



MAKE SOMETHING GOOD HAPPEN

FACS FOUNDATION
2023-2024 FUNDRAISING TOOLKIT



Table of Contents

Why Children, Youth, and Families Need You!	2
Where We Are Going	2
The Toolkit	3
Where to Start?.....	3
Links to Fundraising Resources	3
FACS Foundation is Not Able to Offer Support in the Form of:.....	4
Steps To Success	5
Step 1: Deciding on Your Idea	5
Step 2: Getting Started	5
Step 3: Encourage Support by Sharing	7
Step 4: Thank You's	9
Step 5: Submit Funds Raised & celebrate your Success!	10
Event and Fundraising Ideas	11
Tax Receipting Guidelines	13

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.

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** 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.

The Toolkit

We have gathered these tips and tools to help you take your fundraising ideas and make them a success! Included you will find instructions, message templates, ideas, and more.

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.

Where to Start?

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:

Sydney Tricand
Community Engagement Manager
Sydney.Tricand@facswaterloo.org
519-572-9637

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: DECIDING ON 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.

Check the end of this document for a list of ideas to inspire your creativity!

Set your Fundraising Goal!

To give you some context and examples, your funds could support a month of art classes to build self-confidence for a child (\$150), send a child to summer camp for a week (\$500), or provide a scholarship to a Youth pursuing their dreams (\$3,000).

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

FACS Foundation staff will reach out to discuss your plan. 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.

Your 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.

There are lots of great templates online, and don't hesitate to be in touch if you have any questions.

Collecting and Accepting Donations

You can collect donations in a variety of ways, and the best fit may depend on your type of fundraiser.

If you choose to collect donations online, we have a [customizable online fundraising page](#). By selecting this option, you set up your page and share the link with others. They make donations on your page, which are then sent directly to FACS Foundation and receive an immediate, automatic tax receipt via email.

You may also choose to collect donations by hand, using paper donation or pledge forms at the event. If you prefer this approach, for any donor who would like a tax receipt (for gifts \$20+), be sure to collect the necessary contact information (name, donation amount, mailing address, email address-optional). Individuals who receive something in return for their donation (e.g. a promotional draw ticket, or purchasing something at a bake sale) are not eligible for tax receipts. For further information about tax receipting, please refer to the Tax Receipting Guideline section at the end of this document.

STEP 3: ENCOURAGE SUPPORT BY SHARING

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.

Don't forget to include a link to your personalized fundraising page if you chose to set one up!

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.



Sample E-mail

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.

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 to 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. 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!

Sample 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.

Thank you again 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: SUBMIT FUNDS RAISED & CELEBRATE YOUR SUCCESS!

Wrapping up the fundraiser starts with thanking your supporters, but one of the last steps is to remit your funds raised. We ask that you do so within 60 days of your fundraiser.

You can submit funds by cash or cheque in the mail or in person at the Family Center. If you prefer to drop them off in person, please reach out to arrange a time to ensure a member of our team is in the office!

Please 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

Lastly, take a moment to feel proud of the work you put in to Make Something Good Happen!
We are so grateful for your support!

Event and Fundraising Ideas

- **Host an Event**
 - Think about what your organization or personal circles enjoy the most already. You could host a pancake breakfast, a game or trivia night, a cook- or bake-off, a casual dress day if your office is usually more formal... the options are endless!
- **Birthday/Special Occasions Fundraising**
 - Ask family, friends, and colleagues to give to FACS Foundation in lieu of presents.
- **Coffee/Gas Challenge**
 - Ask family, friends, and colleagues to give up a coffee a day for a week and donate the cash they saved.
- **Host 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 and charge a ticket price.
- **Share your Skills**
 - Don't want to teach a class, but happy to use your skills to help family, friends or neighbors? Offer your services and ask for a donation 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, or even join your team to raise funds and bring the work of Family & Children's Services Foundation to a broader community.
- **Host an 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 or gift card drives, to setting up payroll contributions or matching gift opportunities, we're happy to talk through the options.
- **Offer a Service as a Teambuilding Activity**
 - Offer gift wrapping services at the holidays, snow shoveling in the winter months, flower planting or garden clean-ups in the spring! Ask for donations in return for your services. Do it as a team and enjoy a day giving back together!
- **Sporting Event**
 - Host a golf tournament, a curling bonspiel, a cricket match, a hockey tournament, darts, or bowling!



- **Themed Potlucks or Dinners**
 - Everyone brings a dish and/or a donation!
- **Host a competition at work with colleagues, see which team can raise the most money**
 - We know everyone loves a competition! Use many of the ideas listed here, or others that you may think of, and see who can raise the most money through their fundraiser. The winning team can win a prize (or maybe an extra day off?!)
- **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!
- **Hold an Experience Auction**
 - A fun way to share your skills, learn about your colleagues secret skills and passions, have a great time, and raise some funds! Find a few volunteers to organize the auction, and ask staff to donate a service or talent they have (an avid baker could offer baked goods for a week, someone from your IT team could offer tech support, an animal lover colleague could offer a weekend of pet-sitting, etc.). Compile all that is on offer, then host an afternoon of fun for staff to bid on each of the items.
- **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.