BIG SISTERS BC LOWER MAINLAND

COMMUNITY FUNDRAISING EVENT TOOLKIT

HELP US IGNITE HER POTENTIAL

ABOUT US

It's a tough world out there for youth

Big Sisters of BC Lower Mainland provides supportive mentoring relationships to young children who may be facing challenges like bullying, isolation, poverty, abuse, social anxiety, low self-esteem and more.

Research shows that mentoring has a powerful impact on youth

Research shows that **93%** of Little Sisters feel better about themselves since having a Big Sister. On top of that children who have a mentor are **3x** less likely to have social anxiety and **2x** less likely to be depressed. The impact of mentorship is endless!

Since 1960….

We have been championing the potential of youth across BC Lower Mainland (BCLM) through meaningful mentorships since 1960! In that time, we have seen the world grow more and more challenging for children to grow up in.

We couldn't do It without you!

Research proves that it takes **just one caring adult** to make all the difference. It is because of our kind-hearted donors, sponsors, volunteer mentors and community supporters that we are able to continue the work we do to ensure that every child who needs a mentor, has a mentor.

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82% of parents say their child feels better about herself and is more confident since being involved with Big Sisters.

Your fundraising efforts help us provide a supportive mentor for youth in need to ignite their potential

Fundraise for Big Sisters!

A unique and wonderful way to give to Big Sisters is by holding an event and donating the proceeds to Big Sisters. Fundraising Events are a great way to raise much-needed funds for our mentoring programs, spread awareness of the work we do, impact a new audience and encourage community involvement! Big Sisters is very fortunate to benefit from the generous support of many individuals and organizations who initiate fundraising events and activities to raise money in support of our mentoring programs and services.

We deeply appreciate the commitment and investment of time and financial resources required in the successful execution of such events. We ask that anyone interested in donating proceeds from their event or initiative to please read this Fundraising Toolkit prior to completing the agreement included at the end of this package.

Past Community Events

Event Ideas

There are so many options for your fundraising event! Consider your guests and your own interests when coming up with an event idea. Be creative and don't be afraid to try something new. Here are some event ideas for inspiration;

Personal Events

- Movie/Quiz Night
- Raffle or 50/50 Draw
- Garage Sale
- Golf Tournament
- Fun Run
- Art Show
- Benefit Concert/Play
- Birthday Party
- Clothing Swap
- Holiday Party
- Casino Night
- Private Shopping Party
- Wine Tasting
- Wine and Cheese Night
- High Tea
- Sporting Event

Corporate Events

- Shred a Thon
- Raffle or 50/50 Draw
- Gift Wrapping
- Golf Tournament
- Skill Bidding
- Lunch and Learn
- Company Picnic
- Speaker Series
- Holiday Party
- Team Sporting Event
- Silent Auction
- Guess the Baby
- Matched Giving
- Office Olympics

School Events

- Bake Sale
- Raffle or 50/50 Draw
- Car Wash
- Craft Sale
- Loonie/Toonie Drive
- Crazy Hair Day
- Term Fundraising
- Math for Mentorship
- Sports Day
- Colour Day
- Fun Run
- Lemonade Stand

Planning your Event

Event planning doesn't have to be hard! The key is giving yourself enough time to plan and having an action plan for when things go wrong. Events often take longer to plan than you might think so ensure you have enough time before your event date. Need some help? Big Sisters will support you as much as possible to ensure your event is a success. Here are some suggested event planning steps to get you started.

STEP 1

Download and review the Community Fundraising Toolkit. Complete the Fundraising Event Proposal Form on the last page and submit to Big Sisters at least one month before your event. Make sure you have enough time to receive a response before your event date! Not sure if your event is a good fit for Big Sisters? Contact us first so we can chat.

STEP 2

Receive approval from Big Sisters for your event. We will send you logos as requested and can give you additional tips on event planning and best practices for fundraising.

STEP 3

Recruit friends, family and/or colleagues to help you plan and execute your event. Get everyone on board to execute your plan and make the event a success!

STEP 4

Create a "To Do List" and timeline to help you plan your event. Don't forget to include any special event permits or raffle licenses you might need!

STEP 5

Create an event budget and promotion plan. Decide on your target and goals for the event. Try to keep costs low to ensure maximum impact of your fundraising efforts.

STEP 6

Use social media to promote your event. Consider creating a fundraising page through Facebook or other fundraising platforms*. These allow you to take payments online and track your guest's data while even administering tax receipts for you! They will also help you track your fundraising goals.

STEP 7

Host your event! Have fun and enjoy the rewards of all your planning. Be sure to take lots of pictures, we would love to see them!

STEP 8

Donate funds raised to Big Sisters! Let us know if you would like us to provide individual tax receipts if you are not using an online platform and if so be sure to track donors so we can provide an official tax receipt for donations over $25 (conditions listed page. 8).

*Big Sisters BCLM currently doesn't have a customizable fundraising platform but there are many out there that can make it easy for you to collect donations. Some of these are Facebook, Chimp, FundRazr, Fundly and StartSomeGood.

What we CAN provide;

- Professional advice on fundraising and event organization through a phone call or meeting
- Big Sisters BCLM materials and banners for your event (depending on availability)
- Big Sisters BCLM logo for use on event promotional materials (all materials with Big Sisters BCLM logo must be individually approved by Big Sisters BCLM prior to printing, release, etc.)
- An agency representative to speak about Big Sisters and mentoring at your event (depending on availability)
- A letter of support to be used to validate the authenticity of the event and its organizers
- Tax receipts for eligible gifts

What we CAN'T provide;

- Funding or reimbursement for event expenses
- Donor or sponsor lists
- Promotion or advertising of your event except on our website, e-newsletter and social media
- Guaranteed attendance of staff or volunteers at your event
- Application for gaming licenses (i.e., bingos, raffles, liquor, insurance)
- Prizes, auction items or awards
- Insurance for your event
- Logistical support for the event
- Big Sisters BCLM will not assume any legal or financial liability for a community fundraising event
- Big Sisters BCLM is not responsible for any damage or accidents to persons or property at the event

Event Organizer Responsibilities

- Submit this Fundraising Event Proposal Form to Big Sisters of BCLM at least one month prior to your event to allow us time to process your request. *Note: Please allow for **up to two weeks** for Big Sisters to approve/decline your proposal.*
- Event organizers are responsible for the planning and execution of the event including, but not limited to, all set-up, promotion, staffing and/or volunteers, and liability.
- Event organizers are responsible for obtaining appropriate licenses and insurance (i.e. raffle and 50/50 licenses, liquor permits, etc.).
- It is the event organizer's responsibility to communicate to sponsors, participants and the general public that Big Sisters is not hosting the event, but is the beneficiary of the event.

- All publicity (including media releases, print/promotional materials, etc.) for the proposed event must be approved by Big Sisters prior to being printed, released, etc. (Please allow at least three days for Press Release approvals).
- If the event is cancelled, please notify Big Sisters at least one week prior to the event.
- All event organizers require written permission from Big Sisters in advance. Do not make public announcements or promote your event as benefiting Big Sisters until you receive approval of your event application from Big Sisters.
- Event organizers must comply with all relevant local, provincial and federal laws.
- The event organizer must get prior authorization from Big Sisters to use Big Sisters logo or name on any promotional material.
- The Big Sisters name and logo may not to be used by event organizers on an ongoing basis (i.e. on a website or on promotional material), unless permission in writing has been granted by Big Sisters.
- No community Fundraising event can use "Big Sisters" in the event title.
- Big Sisters BCLM shall have the right to, at any time and for any reason, request that the event organizer/group cease to use Big Sisters BCLM's name and logo in connection with the event and the event organizers shall use its best efforts to comply with such request
- Big Sisters BCLM reserves the right to not approve any fundraising event and is not obliged to provide a reason

All community event promotional material must include a tag saying
"Proceeds from this event will be donated to Big Sisters of BC Lower Mainland"

Financial Guidelines

Big Sisters BCLM is not responsible for any costs related to the fundraising event. All expenses related to the event must be covered by the organizer or deducted from the proceeds before sending donations to Big Sisters BCLM.

The fundraising event organizers agree to handle all monetary transactions for the event and to present the proceeds to Big Sisters BCLM within 30 days of the completion of the event or as otherwise agreed to.

If you are using an online platform for your event fundraising, tax receipts may be issued directly by the platform. If you are not using an online platform and tax receipts are requested for donations over $25, you are responsible for collecting the names, addresses and contact information for all donors to

be shared with Big Sisters for the purpose of issuing tax receipts and expanding our donor database. Official tax receipts will be issued in accordance with the Canada Revenue Agency guidelines.

It is highly recommended that event organizers research the expenses for their event and have their budget in place prior to submitting this application. If event expenses are greater than the total collected, the group organizing the event is responsible for payment of these additional expenses. Big Sisters BCLM is not responsible for the costs of fundraising or for any shortfalls relating to the event/activity. Big Sisters reserves the right to request to see financial records related to the event.

All cheques should be made payable to Big Sisters of BC Lower Mainland and delivered to
Big Sisters BC Lower Mainland
34 E.12th Avenue.
Vancouver, BC V5T 2G5

Tax receipt guidelines

It is very important that event organizers understand the rules about tax receipts before planning your event. For further clarification on what can be receipted, please speak with Big Sisters BCLM's fundraising coordinator. It is your responsibility to communicate with donors regarding tax receipts.

Big Sisters BCLM will only issue tax receipts for the amount of the actual donations received by our agency, as allowed by Canada Revenue Agency. Tax receipts cannot be issued for funds used to cover the costs of the event or other administrative expenses incurred by the organizer.

Big Sisters BCLM is permitted to issue tax receipts to individuals that make a donation without receiving a tangible item or benefit in return. Tax receipts are provided for donations of $25 or more.

Tax Receipts will not be issued for the following:

- Purchase of admission tickets, green fees or auction items
- In-kind goods donated to an event
- Donated services such as hiring an entertainer or auctioneer for the event
- Sponsorships (as advertising or promotion is being received in return for the sponsorship monies received)
- Gift certificates donated by the issuer of the certificate
- Full ticket price of a ticketed event. Tax receipts will only be issued for the ticket price less the value received by the donor.

Read more on charitable tax receipts and donations at https://www.canada.ca/en/revenue-agency/services/charities-giving/giving-charity-information-donors/claiming-charitable-tax-credits.html

Frequently Asked Questions

1. Are we able to hold any type of event?

Community events are required to adhere to our core values and mission. We are unable to participate in any event that goes against our core values or could be deemed as discriminatory or offensive. If you need help selecting a type of event, contact us!

2. Are we able to designate where the funds go?

Funds will be dispersed to where they will be most impactful. Should you wish to designate your funds please speak to us before your event.

3. Will Big Sisters help with event expenses?

Big Sisters BCLM is unable to help with expenses associated with your event. All expenses incurred are the responsibility of the event organizer. We suggest keeping your expenses low to ensure maximum impact to the organization.

4. How will charitable receipts be issued?

Big Sisters BCLM is a registered charity and we can provide charitable donation receipts for gifts in accordance with the CRA. Not all donations are eligible for receipt, please clarify with us any concerns regarding receipting before your event. Tax receipts may be issued by Big Sisters BCLM on receipt of the guest's info and donation amount.

5. Will Big Sisters BCLM provide any promotional/display material?

Yes! Please discuss with us in advance your needs for the event. We may be able to provide print material about our programs and services as well as banners with advance notice.

6. Do we need any licenses to host our event?

Yes! Proof of appropriate licenses may be required in advance of your event. These may include raffle/liquor licensing, which are the sole responsibility of the event organizer.

7. Who is responsible for liability and legal risks associated with our event?

Event liability is the sole responsibility of the event organizer. Big Sisters will not sign any vendor contracts or be held responsible for any damage or loss associated with the event.

Thank you for your interest in hosting a fundraising event in support of Big Sisters BCLM!

For more information please contact:

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Event Coordinator
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P: 778-513-4396
www.bigsisters.bc.ca