



A TURNING POINT
FOR WOMEN



FUNDRAISING TOOLKIT

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

OUR VISION

YWCA Toronto will be a leader in transforming the lives of marginalized and disadvantaged women and girls in Toronto.

OUR MISSION

YWCA Toronto accomplishes this vision by being a strong advocate for women and girls, providing transformative services in the areas of employment support and training, housing options and shelters, leadership development programs for girls and key supports for women and children who have experienced violence.

YWCA Toronto | 87 Elm Street, Toronto, Ontario M5G OA8

416.961.8100 | ywcatoronto.org |     

Charitable Business #10822 9865 RROOO1

ABOUT YWCA TORONTO

YWCA Toronto is an association of diverse and caring women, dedicated to improving the lives of women and girls. Through dynamic leadership, advocacy, and a range of unique and essential services, YWCA Toronto promotes personal growth and economic independence.

For 141 years, YWCA Toronto has been a leader in transforming the lives of marginalized and disadvantaged women and girls in our community. Today, we are a multi-service organization offering over 25 programs and services at 12 locations across the Greater Toronto Area including emergency shelter and permanent housing, employment and skills development training, microloans for women fleeing domestic violence, family and community support services, and Canada's only full-time Girls' Centre.

YWCA Toronto works to achieve constructive social change, helping women and girls meet their goals of self-sufficiency and independence. Last year, we served over 11,000 women and children in our city.

Philanthropy is an expression of love for humanity and an act of hope that the world can be changed for the better.

WHY YOUR SUPPORT MATTERS

At YWCA Toronto, charitable donations fund core programs and infrastructure, advocacy initiatives, and service innovation and expansion.

The generosity and commitment of YWCA Toronto's donors is of critical importance, and makes a significant impact on the lives and futures of the women and girls we serve.

YWCA Toronto strives to provide services beyond basic shelter, housing and employment support so that we can address the more fundamental challenges our participants are facing, like mental health and addiction issues, poverty and trauma which have deeply impacted the lives of many of the women who seek our help. Our donors make this holistic support possible.

We want to thank you for choosing YWCA Toronto as the beneficiary of your fundraising event. The funds you raise will have a huge impact, directly helping women and children to flee violence, secure housing, find jobs, establish their voices, enhance skills, develop confidence and, ultimately, thrive.

You are an integral part of our effort to improve the lives of the most vulnerable women and girls in our city. Without your support, we simply could not do the work we do. Thank you.

Your *gift* will help women and children thrive, not simply survive.

\$200

provides welcome baskets with emergency basic necessities (soap, toothpaste, washcloth, comb, underwear etc...) for 10 women coming off of the streets to **YWCA's 1st Stop Woodlawn Shelter**.



\$3,000

provides two months of developmental support to a child recovering from violence at **YWCA Bergamot Apartments**.



\$750

provides one girl living in poverty the opportunity to thrive at **YWCA's Camp Tapawingo**.



\$4,500

helps the YWCA Toronto's **December 6 Fund** to provide interest-free loans to six women and their children so they can flee domestic violence and start a new life.



\$1,500

provides two women with the training to obtain their GED (high school equivalency certificate) through YWCA Toronto's **Skills Development Centre**.



\$10,500

provides one woman and her two children fleeing violence with a bed, food and the clinical support they need to heal from abuse for one month at **YWCA Arise** women and children's shelter.



FUNDRAISING IDEAS

There are plenty of ways to support YWCA Toronto.

Here are just a few ideas:

COMMUNITY FUNDRAISERS

Involve your friends, family, co-workers, classmates and neighbours and host community BBQs, Bake Sales, Car Washes, Dog Washes, Squeegie Days, Contests, Carnivals, Street Parties or whatever engages your community. Getting everybody involved in a fun annual tradition for a great cause strengthens connections within your community.

SPORTS AND TOURNAMENTS

Pitch-a-thons, Sled-a-thons, Bowl-a-thons, Yoga-a-thons, Walk-a-thons and much more. Invite your pals to join you for a day of playing a sport you all love. You can host a tournament for individuals or ask people to form teams and add competition to your fundraiser. Participants sign-up and donate to YWCA Toronto to play and compete for prizes. Try to do something that everybody can participate in by choosing an activity that is inclusive and accessible for all.

SCHOOL EVENTS

Hosting events at school is a great way to raise funds and awareness of the issues facing women and girls today. Participating in school events can be a fun and valuable experience for the students, teachers, parents and entire school community. Not only do students raise money and engage with important social issues, but they also get a chance to be involved in a creative and collaborative activity with each other while building their leadership skills. Dance-a-thons, Bake Sales, Car Washes, Fashion Shows, Student Artwork Sales and School Sleepovers for YWCA Toronto shelters are just some ideas - get creative!

SPECIAL OCCASIONS

Occasions such as Birthdays, Weddings, Anniversaries, Holidays and Graduations are great opportunities to make special days even more meaningful. Encourage your friends and family to make a donation in your name to YWCA Toronto instead of buying you a gift.

WORKPLACE FUNDRAISERS

Host a BBQ, Potluck Lunch, Chili Cook-off or an afternoon Ice-cream Bar. Arrange with your employer for a 'Dress Down Day' for a donation or bid on a chance to win a day off. Monthly giving or payroll deductions are great tools to make charitable giving easier. Inquire if your workplace offers corporate matching programs where they match charitable donations so you can double or even triple your fundraising dollars.

GETTING STARTED IN 3 EASY STEPS

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

#1 DEVELOP A PLAN

Things to consider:

- What type of event are you going to host?
- What is 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 your event?
- Do you need help? Think about having a committee to help you plan your event.

#2 SET A GOAL

- Consider using the graphic on page 2 as a reference for setting a specific fundraising goal. It is always best to provide a specific goal to your friends, family and colleagues to build their motivation.

#3 TAKE ACTION

- Register your event by downloading and submitting the [registration form](#).
- Once registered, download the [tax receipt form](#) and start collecting donations for your fundraiser. You may choose to collect donations before, during or after the event. Collecting donor contact details is important. Without it, YWCA Toronto is unable to provide tax receipts as per Canada Revenue Agency regulations.
- Take pride in your achievements! Post-event, celebrate your team's success through social media channels like Facebook, Instagram, Twitter and YouTube. Remember to share your success and photos/videos with YWCA Toronto at ntrivedi@ywcatoronto.org
- Be sure to thank everyone who helped you to raise money for your fundraiser in support of YWCA Toronto. Every donation counts and helps to ensure that we can continue to be there when vulnerable women and families need us most.

STANDARDS & TAX RECEIPTING GUIDELINES

- It is the event organizer's responsibility to communicate to participants and the general public that YWCA Toronto is the beneficiary of the fundraising event and is not conducting the community event.
- To use the official YWCA Toronto logo, the event organiser must register the event with YWCA Toronto. We must approve all public facing materials that host our logo and brand.
- Tax receipts can only be issued for third party fundraising events for donations of \$25 and above if funds and a complete list of donor names, addresses, and donation amount are received by YWCA Toronto office. For more information on Canada Revenue Agency's tax regulations for registered charities, please visit: www.cra-arc.gc.ca

Funds can be sent to: YWCA Toronto | 87 Elm Street, Toronto, ON M5G 0A8

**All cheques should be made payable to YWCA Toronto*

Contact us, we're here to help: Neha Trivedi, Events & Stewardship Officer
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