



FAMILY &  
CHILDREN'S SERVICES  
OF THE WATERLOO REGION FOUNDATION

## CONTENT SUGGESTIONS TO HELP YOU BUILD YOUR PERSONAL ONLINE FUNDRAISING PAGE (November/December 2019)

### Fundraiser title:

You can call your fundraiser whatever you like but it should include the name of the Foundation.

- "Make Something Good Happen! Donate to Family & Children's Services Foundation."
- "Prevent child abuse and neglect and build a caring community by giving to Family & Children's Services Foundation!"
- "Tree of Hope Campaign for Family & Children's Services: providing meaningful, ongoing support to children & families"
- "BUSINESS/GROUP NAME Fundraiser for Family & Children's Services Foundation"

### Start and End Dates:

You can start and end your fundraiser whenever you like. The official dates of the campaign are November 15<sup>th</sup> to December 31<sup>st</sup>

### Your fundraising story:

This is where you tell your friends, colleagues, and family about why supporting Family & Children's Services is important to you. Maybe there is a personal connection, maybe you just love the cause – whatever the reason, this is your chance to share your passion for supporting children and families and preventing child abuse and neglect.

Here are some key messages you may want to include:

- Since 1991 the Foundation has raised money to support programs and services that prevent child abuse and neglect.
- The Foundation supports prevention-focused programs and services because not only do they keep kids safe, they keep families together and result in better overall outcomes for kids, families and our community.

## KEY MESSAGES CONTINUED...

- Every year Family & Children's Services connects with 3000 individuals and families who need help caring for their children. In less than 4% of those situations, children are removed from their homes. However, government funding is focused on this 4%, on protecting kids once something bad has happened. The Foundation supports the other 96% of families with programs and services dedicated to preventing abuse and neglect.
- But what is prevention? Prevention is programs to help parents form attachment and connection. Prevention gives kids the chance to just be kids – to learn an instrument, play a sport, take an art class. While they have fun, they build confidence, find community, and develop resilience. Prevention helps break the cycle of intergenerational trauma. Prevention works better and requires less resources than protecting kids once something bad has happened.
- Donating to the Foundation is a gift to your community – 100% of funds raised stay in Waterloo Region.
- Make sure to mention that people can donate monthly! \$5, \$10, \$20, or \$100 – a monthly gift in any amount ensures that we have the resources available when they are needed.
- Donors can give anonymously or make a gift in honour of someone.

### **Please note:**

**If you are doing your online fundraising specifically for Holiday Support, please be sure to include the following statement:**

*Children and families need help year-round. In the event that funds raised in the Children and Families Holiday Support Program exceed this season's need, those extra funds will be directed to programs and services that offer meaningful, ongoing support throughout the year. For more information on the impact of your gift, please visit [www.facsfoundation.org](http://www.facsfoundation.org)*

### **Summary:**

This is a summary of your story above and you only have 140 characters! It is what people will see when they look for your fundraiser so make sure to include your “why” and make sure “Family & Children's Services Foundation” is mentioned as your charity of choice.

### **Questions?**

Contact [foundation@facswaterloo.org](mailto:foundation@facswaterloo.org) with subject header “Online Fundraising Page Inquiry” and be sure to include your phone number!