

kids
cancer care

**You
can**

**host your own
fundraiser event
and...**

**[community fundraising initiatives & you
steps + tips + instructions to a great event!]**

...make a
difference!



you can help children with cancer by planning & hosting a fundraising event

This package will provide you with a step-by-step guide on how to organize a successful fundraising initiative.

What's a community fundraising initiative?

A community fundraising initiative is an event or an initiative organized by someone like YOU in the community that raises money for **Kids Cancer Care**. The initiative can be as big or small as you'd like. You decide.

With a bit of fun and creative flair, anything can become a fundraising opportunity. It could be a birthday bash, a hockey tournament, a wedding, a craft sale, a raffle, a dance-a-thon, dress-up day, bake sale, bicycle tour or car wash... the sky's the limit!

Once you've settled on your fundraising idea, contact Kids Cancer Care and complete the community fundraising event form as soon as possible. We'll review your application and help you on your way.

To read about how your efforts are making a difference to families affected by cancer, visit kidscancercare.ab.ca

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kids
cancer care

"Kids Cancer Care accepts donations from a fundraising event as if it was the MOST important donation they've ever received."

– Organizer

9 easy steps to a great event!

...give
kids
hope!



Step 1:

Brainstorm. Get your creative juices flowing and brainstorm ideas for fundraising with your friends, family and co-workers to determine what kind of community fundraising initiative you'd like to hold.

Step 2:

Get the details down. Set a location, goal and date for your event.

Step 3:

Contact Kids Cancer Care. Once you've nailed down the details of your event, contact Kids Cancer Care and share your plans with us.

Step 4:

Complete an event form. We'll ask you to complete an event form (attached) and submit it to our community initiatives team. Our team is here to help you in your planning from start to finish, so you feel supported along the way.

Step 5:

Spread the word. Marketing and promotion are key to a successful event. Catchy flyers, traditional and social media and personalized invitations will help ensure a well-attended event. Develop a list of all the people in your life you'd like to invite to your event. Share your fundraising plans and goal with them and encourage them to attend or donate to your event. Ask them to spread the word too. Most people are happy to help. You just have to ask.

Step 6:

Create more buzz. Put up posters, follow-up by email, Facebook and/or Twitter. Promote your event through traditional media or through communication channels at your church, community association or company.

Step 7:

Event day. Check out our event check list to make sure you're ready for your big day.

Step 8:

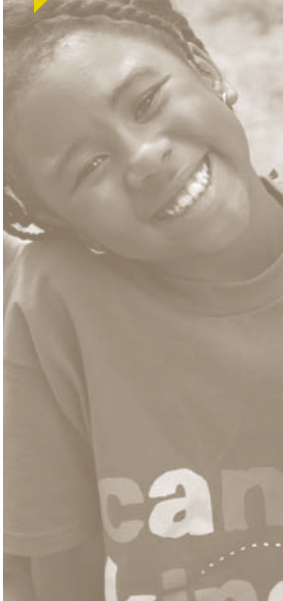
Collect the cash. We'll provide you with pledge forms and/or donation cans to help keep the collection of funds simple. Depending on the kind of event you host, you may want to encourage people to give online. Ask Kids Cancer Care to see if online giving would be a good fit for your fundraising goals and event. We ask that you submit funds to Kids Cancer Care within 30 days of your event. If your event qualifies for tax receipts, the receipts will be issued within 12 weeks of that date.

Step 9:

Thanks & Celebrate. You can send a thank you by email, create your own cards or use our thank you cards. Be sure to thank everyone who made your event possible including all the people who helped organize and those who made donations. You can also celebrate your success on Facebook or Twitter and include photos of the event. Tell your supporters how much the event raised and how these dollars will go to work to help children with cancer.

6 Event ideas

...ignite
change!



Opportunities for fundraising are endless. Here are a few ideas to get you going. If you're still feeling stumped, please call our office. We'd be glad to brainstorm with you.

- 1. Wine raffle.** A wine raffle is a great idea for an office setting. Ask your colleagues to bring a bottle or two or three of their favourite wine (you decide on the number) and sell tickets for a chance to win the selection of wines.
- 2. 'A-Thons'.** Whether it's a walk-a-thon, bike-a-thon, skate-a-thon, marathon or dance-a-thon, a-thons are a great way to raise awareness and money for a great cause.
- 3. Stampede ho-down.** Stampede is a great time to host chili cook-offs, parties or Stampede breakfasts! Sell tickets for your event or ask people to throw in \$10 and help children with cancer.
- 4. Corporate matching gift plan.** If your company has a matching gift plan, invite your colleagues to support you in the challenge and remind them that the company will match their donations dollar for dollar.
- 5. Dine for a year.** Ask your colleagues to donate a gift certificate to their favourite restaurant and sell tickets for a chance to win a year of dining at Calgary's finest restaurants.
- 6. Corporate social club.** If your company has a social club, see if they'll host a golf tournament, bottle drive or bake sale to raise funds for Kids Cancer Care.



Event **checklist**

...make
a child
smile!



Use this list to make sure you've thought of everything...
and then have FUN.

Kids Cancer Care forms

- Community fundraising initiatives form completed and submitted
- Kids Cancer Care name/logo approved

Logistics

- Event location booked
- Date and time set
- Room or space confirmed
- Spokeskid confirmed
- Electricity available for audio visual equipment (extension cords required?)

Fundraising

- Set a fundraising goal
- Make a list of all the people who may support you or want to attend your event
- Ask your company to match every dollar you raise or to make a company donation
- Invite a special guest to join in your fundraising efforts to provide an incentive to reach your goal
- Challenge another department or competitor to beat your fundraising efforts
- Ask! Ask! Ask!

Spread the word

- Email or mail an invitation
- Email donation requests
- Promote in community or company newsletters, memos, website
- Promote through local media
- Promote through Facebook and Twitter
- Distribute posters and flyers

Event day

- Master of ceremonies booked
- Volunteers for set-up and tear-down
- Camera or photographer booked
- Media invited
- Audio visual set-up
- DJ or music
- Food and beverage
- Have fun

Wrap up

Within 30 days of your event

- Send thank you to sponsors, donors, volunteers and fellow organizers
- Collect outstanding pledges or donations
- Complete final cash and cheque count
- Submit total amount to Kids Cancer Care
- Give yourself a huge pat on the back

How to **raise \$500** in a week!

...save
children's
lives!



When you break fundraising into smaller pieces, it's easier to manage and quickly adds up.

DAY 1

Support yourself! Start by making a **\$25** donation to your fundraising initiative.

\$25

DAY 2

Ask three family members to support you for **\$25 each**. Challenge them to top each other! All donations of **\$20** or more receive a tax receipt. Online donations receive tax receipts within minutes of donating.

\$75

DAY 3

Ask two clients or businesses you deal with regularly to make a **\$25** donation each

\$50

DAY 4

Ask five co-workers to sponsor you for **\$20 each**.

\$100

DAY 5

Ask your boss for a company contribution of **\$100**. Check to see if your company has a matching gift program and double the value of your co-workers' gifts.

\$100

DAY 6

Ask five people you know from your community sports team, health club, yoga centre, community centre, school or church to donate **\$10 each**.

\$50

DAY 7

Ask five friends to donate **\$20 each**.

\$100

\$500

That's 500 dollars!

REMEMBER, THE KEY TO FUNDRAISING IS TO ASK.

... wipe
away a
tear!



We're here to **help!**

Kids Cancer Care is here to help you organize a successful fundraising event. Please contact us early, so we can help. Here are a few ways we can help you.

1. **Media & marketing.** We can give you tips on how to promote your event through local and social media. We will also publicize your event on our website.
2. **Fundraising.** We will share our fundraising expertise to help you host a successful fundraising event.
3. **Materials.** We will provide you with background materials and collateral along with a letter of support, which you can present to potential sponsors or donors.
4. **Spokeskids.** Our trained spokeskids, volunteers and/or staff are available to speak at your fundraising event. Please book a spokeskid at least four weeks before your event to ensure a spokeskid is available.
5. **Volunteers.** With enough notice, we can provide you with volunteers to help out at your event. Please give us at least four weeks to enable us to fulfill your volunteer request.
6. **Tax receipts.** We'll provide charitable tax receipts subject to Canada Revenue Agency guidelines.

We're always just a phone call or email away. Please don't hesitate to contact us if you need help.

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About Kids Cancer Care

The **Kids Cancer Care Foundation of Alberta** is passionately dedicated to helping young people and their families affected by childhood cancer survive and thrive in body, mind and spirit.

Empowering kids and erasing childhood cancer is what we strive to do every day at Kids Cancer Care — whether that means reducing its impact on kids through our camp or scholarship programs, or permanently eliminating cancer through new research and better treatments.

We believe it is possible to **change the course of childhood cancer** in our lifetime. But we need your help to chart the way.

Joel's Journey – A fundraising success story

"I feel like I'm actually part of the team that's finding a cure with each fundraising event I do, no matter how small or big."

– Organizer

Joel was only eight years old when he started experiencing dizzy spells. Then came severe migraines, frequent vomiting and double vision. When he was 10, Joel was diagnosed with a brain tumour and began the fight of his life.

His friends and family wanted to show him their support and give him the strength, hope and courage he needed to face chemotherapy. They decided to host a 5 km run/walk at his school with a twofold goal:

- 1) To show Joel he wasn't alone in his cancer journey; and
- 2) Raise money for Kids Cancer Care.

What began as a simple act of kindness and gesture of solidarity quickly expanded into something much more. Joel's Journey brought together a community of people who cared. Hundreds of well-wishers came out to support the event and show the 10-year-old boy they were behind him.

Joel's Journey was a resounding success. It raised more than \$24,000 for Kids Cancer Care, put a smile on young Joel's face and gave him the strength to continue his fight.

Posh n' PJs – Not a sleepy affair

Bunny slippers, boas and boxers were the talk of the town at the Posh n' PJs Gala—an informally formal charity gala, where some 200 guests got ready for bed and then stayed out all night. An arresting performance by spoken word artist Moe Clark captured the souls of guests, but it was the live bachelor auction with scantily clad bachelors that captured their imaginations and pocketbooks. Party-goers at this swanky PJ party raised more than \$20,000 for Kids Cancer Care.

**You can
change the course
of childhood cancer**



Tell us about your fundraising initiative



The Kids Cancer Care Foundation of Alberta name and logo are the sole property of the Foundation and can be used only with the Foundation's express written permission.

All materials featuring the name and/or logo must be approved by the Foundation before publication.

CONTACT INFORMATION

Name of organization planning the initiative:

Name of contact person:

Phone (bus.):

Phone (cell / home):

Fax:

Address:

City:

Postal Code:

Email:

How did you hear about Kids Cancer Care?

EVENT INFORMATION

Name of event:

Date of event:

Event time:

Location / address of event:

Type of event: One-time Annual Ongoing

Number of participants:

Briefly describe event and how funds will be raised:

BUDGET PLANNING

If you expect your fundraising initiatives to raise \$10,000 or more, please complete this section to the best of your knowledge. This information is for your planning purposes only.

Total Expected Income: (i.e. donations, pledges, auction, ticket sales) A. \$

Expenses: (include costs such as advertising, rentals, food) B. \$

Anticipated Net Proceeds: (A - B = C) C. \$

Amount / % of net proceeds to be donated to KCC: D. \$

Event organizer must subtract expenses from event proceeds or cover expenses directly. Please keep all receipts and invoices and present to Kids Cancer Care. Fundraising proceeds must be submitted to Kids Cancer Care within 30 days of your fundraising initiative.

Requests of Kids Cancer Care - How can we help your initiative be a success?

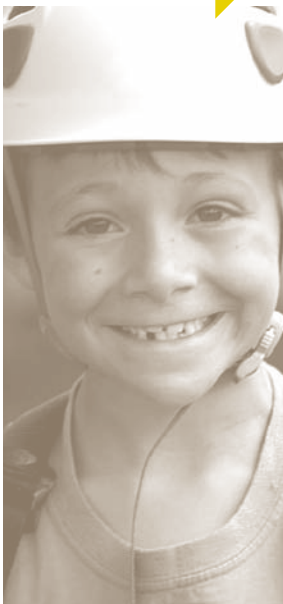
- Banner (\$150 fee charged if not returned) Donation Box Brochures # _____
- Kids Cancer Care video Silent auction guidelines Tax receipt guidelines
- Raffle license guidelines Support letter Media release info
- KCC representative to speak at event (request form required)
- Volunteers request (request form required)

Please allow 4 weeks to fulfill these requests

Please fax or email your form to 403 216 9215 or staff@kidscancercare.ab.ca

Community Fundraising Initiatives **Guidelines**

... help kids
be kids
again!



For all fundraising initiatives where the net proceeds or a portion thereof are being donated to Kids Cancer Care, we ask you to follow these guidelines.

Please review the guidelines below and initial your understanding and acceptance.

We want to know about your fundraising initiative and help where we can, so please keep us posted.

- ___ Initials **1.** Kids Cancer Care encourages community initiatives that are consistent with our good image.
- ___ Initials **2.** To conduct an event, we ask that you complete an application form. Once you submit your application, we will review it and respond within one week. If the application is approved, we will provide you with a letter of agreement. You may use this to show potential donors, sponsors and volunteers.
- ___ Initials **3.** The sponsoring organization/group/individual agrees to underwrite all costs of the special event or promotion and to secure such underwriting. Kids Cancer Care shall incur no costs, but are privy to copies of expenses incurred. Copies of your revenue and expense statements must be submitted to the Foundation within 30 days of your event.
- ___ Initials **4.** Any organization/group/individual donating A PORTION of their net proceeds rather than the full amount, must state exactly how much, either in a percentage or in a specific dollar amount on the application form as required by Canada Revenue Agency (CRA) guidelines.
- ___ Initials **5.** Any organization/group/individual wishing to use the Kids Cancer Care name or logo on any materials, including advertising, must receive approval prior to production. Guidelines for the use of our logo/name and website are included as Appendix C (attached).
- ___ Initials **6.** Kids Cancer Care must not be party to any liability coverage without prior knowledge and approval.
- ___ Initials **7.** The organization/group/individual is responsible for obtaining appropriate licenses (i.e. for raffles, casinos, liquor, etc). If you require a license, please discuss this process with your Kids Cancer Care contact. More information on licensing may be obtained through the Alberta Gaming and Liquor Commission (AGLC) website www.aglc.gov.ab.ca. You may also call them at 1 800 272 8876.
- ___ Initials **8.** The sponsoring organization/group/individual agrees to handle all monetary transactions for the special event or promotion and to present the proceeds and a copy of your revenue and expenses to Kids Cancer Care within 30 days of the completion of the event or as agreed in writing to Kids Cancer Care.

Community Fundraising Initiatives **Guidelines** *(continued)*

"I've had the pleasure of working with staff from Kids Cancer Care and I was amazed at the promptness and overwhelmingly positive reinforcements that showed up to help at my fundraiser."

– Organizer

- ___ Initials **9.** Upon request, tax receipts will be issued for eligible donations of \$20 or more. We provide tax receipts in accordance with CRA Guidelines. If you require tax receipts please discuss this process with your Kids Cancer Care contact and we will provide you with a copy of the tax receipt guidelines. You may also call CRA directly at 1 800 267 2384.
- ___ Initials **10.** The sponsoring organization/group/individual agrees to ensure that all materials borrowed are returned promptly and in the same condition they were received. The sponsoring organization/group agrees to accept responsibility for damage or loss of materials borrowed from Kids Cancer Care and there is a charge to replace any items that are not returned or that are damaged.
- ___ Initials **11.** The sponsoring organization/group/individual agrees they are responsible to secure sponsorship opportunities, items to conduct live or silent auctions and sell tickets to the event. Kids Cancer Care does not have the resources to take on these external responsibilities, but are more than willing to meet with you and help you plan your event.

Thank you for choosing Kids Cancer Care to be the recipient of your fundraising efforts!

Acceptance of the above Guidelines by the Organization/Group/Individual

Event Name:

Organizer:

Signature:

Date:

**...empower
kids!**



Community Fundraising Initiatives

...give
kids a
break!



Kids Cancer Care Name, Website & Logo Use

Importance of Identity

By creating a strong and dynamic visual identity, we build important recognition for Kids Cancer Care. A visual identity puts forward the name, face and values we represent to all of our target audiences. Our visual identity is a strategic business tool and we must ensure consistency to build on the presence and value of Kids Cancer Care.

The following information will describe the basic rules, guidelines and certain applications when using the Kids Cancer Care logo to promote your event with Kids Cancer Care.

Specific Usages of Kids Cancer Care Name/Website/Logo

Name

Community initiatives may use the name of “Kids Cancer Care Foundation of Alberta” in documentation, on their websites, emails and in promotional items such as posters or tickets.

Examples

“Proceeds from this event will be donated to the “Kids Cancer Care Foundation of Alberta.”

or

“Partial proceeds from this event will be donated to the “Kids Cancer Care Foundation of Alberta.”

Website

Events that have raised in excess of \$20,000 on an annual basis will be given logo recognition on our website.

Logo

- To use the Kids Cancer Care logo a community fundraising initiative must raise certain dollar values. Dollar values are detailed in Kids Cancer Care’s donor recognition policy. Questions about this policy may be directed to our fund development team.
- If your community initiative is approved to use the Kids Cancer Care logo based on the value of projected fundraising dollars, Kids Cancer Care will review, in detail, the specifics of how the logo may be used. This information may also be found in the Kids Cancer Care logo and brand standards guide. It includes use of colors, buffer space, and taglines.
- For most community initiatives, Kids Cancer Care logo use is limited. Kids Cancer Care will provide potential donors, sponsors and volunteers with a copy of the Kids Cancer Care “Letter of Agreement” giving permission to proceed with the event. Depending on the level of the event a written agreement will be made on how the Kids Cancer Care logo may be used.

As per the Third Party Guidelines # 4, any organization wishing to use the Kids Cancer Care name or logo on any materials, including advertising, must receive Kids Cancer Care approval prior to production. This approval is to be gained from the revenue development team at Kids Cancer Care.

kids cancer care

You
can

community
initiative

Who:

When:

Where:

Time:

\$

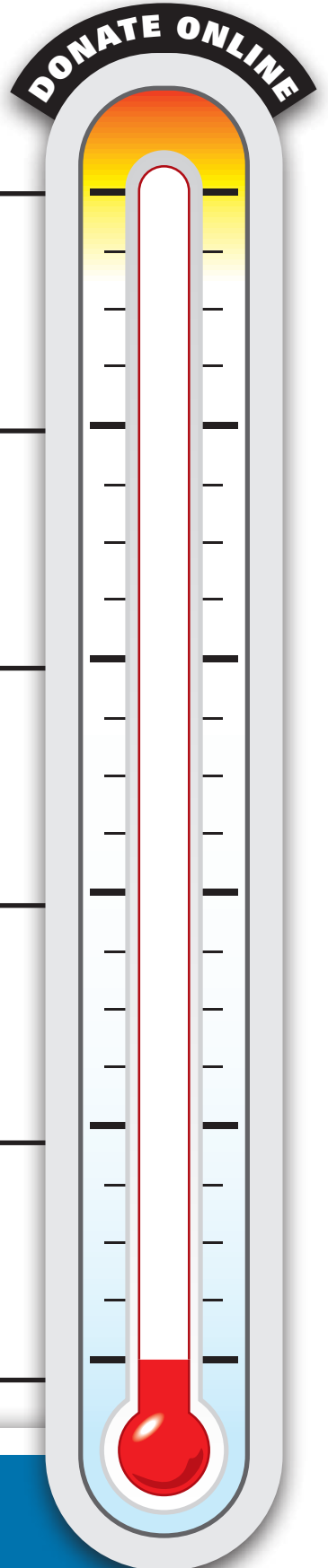
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Pledge us online at
kidscancercare.ab.ca