

FUNDRAISING TOOLKIT

A guide to planning a successful fundraising event in support of YWCA Muskoka

Our Vision

We envision a Muskoka in which all women and girls are thriving in a safe community of possibility.

In 2017, YWCA Muskoka celebrates 20 years as a leader in transforming the lives of women and girls in our community. Today we are a multi-service “Y without Walls” offering over 18 programs and services at over 40 locations throughout Muskoka

YWCA Muskoka champions positive change for women and girls by working to:

- Prevent violence, particularly against women and girls;
- Reduce the impact of poverty;
- Advocate on issues that affect women and girls;
- Provide leadership on issues that affect older women; and
- Enhance our organizational capacity.

All of this will be done while building bridges of connection with women throughout Muskoka

PLAN A FUNDRAISER IN SUPPORT OF YWCA MUSKOKA

Interested in helping to raise money for the YW by hosting an event with your friends, colleagues or community? Third party events can be a huge help to our annual fundraising efforts and the support is truly appreciated!

A great first step when organizing a third party event is to let us know about your plans and ideas - give us a call at (705) 645-9827 or email office@ywcamuskota.com to fill us in!

BASIC INFORMATION:

- Generally speaking, the revenue raised (or a portion of it) minus the expenses is designated to the YWCA
- The YWCA name and logo is only used in advertising to state that the YWCA is the designated recipient of the event proceeds (copies of our logo can be provided upon request)
- The YWCA will, as often as possible, have representation available to attend a portion of the event
- The YWCA will, as often as possible, include the event in our monthly E-newsletter to members and volunteers
- The YWCA is not able to issue tax receipts other than for donations made payable directly to YWCA Muskoka

- An agreement is signed by both of us, once we have discussed the terms ensuring it is mutually beneficial
- As often as possible, YWCA staff support is available by email or phone to discuss ideas, provide feedback, and lend a hand.

FUNDRAISING IDEAS

There are plenty of ways to support YWCA Muskoka! Here are just a few ideas:

A-thons: Almost any activity can be made into an “a-thon”. Ask participants to raise pledges and sign up for any number of a-thon appropriate activities. (e.g., walk, skip, read, bike, dance, knit, swim, bowl, skate, etc.)

Auctions: Host a silent or live auction at your next event, meeting or in your office and have people bid on items in support of YWCA Muskoka. (e.g., donated goods, vacations, art, furniture, handmade goods, quilts, services, catered meals, etc.)

Galas/Events: Organize a ticketed event where proceeds are directed to YWCA Muskoka. (e.g., black tie dinner, concert, garden tour, art show, performance of a play, BBQ beach party, boat cruise, theme party, dress rehearsal performance, food fair, gala premiere, dance, celebrity luncheon, talent show, etc.)

Matching Gifts: Before you organize any event, it’s a great idea to approach your employer to see if they have a matching gift program. A matching gift is a charitable gift made toward a non-profit organization by a matching donor (e.g., an employer), under the provision that an original donor (e.g., an employee) first makes a gift toward that organization. Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. What a great way to double your fundraising efforts!

Parties: Is your office or group hosting a party? Consider making YWCA Muskoka your charitable partner and asking employees to make a donation in lieu of a gift.

Sporting Events and Tournaments: Host a sports game or tournament with an entrance fee, or have participants raise money to participate. Split the pot or donate it all to YWCA Muskoka! (e.g., baseball game, football game, golf tournament, tennis tournament, fishing derby, poker tournament, ping pong/pool/billiards/darts tournament, soccer tournament, etc.)

Arts&Crafts Sale

Auto. paycheque
contributions

Lemonade Stand

Dress “Down” Day

Garage Sale

Bake Sale

BBQ

Car/Pet Wash

Fashion Show

Loonie/Twoonie Drive

GETTING STARTED IN 3 EASY STEPS

Here are some pointers on how you can get started on your fundraiser:

#1 DEVELOP A PLAN

- What type of event are you going to host?
- What is a convenient date for potential attendees?
- Where will you host it?
- What is your fundraising goal?
- What is your expense budget?
- How will you raise the funds?
- How are you going to promote the event?
- Do you need help? Think about having a committee to help you plan your event.

#2 SET A GOAL

- In order to recruit volunteers and increase engagement it is always beneficial to set a specific goal. Share it with your friends, family and colleagues to build their support.
- You may choose to collect donations before, during and after the event.

#3 TAKE ACTION!

- Register your event by downloading and submitting the registration form
- Download tax receipt form. Without proper information YWCA Muskoka is unable to issue Charitable Tax Receipts.
- Take pride in your achievements! Remember to share your pre, during and post event photos on social media channels like Facebook, Twitter, Instagram and send photos/videos to YWCA Muskoka at office@ywcamuskoka.com.
- Be sure to thank everyone!

STANDARDS AND TAX RECEIPTING GUIDELINES

- It is the event organizers responsibility to communicate to participants and the general public that YWCA Muskoka is the beneficiary of the event and is not the organizer.
- To use the official YWCA Muskoka logo, the event organizer must register the event with YWCA Muskoka. We must approve all public facing materials that host our logo and brand.
- Tax receipts can only be issued for third party events for donations of \$20 and above if funds and a complete list of donor names, addresses, and donation amount are received by the YWCA Muskoka office.
- For more information on Canada Revenue Agency's tax regulation for registered charities, please visit www.cra-arc.gc.ca/chrts-gvng/

Funds can be sent to: YWCA Muskoka 440 Ecclestone Drive, Bracebridge ON P1L 1Z6

All cheques should be made payable to: YWCA Muskoka

We are here to help! Contact us at: (705) 645-9827 or office@ywcamuskoka.com