



FUNDRAISING TOOLKIT

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



A TURNING POINT
FOR WOMEN



YWCA Toronto | 87 Elm Street, Toronto, Ontario M5G 0A8 | 416.961.8100 | ywcatoronto.org |     

CHARITABLE BUSINESS NUMBER 10822 9865 RROO01

HOSTING A FUNDRAISING EVENT: Your Step-By-Step Guide

1. GETTING STARTED

Time to get creative! Brainstorm about what you would like your fundraiser to be, and then figure out your five Ws.

WHO - Figure out who you would like to invite to participate.

WHAT - Decide what type of event you would like to host.

WHERE - Keep it simple! Your event can be in your home, workplace, neighbourhood, or online.

WHEN - Set a date.

TIP: Special occasions are a great time to fundraise

- Birthdays
- International Women's Day - March 8
- Pay Equity Day - April 10, 2018
- Canada Day
- International Day of the Girl - October 11
- Halloween
- Winter holiday season
- Weddings and anniversaries

WHY - Focus on why you are fundraising and share your motivation with your friends and family.

- To help women living on the margins find affordable housing
- To combat pay inequality
- To enable girls to break through glass ceilings
- To help women flee violence
- To support women and girls in your community

NOT SURE WHAT TYPE OF EVENT TO HOST? Here are some examples to get the ideas flowing!

- Run or walk a race
- Host a girls' night
- Sporting events and tournaments
- Birthday parties
- Karaoke party
- Fashion show
- Bake sale
- Oscar party
- Community potluck or food fair
- Skating or tobogganning day
- Superbowl party
- -a-thons - (walk, bike, bowl, dance, study, read, etc.), set a goal and collect pledges from your family and friends.

Already have an event planned? Consider turning it into a fundraiser by 'passing the hat', or having a silent auction or raffle.

Some questions to consider:

- Do you have friends or colleagues that can form a committee? A fundraising committee is a great way to share ideas, responsibilities, networks and resources.
- Do you have people or organizations in your network that could sponsor your event? You may need silent auction items or door prizes, so think about businesses you can call on for support.*
- Do you need any permits? You may need park or venue permits, or a license to serve alcohol or to host a raffle.
- How will you promote your event? Maximize your reach by promoting on social media, via email, and/or posters, etc.

* Sponsorship and some gifts are not eligible for a Charitable Tax Receipt. Please review our Notes on Tax Receipts section and/or contact us to learn more about receipt eligibility.

2. SET A GOAL

Establish a goal that you will be excited to meet and exceed! Setting a fundraising goal is a great way to motivate others to support or join you.

3. MAKE A PLAN

Create a work plan to help keep you on track. Consider setting deadlines and dividing tasks amongst your committee or teammates.

4. REGISTER YOUR EVENT

Let us know that you are planning an event by downloading and submitting our [Event Registration Form](#). We can provide support during the planning process and answer any questions you might have along the way.

5. SPREAD THE WORD

Send a save the date, invitations, promote via email, social media, and/or posters. Consider making an event #hashtag so you can share your progress online and encourage others to get involved.

6. COLLECT DONATIONS

Sell tickets or take donations at your event, and keep track of your progress toward your fundraising goal. If donors would like a charitable tax receipt*, be sure to complete their name, mailing address, and donation amount on our [Tax Receipt Form](#). Tax receipts will be mailed directly to donors.

7. FOLLOW UP

Be sure to thank your guests for coming and donating to YWCA Toronto.

8. YOU DID IT!

Send us the funds you raised and submit your Tax Receipt Form to our team so that we can send your donors tax receipts as soon as possible.

DONATIONS

Your donations can be sent to us online,
by mail or dropped off in person:

YWCA Toronto — 87 Elm Street
Toronto, ON M5G 0A8

ywcatoronto.org

THIRD PARTY EVENT REGISTRATION FORM

ORGANIZER INFORMATION

CONTACT NAME:

TELEPHONE NUMBER: EMAIL ADDRESS:

To whom should we send a thank you card or acknowledgement of your donation? Please provide the name of an individual or organization.

EVENT INFORMATION

EVENT NAME:

DATE:

LOCATION:

DESCRIPTION (please provide a short description of your event):


May we share your story via social media to inspire others to get involved with YWCA Toronto? YES NO

SUBMIT



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TAX RECEIPT FORM

EVENT NAME:

CONTACT NAME:

TELEPHONE NUMBER: EMAIL ADDRESS:

Please provide the name, address and mailing address of each donor. YWCA Toronto is able to provide electronic tax receipts to donors who provide an email address.

1	NAME	EMAIL ADDRESS	TELEPHONE NUMBER		AMOUNT
	ADDRESS	CITY	PROVINCE	POSTAL CODE	
2	NAME	EMAIL ADDRESS	TELEPHONE NUMBER		AMOUNT
	ADDRESS	CITY	PROVINCE	POSTAL CODE	
3	NAME	EMAIL ADDRESS	TELEPHONE NUMBER		AMOUNT
	ADDRESS	CITY	PROVINCE	POSTAL CODE	
4	NAME	EMAIL ADDRESS	TELEPHONE NUMBER		AMOUNT
	ADDRESS	CITY	PROVINCE	POSTAL CODE	
5	NAME	EMAIL ADDRESS	TELEPHONE NUMBER		AMOUNT
	ADDRESS	CITY	PROVINCE	POSTAL CODE	

QUESTIONS? CONTACT:

Courtney Hogan — 416.961.8101 x357 | CHogan@ywcatoronto.ca

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STANDARDS & TAX RECEIPTING GUIDELINES

YWCA Toronto will issue charitable tax receipts for donations of \$25 and over and for lesser amounts by request. A complete list of donor names, addresses, and donation amounts must be received by YWCA Toronto.

The following donations are *not eligible* for charitable tax receipts, as per Canada Revenue Agency's policies:

- Money raised through the sale of items
- Proceeds from sale of raffle tickets (including 50/50 draws)
- Donations of services
- Donations of gift cards*
- Proceeds from ticket sales to events**

**Businesses that donate a gift card for their own products and services to a silent auction or raffle are not eligible to receive a Charitable Tax Receipt.*

***The Canada Revenue Agency has particular rules pertaining to Charitable Tax Receipts for tickets to event. Receipts can be issued for the cost of the ticket less advantages. 'Advantages' are anything that comes with the cost of the ticket – food, beverages, entertainment, etc. Please contact us for assistance determining your receiptable amount.*

For more information on Canada Revenue Agency's tax regulations for registered charities please visit www.canada.ca/charities-giving

Thank you for supporting YWCA Toronto!
For assistance planning your event, or for more information contact:

Courtney Hogan, Events and Stewardship Officer, Philanthropy
CHogan@ywcatoronto.org | 416.961.8101 x357

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.



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