



# MAKE SOMETHING GOOD HAPPEN

FACS FOUNDATION

2021-2022 FUNDRAISING TOOLKIT



## Table of Contents

Where We Are Going .....	2
Why Children, Youth, and Families Need You! .....	3
The Toolkit .....	3
You Want to Host a Fundraiser .....	4
Links to Fundraising Resources .....	4
FACS Foundation is Not Able to Offer Support in the Form of: .....	4
Steps To Success .....	5
Step 1: Your Idea .....	5
Step 2: Getting Started .....	5
Step 3: Celebrate and Share .....	7
Step 4: Thank You's .....	9
Step 5: Success .....	10
Tools to Help .....	11
Event & Fundraising Ideas .....	11
Tax Receipting Guidelines .....	13

# Where We Are Going

For 30 years, generous donations to the Family & Children's Services (FACS) Foundation from the community, including volunteers, FACS Waterloo staff, and board members have supported programs and services that prevent child abuse and neglect.

Research shows that it takes a caring community to help children and families and the Foundation, together with donors and community partners, are building that community.

Community resilience will ensure that we can keep kids where they belong...with their families.

With the roll out of the new strategic plan we would like to highlight the **five funding priorities for 2021-2022** that reflect the values we hold as an organization:

- Ongoing support for Youth 18+ and Kinship Families – includes programs, scholarships, and emergency support
- Truth and Reconciliation Fund for Indigenous children, youth, and families
- Out of Many One People Fund for Black children, youth, and families
- Camp
- The Resilience Project – building collective community resilience

These areas of need will support our mission of building relationships with families and communities for the well-being and safety of children and youth to that we can achieve our vision of a caring community where children and their families can thrive.

We are grateful for your care and kindness.

Together we make something good happen.

# Why Children, Youth, and Families Need You!

We are grateful you have chosen to support Family & Children's Services by hosting a fundraising event or activity.

Our mission is building relationships with families and communities for the well-being and safety of children and youth.

The generous donations received from our community help to ensure that programs and services not supported by government funding will continue to serve the needs of local families and children.

Successful fundraising means finding people who believe in the same causes as you do. When you reach out to your community you help us connect with those who believe in our work. By you telling the story of why our work is important our work is strengthened.

Thank you for believing in the children and youth in our community and making them a priority.

**Thank you.**

## The Toolkit

We have gathered these tips and tools to help you take your fundraising ideas and make them a success!

Your fundraiser will raise money to support child abuse prevention through programs and services that build stronger, more caring communities.

We are excited and grateful to have you help us by sharing your fundraising campaign with your friends, family, and community.

To help, we have created this Toolkit for you, which includes instructions, messaging templates, graphics and more.

## You Want to Host a Fundraiser

It's easy!

To start, complete the [Fundraising for FACS – Event Proposal](#). Our fundraising team is here to encourage and support you! And you will receive coaching and step-by-step guidance to create and execute your fundraising appeal.

These are the Steps to Success and are outlined in the toolkit.

1. Your Idea
2. Getting Started
3. Celebrate and Share
4. Thank You
5. Success

If you have questions, please reach out to:

Crystal Raymond  
Events & Community Awareness Coordinator  
[crystal.raymond@facswaterloo.org](mailto:crystal.raymond@facswaterloo.org)  
226-792-1778

## Links to Fundraising Resources

- [Customizable fundraising page](#) and [video tutorial](#)
- [Event Action Plan](#)
- [Event Notice of Filming and Photography](#)
- [Event Video & Photo Release Form](#)

## FACS Foundation is Not Able to Offer Support in the Form of:

- Assuming any financial or legal liability, including providing insurance coverage or signing any contracts or applying for permits
- Funding or reimbursement for event expenses
- Promotion of advertising of your fundraiser or event except online on the FACS Foundation social media channels when deemed appropriate
- Applying for gaming or liquor licenses (examples: bingos, raffles, or insurance)
- Prizes, auction items, or awards
- Providing information such as the Foundation's mailing list, including contact information for Foundation donors, sponsors, partners, and staff

- Sell items on your behalf
- Tax receipts for cash or in-kind goods that were not directly received by the Family & Children's Services Foundation

# Steps To Success

## STEP 1: YOUR IDEA

Choose the type of event you would like host and complete [a Family & Children's Services Foundation Fundraising Proposal](#) to register your fundraising idea.

Here is a [list of ideas](#) to inspire your creativity!

### *Set your Fundraising Goal!*

To give you some context you will a month of art classes to build self-confidence for (\$150), send a child to summer camp for a week (\$500) provide a scholarship to a Youth perusing their dreams (\$3,000).

Every dollar **YOU** raised helps families in our community.

FACS Foundation staff will reach out to discuss the overall plan. Once that is complete, you will be notified if your application is approved. Once approved, you can start sharing and raising funds!

## STEP 2: GETTING STARTED

Creating your plan can be exciting and daunting at the same time. We've got some key points in a planning checklist to make your fundraiser a successful one. Keep in mind, it will all be worth it! You will Make Something Good Happen for children, youth, and families in your community.

### *Creating the Plan*

Here are the first few things to ask yourself as you are starting:

- What type of event are you going to host for your fundraiser?

- When will you do it? (Keep in mind other events or celebrations that may be taking place in your community at the same time)
- How will you raise funds?
- How will you promote your event?
- Do you need help? Consider a committee to help organize the fundraiser.

Once you have answered those questions, you can move on to creating your budget and accepting donations:

- The Budget – Creating a budget will help ensure you are prepared to cover any expenses and keep you on track to be successful in meeting your goal.
- Accepting Donations – There are several options, and the best fit may depend on your fundraiser type. We have a [customizable online fundraising page](#) or you may choose to have donation forms or pledge forms at the event. If you select these options confirming each donor's contact details are vital. Without the completed information we will not be able to provide tax receipts. For further information about tax receipting please refer to the Tax Receipting Guideline section of this document.

## STEP 3: CELEBRATE AND SHARE

Share your fundraiser with your friends, family, neighbors, colleagues...the possibilities are endless! Social media channels like Instagram, Twitter, Facebook, LinkedIn, and Tik Tok are great places to reach out and share your progress. Depending on your fundraiser we will provide samples and give you some speaking points. We have a [Social Media Kit](#) as well to help.

But don't forget about email! As part of your outreach, consider sending a personal email. We have included a series of sample emails you can share to help spread the word about your fundraiser and how others can help support FACS Foundation!

**Who should you reach out to?** To start think of 10 people who are most likely to support you. Friends, family, neighbors, colleagues...there are so many possibilities! Think about who has these characteristics:

- Cares about you and the things you care about
- Is passionate about supporting children, youth, and families
- Has resources to give (whatever the amount)
- Wants to help build a caring community

Start there and reach out.

You can also personalize your email signature by adding the **proud supporter logo** and link it to your personalized fundraising page.

### *Using our Proud Supporter Logo*

To use the official Proud Supporter logo, you must register your fundraiser with Family & Children's Services Foundation.

ALL MATERIALS THAT HOST OUR LOGO, NAME, BRAND, INCLUDING THE PINWHEEL, or PROUD SUPPORTER LOGO MUST BE APPROVED BY US PRIOR TO USE. Please refer to [our brand guidelines](#) for more information on colours, fonts, placement, and spacing.

Here is a sample email that others have found great success with. It will help get you started!

Keep in mind, you can edit these suggested templates as appropriate for your audience.



*E-mail*

**Subject Line:** Please Help Me Support FACS Foundation this <October>

Dear <Name>,

I have launched an online fundraiser to raise money to help Family & Children's Services Foundation to support year-round programs and services that help prevent child abuse and neglect and build community resilience.

**Can I count on your support?**

As I prepare for <name of your fundraiser>, I am thinking about the children, youth, and families who XXXXX.

With your support, FACS Foundation will continue to offer supports around the children and families that build resilience, XXX.

To give you a bit more information about <insert fundraiser name> I have set up a giving page where you can also make your donation. You can click here! <link to your fundraising page>

My goal is to raise \$XXX. Are you able be one of the first to help me achieve this goal?

Thank you so much for helping me and to make something good happen!

Sincerely,

<your name>

PS For more information about the impact for your donations, visit <https://www.facswaterloo.org/foundation>.

## STEP 4: THANK YOU S

It is an important step to thank those who have helped and supported you throughout your fundraiser. Every donation counts and has a lasting impact on the lives of children, youth, and families. It is also an opportunity for you to share why you support Family & Children's Services Foundation. Your hard work has expanded our community and helped us raise awareness to even more supporters!

Below you'll find some samples of expressions of gratitude that you can share with your supporters.

### *E-mail*

**Subject Line:** Thank you!

Hi <Name>,

Thank you so much for cheering me on! For the past few weeks, I have been dedicated to raise funds to support children, youth, and families. As part of my <insert your fundraiser name> I choose to direct my support to Family & Children's Services Foundation because

\_\_\_\_\_.

With your help, I was able to raise \$ <insert your final total here>!

These funds will provide meaningful programs, supports and services. Your support is so much more than just a financial gift. You are showing families in our community that you care that the well-being of children, youth and families are important to you.

**Since 2017, prevention programs in Waterloo Region have contributed to a 35% reduction in the number of families investigated for child abuse and neglect and families receiving ongoing service with the Agency.**

To learn more, visit the [Family & Children's Services Foundation](#) website.

I am proud to support the work that prevents child abuse and neglect and helps children and families build resiliency in a community that cares.

FACS Foundation will be in touch to invite you into the caring community and to share the impact of your gift.



Thank you, one last time, for your generosity!

Sincerely,

<Your Name>

PS Make sure to follow @FACSFoundation on social media to stay in touch and see how your support is helping children, youth and families right here in Waterloo Region!

## STEP 5: SUCCESS

Wrapping up the fundraiser starts with thanking your supporters but there are a few logistics as well.

- Submit your funds raised. You can submit funds by cheque in the mail, in person at the Family Center.

Make the cheque payable to: **Family and Children's Services Foundation**

Funds can be mailed to or dropped off at:

Family & Children's Services Foundation  
ATTN: Foundation Team  
65 Hanson Ave Kitchener, ON N2C 2H6

- Return any equipment that was borrowed to the Family Centre 65 Hanson Ave Kitchener, ON N2C 2H6

# Tools to Help

## EVENT & FUNDRAISING IDEAS

- **Host a Virtual Game Night or Trivia**
- **Birthday/Special Occasions Fundraising**
  - Ask family, friends, and colleagues to give to FACS Foundation in lieu of presents.
  - Celebrating virtually? Are you a Social Media whiz? Ask your online community to re-share your post. Commit to donating for each re-share!
- **Coffee/Gas Challenge**
  - Ask family, friends, and colleagues to give up a coffee a day for a week and donate the cash they saved.
- **Livestream a Class**
  - Are you good at sewing, cooking, handy around the house? Host a how to for friends and family to learn a new skill or hobby.
- **Share your Skills**
  - Help family, friends or neighbors and ask them to make a donate to FACS in return.
- **Activity Challenge**
  - Are you a runner, cyclist, knitter, walker? Set a personal goal and ask your community to support the challenge, even join your team to raise funds and bring the work of Family & Children's Services Foundation to a broader community.
- **Host a Virtual Office Presentation**
  - Invite FACS Foundation to speak to your team at work! We have several options for your business or organization to help support FACS Foundation. From hosting events, gift card drives, taking part in Go Purple at Work (in October), to setting up payroll contributions.
- **Gift Wrapping**
- **Pancake Breakfast**
- **Sporting Event**



FAMILY &  
CHILDREN'S SERVICES  
OF THE WATERLOO REGION FOUNDATION

*Help Today for a Better Tomorrow*

- Host a golf tournament, a curling bonspiel, a cricket match, a hockey tournament, darts, or bowling!
- Themed Potlucks or Dinners
- Organize a “Casual Dress Day” or a “Fancy Dress Day” at work
- Hold a cook-off or grill off in your neighborhood or with your colleagues
- Host a competition at work with colleagues, see which team can raise the most money.
- Host a Sale
  - Are you a Maker? Sell some of the items you make with love. Gather some of your maker friends and host a sale together!
- Commit to doing something daring, fun loving and thrilling if your fundraising goal is met
  - For example, if you reach your fundraising goal of \$500 to send a child to camp you will dye your hair purple!

# Tax Receipting Guidelines

FACS Foundation is subject to the rules and regulations set out by the Canada Revenue Agency (CRA). For additional information about Tax Receipting please visit the [Canada Revenue Agency website](#).

- Receipts are issued for donations of \$20.00 or more.
- The donor will not be receipted if there was a benefit for the contribution.
- Benefit to donors that are not eligible for tax receipt include purchase of raffle tickets, cost of an event ticket, auction items, green fees, registration fees, admission, sponsorship fees.
- Before the Fundraising event or activity receives final approval, the issuing of tax receipts must also receive approval from FACS Foundation.
- Donations are in the form of a cheque or cash donation directed to FACS Foundation.
- A complete list of donor names, home addresses, personal contact information and donation amounts are received by FACS Foundation including the funds within 30 days of the event. Upon request you will be provided an excel spreadsheet template to collect this information.