiser in support of our organization.



PLANNING YOUR EVENT

KEEP IN MIND. Sound event coordination is the key to a successful event!

1. **Be creative.** The more creative and interesting your event is to the public; the more appealing it will be.
2. **The sky is the limit.** Your event can range from a bake sale to an all day marathon- the size, type and format of your event is up to you.
3. **Stick to what you know.** When planning an event think of events that you would be excited to attend and donate to.
4. **Set realistic goals.** Ensure that you have the resources and man power to stay on schedule and achieve your goals.
5. **Time Management.** When planning your event, make sure you take all of the logistics into account. Leave yourself enough time to plan, contact and promote your event.



Registering your event.

Once you've got a general idea for your fundraiser (what it will be, when it will be, etc.), the next step is to register your event using our on-line registration program. The process is very easy and reduces the amount of leg work you have to put in manually.

Follow these easy steps...

1. **Visit:** http://wcc.r-resourcecenter.com/Event/index.asp?Event_Id=6
2. **Register your volunteer event.** This page provides you a template to create a unique site for your fundraiser or event.
3. **Personalize your page.** You can personalize your event's page by uploading pictures and videos. Don't forget to include all of the pertinent information.
4. **Send Invitations.** Send your event page link to contacts, friends and family.
5. **Promote your Event.** Post your link on/for? promotional material so that interested donors can easily contribute to War Child Canada on behalf of your event.
6. **Solicit Donations.** Send your event page link to people interested in donating to your event.
7. **Keep Track of Donations.** Your page will keep track of your on-line donations as they come in and update your donation tally as you approach your fundraising goal.

Funding

We want to be able to provide you with everything you'll need to host a successful event. We can get you some resources, we can give you advice, but one thing we can't do is fund your project. There are tons of resources within your community to help you cover event costs, and taking advantage of these will significantly increase the financial success of your event.

1. Sponsorship.

- a) Approach local business and associations for corporate sponsorship.
- b) Make your event appealing by offering to include their logo on promotional material.
- c) Provide information about War Child Canada and your event.
- d) Be ready to explain what War Child is, why you are organizing an event and what your goals are.
- e) Encourage them to make a donation to your event if they are not willing to become a sponsor. Be sure to mention that War Child Canada is a registered Canadian charity and can provide tax receipts for donations over \$10.

2. Grants. Search your local municipality or town's website as well as associations, art councils, cultural groups, community foundations, your school and other institutions that may provide you with grants or funding in support of your event. Get on this as early as possible as lots of time is needed to process applications!

3. Pledges. If you are planning an event where participants are being asked to fundraise it is a good idea to provide pledge sheets, which can be downloaded from our website or sent to you.

HOW TO APPROACH A SPONSOR/VENUE

1. Deliver a letter of request to the possible sponsor outlining what your event is about/how you would like them to sponsor you.
2. Follow up by phone to check if they've had a chance to consider your request and see if they have any questions.
3. Be positive, not pushy. Prepare your answers and be honest about what you don't know. Head to War Child's website for details on our country programs: www.warchild.ca/programsint.
4. Explain that this is a chance to encourage local leadership and social responsibility, and a great opportunity to support War Child's work with children in some of the world's most devastated regions.
5. Don't forget to THANK YOUR SPONSORS AFTER THE EVENT!

NOTE: Try to avoid contacting sponsors on Monday mornings and Friday afternoons.



NOTE: No more than **10%** of funds generated can be used to cover the cost of your event. As War Child Canada only uses 10% of our income for administration, we encourage you to do the same – look for donations wherever you can, and be sure to use all the resources you have access to.

Raising Awareness

War Child Canada is a not-for-profit organization, which means our operating budget and the funding for our programs and overseas projects are completely dependent on fundraising and donations. However, simply raising awareness is equally as important.

1. **Resources.** There are downloadable pdf files on our website that you can photocopy and hand out at your event. We can also send you pamphlets and posters in the mail.
2. **War Child's Mission.** War Child Canada is a registered Canadian charity dedicated to providing urgently needed humanitarian assistance to war-affected children around the world. War Child Canada helps generate awareness, support and advocacy for children's rights everywhere.
3. **Our Programs:**
 - A) National Programs:**

War Child Canada's national programs focus on educating Canadians about our programming. We offer educational resources for educators and students on our www.getloud.ca website.
 - B) International Programs:**

We currently run international programs in eight different countries. For more information visit <http://www.warchild.ca/programsint>

Signups. Awareness is also a very important part of fundraising events. Your event just may be the reason people discover War Child and choose to get involved. Be sure to include information about the charity.

Website. Direct people to our website if they have questions or want to know more about our organization.

Advertising

The way you market your event to the public has a significant effect on its overall success. Be creative- think long and hard about every possible way you can promote your event. On the War Child Canada website you can find a downloadable package of posters and other materials to get you started. However, there are lots of other strategies you can take when promoting your event.



Flyers: Make hand bills and distribute them *everywhere!*

Posters: Design a poster, or use the ones we send you. Stick them up in places where lots of people will see them: local music shops, CD/record stores, cafes and bars, at the venue, or at your school, etc.

Print: You can also email or call your local arts and culture magazine/newspaper to see if they will run a posting in their "upcoming concerts" listings – these announcements are usually free of charge. Get your event in the festival guides.

Email: Send out emails to all your friends, and ask that they forward the message on to their email contacts.

Online Social Networking: Make a Facebook group, use Myspace, twitter, blog, post it on related sites.

Television: You can also inform your local news outlet about your event – they often feature charity events that involve youth and culture.

Word of Mouth: Be sure to tell anyone and everyone about your event-you'll be surprised about how far word-of-mouth will travel.

All proceeds from the sale of these items will support War Child Canada's humanitarian programming for war-affected children in countries that include Sudan, the Democratic Republic of Congo, Ethiopia, Uganda, Sri Lanka, Iraq and Afghanistan.

War Child Canada shirts are American Apparel sweatshop free garments, made in the USA.

AFTER YOUR EVENT

1. **Reconcile your budget.** Carefully go through your budget and make sure you have covered all of your expenses.
2. **List your donations.** We suggest creating a word or excel document to organize all of the donations you have received.
3. **Contact WCC.** Please contact us when you know the final donation amount.
4. **Send Thank Yous.** It's VERY important that you let your sponsors know how your event went and acknowledge their contribution to your success!
5. **DONATE!**

On-Line Donations

Transfer all funds online by logging in to your event page (created during the initial event planning process).

If you did not register online but want to transfer your funds online, you can go directly to www.warchild.ca/donateif and follow the instructions listed.

By Mail or Money Order:

Write us a check or money order and send it to our office:

War Child Canada
401 Richmond Street, Suite 204
Toronto Ontario
M5V 3A8



NOTE: If your grand total is a combination of on-line donations, cash and cheques please email events@warchild.ca for a template so that you can organize your donations.

EVENT CHECKLIST

BEFORE EVENT

1. Register with War Child Canada
2. Set a date
3. Confirm artists/guests/volunteers
 - Make note of contact info
 - Make note of equipment requirements
6. Make a budget
 - Seek sponsorship from the local businesses, etc.
7. Confirm venue
 - Make note of contact info
 - Make note of conditions
 - Negotiate fee, if applicable
8. Printing (include all relevant information and details)
 - Flyers
 - Banners
 - Posters
9. Distribute promotional material
 - Send out electronic advertisements
10. Call local arts/culture/media publications

AFTER EVENT

1. Send donation to War Child Canada
2. Send Thank You's
3. Compile photos and articles (send to WCC)