

Holding a fundraising event (also known as a “third-party” event) for the Empower Simcoe Foundation is a great way to make a difference in your community while also having fun! However big or small, your event is an invaluable part of Empower Simcoe Foundation’s fundraising activities. We appreciate your support!

This guide includes everything from event ideas and instructions to resources and tips that will make organizing your event both easy and successful. At the back is a blank application form. Please fill it in and send to us at least three months before your scheduled event date. (The sooner you send it, the more we can help with your event’s success.) If you have any questions, please get in touch. We’re here to help!

Thank you so much for choosing Empower Simcoe as the recipient of your fundraising event’s proceeds and for sharing our vision that everyone receives the opportunity to *Be, Belong, and Thrive*.

### Things to Think about Before Organizing a Third-Party Event

Here are some guidelines to keep in mind before planning your fundraising event:

1. Understand your cause: It is important to have a basic understanding of Empower Simcoe and the work we do before organizing your event. This understanding will help you to answer questions and engage others in support.
2. Follow your interests: Fundraising events are always fun when you are doing something that you love to do, be it sports, entertaining, etc.
3. Set realistic goals: It is important to set realistic fundraising goals as they will not only keep you motivated but will help engage support.
4. Stick to a budget: Keeping expenses low will help you meet your fundraising goal.
5. Take your time: It is important to allow enough time to plan and conduct your event. Consider how long it will take to plan the event and how many people you will need to make it a success. Here are some things you may want to consider:
  - a. Do you require event insurance?
  - b. Do you require a license? (e.g. liquor, raffle, etc)
  - c. Do you require a permit? (Generally required for events in public areas.)
  - d. What are the costs involved in executing this event? (e.g. venue, entertainment, food, etc.). As the organizer, you are responsible for ensuring all costs are covered.
  - e. Can you obtain sponsors to cover the cost of the event?
  - f. How will you collect money?
6. When planning a special event, it is important to consider the venue’s capacity, location, cost, insurance policy, decor, parking and catering options.
7. Have a back-up plan: In event planning, always expect the unexpected. Have a back-up plan or an alternate date in case of weather or unforeseen circumstances.

## About Empower Simcoe

Empower Simcoe is a multi-service agency that provides a wide range of programs and services, including the EarlyON Child and Family Centres for pre-school children and their families in Barrie, Innisfil and Bradford. The agency also supports children, teens and adults who have an intellectual disability, and coordinates regional housing support services in Simcoe County.

Purpose: To respond to community needs through inclusive programming that improves the quality of all lives.

Vision: We believe everyone deserves the opportunity to live a self-fulfilling life.

Mission: Empowering people to lead a meaningful and inclusive life.

## About Empower Simcoe Foundation

Mission: We raise funds to improve the quality of life for people of all abilities and to foster an inclusive society.

Empower Simcoe Foundation is the fundraising affiliate of Empower Simcoe. While many Empower Simcoe services are funded through provincial funding, that funding is often very restrictive. Many critical needs can only be covered through fundraising, which is where the Foundation and our many supporters – like you! – come in.

## How Empower Simcoe Foundation can help:

- We can give permission and guidelines to use the Empower Simcoe Foundation logo. Material using the logo must be submitted for approval before distribution.
- We can issue charitable tax receipts provided that they meet Canada Revenue Agency (CRA) rules and regulations:
  - Monetary donations of \$20 or more with donor's full mailing address can be issued to donors after the event;
  - Examples of items which are ineligible for charitable receipts include raffle tickets; purchases of goods or services; donations of items (unless independently appraised); and donations of services.
- We can provide Empower Simcoe and Foundation literature and banners to display at your event.
- We may be able to have a staff member or volunteer speak to your group or at the event depending on the location and timing.
- We can announce your event on our website, newsletter and social media.
- A staff member or volunteer can attend a post-event cheque presentation.
- We can provide a budget template, planning template, and donation tracking forms for all donations of \$20 or more.
- If you would like to collect online donations, we can help you build a donation page, which is a safe and convenient way for supporters to donate. Each donor will receive their tax receipt (for donations of \$20 or more) immediately by email.

## The Application Process:

### Step One:

Pick your fundraiser! Decide what you would like to do and how you will raise funds. See page 4 of this guide for some ideas to get your creativity flowing.

### Step Two:

Complete the Community Fundraising Event Application form at the end of this guide, and submit it to the Empower Simcoe Foundation by email or fax.

### Step Three:

Wait for approval. Once you have submitted your application form please wait for approval from the Empower Simcoe Foundation before you begin promoting your event. The approval process usually takes 2-3 business days.

### Step Four:

Plan and host your event! Here are some helpful hints:

- ✓ Set a realistic goal and develop a budget.
- ✓ Recruit volunteers to support your initiative.
- ✓ Reduce expenses by requesting donations from local businesses such as auction items, hall space, food and drink or free advertising space.
- ✓ Solicit support from companies who may be interested in supporting your initiative by providing funds to cover expenses.
- ✓ Promote your event! Consider approaching radio, TV and community newspapers and make use of social media. To align your event with your fundraising cause, you may request permission to use the Empower Simcoe logo on your marketing materials (posters, flyers etc.). Remember, any promotional material using the Foundation logo requires approval in advance.
- ✓ Live Tweet or Instagram/Facebook post during your event and encourage your participants to share on social media, if appropriate to the flow of your event.
- ✓ Have fun!

### Step Five:

Once your event is over:

- ✓ Please share any photographs taken.
- ✓ Complete donation tracking forms, ensuring all information is collected and balanced.
- ✓ Please submit your proceeds within 30 days of your event. Payments by cheque must be made payable to "Empower Simcoe Foundation."
- ✓ Please return borrowed materials within a week of the event.
- ✓ Enjoy your success - we will contact you to share your impact!

*Thanks to the Children's Foundation of Guelph and Wellington for the inspiration for this page!*

## Event Ideas, or How to Have Fun while Raising Money for a Great Cause

The range of events you can choose to host is practically endless. Here are just a few to get you started:

- o Hold a car wash or bake sale in the Community
- o Jeans/Dress Down Day: Pay \$5 to wear jeans to work
- o Donate in lieu of gifts at a Staff or Birthday Party
- o Sports tournament (hockey, softball, basketball, golf, etc.): Charge an entry fee for each team
- o Dunk Tank: Get local celebrities to be dunked
- o Silent or Live Auction
- o Talent Show: Charge an admission for a “No Talent Show”
- o Used Book Sale: Have a used book sale at work or school
- o Yard Sale: Have a community wide sale
- o Raffle draw (Permit may be required)
- o Peer-to-peer fundraising: Organize a fun walk/run/ride or similar event
- o Social events: Host a BBQ/Picnic, dinner party, luncheon party or tea party

Whatever you decide to do ... **Have Fun!**

## The Fine Print: Please read this section before filling out the application form

1. Empower Simcoe Foundation cannot accept legal or financial responsibility for third-party events. Ticket sales and solicitation of sponsorships, prizes, and auction items are the organizer’s sole responsibility. All damages, expenses, and financial losses are the responsibility of the organizer. The organizer is also liable for any damages to Empower Simcoe promotional materials and equipment. Ticket sales and solicitation of sponsorships, prizes, and auction items are the organizer’s sole responsibility.
2. Event organizers are required to ensure they have adequate insurance, permits, and licenses. Where applicable, event organizers must be prepared to show proof that licenses, permits, and insurance have been established before the event.
3. Empower Simcoe Foundation can only issue tax receipts for the amount of the actual donations received by Empower Simcoe Foundation. Tax receipts cannot be issued for funds used to cover the costs of the event or other administrative expenses incurred by the organizer. Empower Simcoe Foundation will issue tax receipts for donations of \$20 or more after the organizer remits event proceeds with a tracking sheet listing donor names, addresses, and amounts of individual donations.
4. Empower Simcoe Foundation reserves the rights to confirm the information submitted on the application form, and to refuse any application for any reason.

**Any questions?** Please contact Doug Cleverley, Donor Relations Coordinator, at 705-726-9082 ext. 2285 or by email [dcleverley@empowersimcoe.ca](mailto:dcleverley@empowersimcoe.ca).



## COMMUNITY FUNDRAISING EVENT APPLICATION FORM

Thank you for your interest in fundraising for the Empower Simcoe Foundation (“the Foundation”). We are very grateful for your support to help empower people of all abilities to lead a meaningful and inclusive life. By fundraising in your community, you also help spread the word of Empower Simcoe so we can reach even more people in need of our services. Thank you!

### **GUIDELINES:**

- Please read the Community Fundraising Guide before completing this form.
- Please note that the Foundation must approve the association of the Foundation’s name and/or logo with your event before any promotion of your event.
- Please allow up to five (5) business days to process your agreement.
- Please contact Doug Cleverley, Donor Relations Coordinator, with any questions. (Contact information at the bottom of the page.)

I have read, understand and agree to the guidelines outlined in the Empower Simcoe Foundation Community Fundraising Guide.

Signature

Print Name

Date

### **CONTACT INFORMATION**

Contact Name:

Organization Name:

Mailing address:

City:

Postal Code:

Telephone:

Email:

### **EVENT INFORMATION** (attach additional sheet if required)

Event Date:

Start Time:

End Time:

Event Name:

Location:

Event Description:

How will funds be raised:

Number of guests expected:

Amount of funds projected:

39 Fraser Court, Barrie ON L4N 5J5 | T: 705-726-9082 ext. 2285 | F: 705-726-6875

[dcleverley@empowersimcoe.ca](mailto:dcleverley@empowersimcoe.ca) | [EmpowerSimcoe.ca/Foundation](http://EmpowerSimcoe.ca/Foundation)

What percentage of proceeds will be donated to the Foundation? %

Please list any other charities benefiting from this event:

Where would you like the proceeds from your event to go?

Where it is needed most	Youth Program
Medical/Accessibility Equipment	Pre-school Services
Homelessness Prevention	Recreation

Are other organizations/businesses involved in organizing this event? Yes No

If yes, please list them:

Has this event been held before? Yes No

If Yes, by whom and what were the results?

## FOUNDATION SUPPORT AND PROMOTIONS

What support do you request from the Empower Simcoe Foundation?

Pull-up Banner	Brochures	Foundation Representative/Speaker
Tax Receipts	Social Media	Foundation Website/Newsletter

Are you approaching businesses/organizations to sponsor or donate to this event?

Yes No

If yes, please list any confirmed corporate donors/sponsors:

Would you like to use the Foundation logo and name on your promotional material?

Yes No

What type of promotions will you use for this event?

Word of mouth	Posters/Flyers	Website
Newspapers	Social media	Radio Ads
Other (please specify)		

THANK YOU again for choosing Empower Simcoe Foundation as the recipient of funding from your special event. Together, we are improving the quality of all lives!

Please submit this form to our office, and we will be in touch soon.

### FOR OFFICE USE ONLY:

Event Approved:

Date:

More Info Needed:

Approved by: