

EMAS CANADA

Fundraising Kit



Thank you for joining with us in caring for the less fortunate in our world. You are helping to change lives, as you enable us to relieve the suffering of children and families around the world. Helping others changes our lives, as well as theirs. There is a personal satisfaction in knowing that we are part of something bigger than ourselves and God's blessing rests on such acts of kindness. We can change the world, one life at a time.

Fundraising is fun.

Have fun with your event. It can involve family, friends, classmates, co-workers, your church or your community. You will all learn from it and benefit from the experience.

Kit Content

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Steps to a Successful Event

If you are an experienced EMAS fundraiser, skip down to step 3.

1. Choose which project or programme you wish to support.
See www.emascanada.org/missionsprojects.htm
2. Familiarize yourself with the EMAS CANADA project or programme you wish to support, so that you can represent it accurately to your prospective donors.
3. Choose a fundraising idea that is right for you and/or your group.
4. Make a solid workable plan and a checklist of what has to be done.
A well-planned event is a successful event.
5. Set a dollar amount goal (optional), to build motivation.
6. Choose a date, time and an appropriate location.
7. Round up volunteers to help with the tasks to be done.
8. Obtain approval and support from EMAS CANADA. (See "Event Approval Form" in this package.)
9. Promote your event with posters, banners, flyers, print material, TV ads, e-mail, newspaper ads, on-line social networking and/or word-of-mouth.
10. Have fun and enjoy your event!
11. Remember to thank your volunteers, letting them know how much was raised for the cause.
12. Send funds, the "Donations Remittance Form" and the "Fundraiser Accounting Form" to EMAS CANADA.



Fundraising/Event Ideas

There are countless possible ways of raising funds for a cause. This list is intended to give you ideas and to help generate some of your own; or try using a combination of ideas. We hope you will find this helpful.

Part -A- On-line Fundraising

Giving Pages

You can easily set up a web page to raise funds for your chosen project or programme, then promote it on-line. It's easy with the step-by-step instructions on CanadaHelps.com. For more information on "**Giving Pages**," see www.emascanada.org/fundraising_online.htm



Part -B- Simple Events Anyone Can Do

Bake Sales

Bake sales are fun and easy to put together. Advertise your event. Get everyone in the group to bring something home-made to donate to the sale. Include a silent auction or a raffle to maximize benefits. Give out balloons to the kids to add to the fun.

Car Washes

Choose a location near a main street. Have posters and flyers that explain your cause and clearly state the price or ask for donations. You can charge extra for additional services, such as waxing or vacuuming. You could also sell snacks and drinks. Advance publicity goes a long way.

School Special Permissions

Ask the school to help raise funds for your cause by permitting students to do something that they normally wouldn't be allowed to do, such as wearing a hat in school for a day, if they'll pay maybe \$3 for one day or \$5 for two days. There are a number of possibilities here. For example, wearing a mask to school for a day would be a lot of fun. Get creative!

Gifts of Hope Sales

Promote our "*Gifts of Hope*" by printing out our "*Gifts of Hope*" pamphlet or web page in full colour. See www.emascanada.org/giftsofhope.htm. Staple the pages together and pass around at work or at school with a note attached to the front, outlining the cause and asking for donations to their gift of choice. Attach a form at the back, for them to fill in their full name and address, total receiptable donation and the designated gift. Include an envelope for donations and instructions to return everything to you when done. Remove the money before passing on to the next person and store elsewhere. When done, hand in the total donations and the list of donors to EMAS CANADA, for gift allocation and receipting.

Face Painting

This is very popular with kids and even with adults. Many face designs are easy to paint and you don't have to be an artist to do it. Look on-line for sample faces you can paint. Just Google "Face painting." Print out the samples in full colour. Purchase skin-safe paints, paintbrushes and sponges. Sparkles are great too! Find a location. You may want to dress up in a costume for the event. Let kids choose a face design from your printed samples that you've already familiarized yourself with. Charge a fee per person, say \$5 each, and have fun!

Change Collections

Invite your church, school or office to collect spare change for six weeks to raise money; or take a collection at sporting events or at malls, obtaining appropriate permissions. Make a clear, concise ad outlining your cause and attach it to the front of your donation box or jar.

Garage Sales

This can be done on your own or you can rally up a few neighbours and organize a street sale, asking if they would like to participate and donate all or a percentage of their sales to your chosen project or programme. Another option is to hold the sale at school or at church to involve even more people. Then donate funds raised to EMAS CANADA.

Part -C- Experienced Organizer Functions

Golf Tournaments or Mini-Golf Fundraisers

Help raise funds while enjoying 18 holes of golf or a mini-golf competition. Get a group discount and then charge the regular fee or more. Use more than one fundraising activity to generate funds, such as a silent auction, a raffle or a sale. Create excitement by offering prizes for low scores or for a hole-in-one. Make sure you get plenty of advance publicity to maximize your turn-out.



Silent Auctions

Ask local businesses to donate items or offer a specific service such as a day at the spa or a weekend getaway. Set up tables with the donated goods and services on display. Tape bidding sheets to the tables, one for each item. Give a "last call for bids" near the end. Announce the winners, collect funds and hand out prizes.

Meal Fundraisers

There are many tried and true possibilities here. You can host a barbecue, a spaghetti night, a lobster night, a pancake breakfast, etc., or have a theme for your event. The choices are endless. Advertise your event well, explaining your cause clearly. Sell tickets ahead of time. Display a donation jar or box at the event with a clear ad outlining the cause. To maximize benefits, include a raffle or a silent auction or sell specialty coffees or specialty deserts.

Sponsored Walks, Runs or Bike Rides

Find some volunteer participants. Create sponsor sheets. Get the participants to find sponsors who will sponsor them \$X for completing the course. The sponsors can choose how much to pledge. Collect sponsors' names, addresses etc. Collect the pledged amounts, after the event.

Gong or Talent Shows

Give budding new stars, in your family, your circle of friends or your church community, the opportunity to show off their talent, 5–10 minutes each. Start planning your event about two months in advance. Book a church or a community centre with a sound system. Publicize your event, clearly stating your cause. Include talent sign-up information or tear-off tabs on your ads. Pre-screen your talents prior to the event to make sure their performance is appropriate. Sell tickets in advance and at the door. Include a bake sale or a raffle etc. These events can be a lot of fun and can be a great way to draw people from the community to your church or community centre.

Benefit Concerts

Arrange for your favourite singers or bands to perform at a community hall, a church or an old theatre. Do lots of advance publicity, outlining your cause. Sell tickets in advance and at the door, letting everyone know that the proceeds are going to your chosen charity.

Part -D- Related Links

Here is a list of websites that offer other unique fundraising ideas:

Disclaimer: EMAS CANADA is not endorsing the websites listed below, but simply has them listed here for your convenience. Their views and ethics do not necessarily reflect those of EMAS CANADA. Their privacy and data collection practices are separate from EMAS CANADA and are not covered by our Privacy Statement.

www.fundraising-ideas.org/DIY/index.html

www.first-aid-product.com/first-aid-kit-fund-raising-raiser.htm

www.ezfund.com

www.fundraiserhelp.com/fundraiser-ideas.htm

www.fundraising.com

www.fundraisersuperstore.com/?gclid=CI3b5ozbkpwCFcZM5QodrO6-ew



Tips for a Successful Event

Advance planning is key to putting together a successful event. We hope you will find these suggestions helpful. Once you have decided what kind of activity or event you plan to hold, don't forget to submit your plan to EMAS CANADA early for approval, using the "Event Approval Form" included in this kit.

- 1 - Remember to conduct all fundraising activities in a Christ-like manner.
- 2 - Inform donors that donations of \$20 or more are eligible for an income tax receipt from EMAS CANADA. Under \$20, their processed cheque is proof of donation. For ticketed meal events, golf tournaments etc., only the portion above costs is considered a receiptable donation. (Example: If meal event tickets are \$100 and the actual meal cost is \$30 only \$70 can be receipted, by law.)
- 3- For cash donations over \$20, a mailing list is required with full names and addresses, in order for EMAS CANADA to issue charitable receipts. Use the "Fundraiser Accounting Form" included in this package. By law, you must have a donor's full name and address for a receipt to be issued. A receipt cannot be issued to "Mrs. Smith." We need the first and last name. Address should not be c/o of the organizer, except in special circumstances.
- 4 - Cheques should be made out to EMAS CANADA. Personalized cheques are encouraged.
- 5 - Make sure all activities comply with local laws, by-laws and regulations. Any necessary permits, insurance or licenses must be secured. EMAS insurance covers most venues and proof of such can be obtained from the EMAS office.
- 6 - Remember to keep your donations safe.
- 7 - It is a good idea to provide a newsletter sign-up sheet at your event, for people who are interested in receiving more information about EMAS CANADA. Make sure e-mail addresses are included. Then sign them up at www.emascanada.org/emassary.htm or forward the e-mail addresses to EMAS CANADA. On-line issues of EMASsary and other news will be sent out occasionally to the e-mails on the list.
- 8 - There are useful resource materials, outlining EMAS activities, available for download on our website at: www.emascanada.org/aboutus.htm. "Intro" pamphlets, outlining EMAS CANADA activities, can be requested from the EMAS National Office.
- 9- When creating your own ads for your event, you can insert "space-holders" for the EMAS CANADA logo or for needed images. Then submit your drafts, along with the "Event Approval Form" to the EMAS CANADA National Office. Following approval, logo files and images can be sent to you upon request.
- 10 - Keep all funds raised until the end of the event and submit all funds at the same time, including the "Donations Remittance Form" and the "Fundraiser Accounting Form," as soon as possible after the close of the event.

For additional information, contact

P.O. Box 820, Stn Main
Stouffville, ON L4A 7Z9

Tel: 905-642-4661
Fax: 905-640-2186
Toll-free: 1-866-648-0664
info@emascanada.org
www.emascanada.org



Event Approval Form

Please fill out this form and submit to EMAS CANADA, prior to your event. Include the drafts of any flyers, ads or other publicity piece you plan to use for this event. This should be done as early as possible, so that we can make sure you have all the materials you need, such as brochures, logo files, images, fundraising guidelines, etc., and also to make sure your plans reflect our core values, adhere to EMAS CANADA's fundraising policies and to government regulations.

Thank you for volunteering to host an event.

I would like to host an event/activity in support of the following **EMAS CANADA** project/programme.

Policies: Disbursement of funds is limited to Board approved programmes or projects. Every contribution will be used as designated with the understanding that, when there are sufficient funds for the said programme or project, or if it cannot be completed, for reasons determined by the Board, the remaining designated contributions will be used where needed most. Donations cannot be refunded or transferred to another donor.

Contact Information:

Organizer's First Name: _____ Last Name: _____

Organization (if applicable): _____ Title: _____

Organizer's Address: _____ Address 2: _____

City: _____ Country: _____ Prov./State: _____ Postal Code: _____

Tel. No.: _____ Tel. No. 2: _____ Fax No.: _____

E-mail: _____ Are You Bondable? Yes No

Event Details:

Date of planned event or activity: _____ Venue: _____

Venue address: _____

Description of planned event: _____

Expected number of attendees: _____ Fundraising Goal (Optional): \$ _____

Plans for promoting the event: _____

If possible, please send me the following to help me with my fundraiser: _____

(continued)

Event Approval Form (cont'd)

Will an admission be charged? Yes No If yes, how much? _____

Budget of Expenses:

Please include your estimated costs for the following items that apply to your event.
Leave blank if not applicable.

| | |
|-------------------------------|-----------------------------|
| Venue/Facilities: _____ | Equipment/Materials: _____ |
| Fees/Honorariums: _____ | Food & Drink: _____ |
| Publicity: _____ | Design & Printing: _____ |
| Letters/Stationery: _____ | Invitations: _____ |
| Postage/Shipping: _____ | Prizes & Decorations: _____ |
| Other (Please explain): _____ | |

Total Estimated Expenses: _____

In Conclusion:

I agree to comply with the terms and conditions set forth in this document. I have enclosed a draft copy of the advertising materials (flyers, posters, brochures, ads, etc.) that we wish to use. I am prepared to make any changes recommended by EMAS CANADA, prior to publication, to ensure everything complies with EMAS' fundraising policies/procedures and the government regulations for our area. If approved, I agree to submit all of the net funds raised in a prompt manner along with the "Donations Remittance Form," the "Fundraiser Accounting Form" and supporting documents for expenses incurred. I declare that all activities pertaining to this fundraiser will be strictly legal and will not include the sale of liquor, tobacco or arms. I also declare that the use of the EMAS CANADA name and logo will be completely appropriate and further agree not to alter the EMAS CANADA logo in any way.

Release and Waiver:

In consideration of permitting me to participate in this event, I hereby, for myself, executors, administration and personal representatives, release the organizers of this event, their agents and volunteers, the event sponsors, and EMAS CANADA, its directors, officers, employees or agents, from all liability, and I waive, as against the organizers, agents, volunteers, sponsors and EMAS CANADA, its directors, officers, employees or agents, all claims of any kind whatsoever that I might have for personal injuries or property losses suffered by participation in this event.

Signature: _____

Date: _____

Donations Remittance Form

Please use this form to let us know how your event went and send it to us, along with the Fundraiser Accounting Form and the net funds raised from your event, at EMAS CANADA P.O. Box 820, Stn Main, Stouffville, ON L4A 7Z9

Organizer's First Name: _____ Last Name: _____

Organization (if applicable): _____ Title: _____

Organizer's Address: _____ Address 2: _____

City: _____ Country: _____ Prov./State: _____ Postal Code: _____

Tel. No.: _____ Tel. No. 2: _____

Fax No.: _____ E-mail: _____

Type of event: _____

Date of event: _____ Location: _____

Type of advertising done: _____

Outcome

How did your event turn out? _____

No. of attendees: _____ Did you reach your goals? _____

Any lessons learned? _____

Would you recommend this type of event to someone else? Yes No

Donations/Funds

Please fill out the enclosed **Fundraiser Accounting Form** and attach to the back of this form. Then send to the EMAS CANADA National Office along with net funds raised at your event.

Do not send cash in the mail. Please deposit the consolidated cash total into your personal account and write a cheque for the total cash amount to EMAS CANADA.

Designation

Please designate funds towards EMAS CANADA's _____

_____ project/programme.

Signature: _____

Date: _____

Please attach the Fundraiser Accounting Form. Do not send cash in the mail.

Fundraiser Accounting Form (cont'd)

Income

Admission fee charged (if applicable): _____ Receiptable portion of fee: _____
(Example: If meal event tickets are \$100 and the actual meal cost is \$30 only \$70 can be received, by law.)

Please list total **Cash Donations/Funds Raised** here.

(Photocopy page as required.)

Donor Information

Donations/Funds

Full Name: _____

Address: _____

City: _____ State/Prov.: _____

Postal Code: _____ Country: _____

Full Name: _____

Address: _____

City: _____ State/Prov.: _____

Postal Code: _____ Country: _____

Full Name: _____

Address: _____

City: _____ State/Prov.: _____

Postal Code: _____ Country: _____

Full Name: _____

Address: _____

City: _____ State/Prov.: _____

Postal Code: _____ Country: _____

Total Cash Donations/Funds: \$ _____

If more space is needed, please photocopy this page. EMAS CANADA is committed to protecting the privacy of people whose personal information we collect. We adhere to all legislative requirements with respect to protecting privacy.

(continued)

Income

Please list total **Donations/Funds Raised by Cheque** here.

(Photocopy page as required.)

Donor Information

Donations/Funds

Full Name: _____

Address: _____

City: _____ State/Prov.: _____

Postal Code: _____ Country: _____

Full Name: _____

Address: _____

City: _____ State/Prov.: _____

Postal Code: _____ Country: _____

Full Name: _____

Address: _____

City: _____ State/Prov.: _____

Postal Code: _____ Country: _____

Full Name: _____

Address: _____

City: _____ State/Prov.: _____

Postal Code: _____ Country: _____

Full Name: _____

Address: _____

City: _____ State/Prov.: _____

Postal Code: _____ Country: _____

Total Donations/Funds by Cheque: \$ _____

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(continued)

Income

Please list total **Donations/Funds Raised by Credit Card** here.

(Photocopy page as required.)

Donor Information

Full Name on Card: _____ Visa MasterCard

Credit Card No.: _____ Expiry Date: _____ / _____

Address: _____ City: _____

State/Prov.: _____ Postal Code: _____ Country: _____

Signature: _____ Total Donation/Funds: _____

Full Name on Card: _____ Visa MasterCard

Credit Card No.: _____ Expiry Date: _____ / _____

Address: _____ City: _____

State/Prov.: _____ Postal Code: _____ Country: _____

Signature: _____ Total Donation/Funds: _____

Full Name on Card: _____ Visa MasterCard

Credit Card No.: _____ Expiry Date: _____ / _____

Address: _____ City: _____

State/Prov.: _____ Postal Code: _____ Country: _____

Signature: _____ Total Donation/Funds: _____

Full Name on Card: _____ Visa MasterCard

Credit Card No.: _____ Expiry Date: _____ / _____

Address: _____ City: _____

State/Prov.: _____ Postal Code: _____ Country: _____

Signature: _____ Total Donation/Funds: _____

Total Donations/Funds by Credit Card: \$ _____

If more space is needed, please photocopy this page. EMAS CANADA is committed to protecting the privacy of people whose personal information we collect. We adhere to all legislative requirements with respect to protecting privacy.

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Fundraiser Accounting Summary

| | |
|----------------------------------|----------------------------------|
| Total cheques: _____ | Total Income: _____ |
| Total cash: _____ | Expenses (minus): _____ |
| Total credit cards: _____ | Net Profit or Loss: _____ |
| Total Income: _____ | Total Donation to |
| (Copy total above right.) | EMAS CANADA: \$ _____ |

I declare that the above financial statement is accurate and complete.

Signature: _____

Date: _____

*Thank you for helping us change lives and
relieve the suffering of people around the world.*

**Please send filled forms,
including donations to:**



P.O. Box 820, Stn Main
Stouffville, ON
L4A 7Z9 Canada