



*How to plan... and totally pull off...*

# The Best Fundraiser Ever!

We are forever amazed with the fun and creative events initiated by individuals, groups and businesses wishing to raise funds for Food4Kids. It takes a lot of time and planning to facilitate a successful event.

We've assembled some ideas that may help you as you begin your epic event. Remember, anytime you have a question or need a second opinion... We are here to help.

1. Set a realistic goal and develop a budget.
2. Recruit volunteers to support your initiative.
3. Reduce expenses by requesting donations from local business such as auction items, hall space, food or advertising space.
4. Solicit support from companies who may be interested in sponsoring your event and covering expenses.
5. Promote Promote! Promote! If people do not know about your event or idea, how can they support you?
6. Send personal invitations, email or make a phone call to let supporters know what you are planning.
7. Social media is a perfect way to let others know about your event. Before, during and after.
8. Take lots of photographs! We'd love to see how the event transpired.
9. Above all, have fun! What you are doing is amazing and will truly make a difference in a child's life.
10. Celebrate giving. What you are doing is extraordinary.

Please submit your donation within 30 days of your event. If proving by cheque, please make payable to the "Food4Kids Mississauga"

*Here are some ways that we can help make your event the best ever!*

## LETTER OF SUPPORT

Often a letter from will assist in obtaining donations, sponsorships or support from organizations to participate in your event. Be sure to keep a list of any businesses you have approached. We do not want to approach them twice!

## TAX RECEIPTS

We can issue donation tax receipts for donations of \$20 or more. WE need the donor's full name and complete mailing address with postal code.

**The Canada Revenue Agency (CRA) has strict guidelines issuing tax receipts for donations.**

*If a donor receives something in return for their money, it is considered a purchase, not a donation, and is not eligible for a tax receipt. For example, if the donors name is included on your posters, they are receiving advertising and not eligible for a receipt.*

*If you collect funds as an event donation, the tax receipt must go into the name of the donor, not your name. The CRA views your role as an "agent" for the donor.*

*Gifts or prizes donated to your event are provided on the understanding it will be given to the charity. A tax receipt can be provided for the individual or business donating the item.*

## SIGNAGE

We have pull-up banners, posters and brochures to help spread the word at your event.

## PROMOTING YOUR EVENT

You are responsible for promoting the event. We can help by tweeting or placing a notice on our website, Instagram or Facebook. Please note there are several events hosted for our agency and have limited space (and staff) to promote consistently. WE can help you set a schedule to promote the event.

## CANADA HELPS

WE are a member of Canada Helps, a fundraising platform that accepts donations and provides an immediate tax receipt. This is a great way to accept donations as you are not responsible for arranging for the exchange of funds or depositing cash/cheques.

Advise supporters to donate on-line at [www.food4kidsmiss.ca/donate](http://www.food4kidsmiss.ca/donate)