



Ready to start fundraising for Big Brothers Big Sisters?

Step 1: Be sure to read the guidelines and tax receipting documents.

Step 2: Complete and submit your application form for approval.

Step 3: In the meantime, set up your free [CanadaHelps](#) account and start a fundraising page.

Step 4: Complete your fundraising page in just minutes! Tell your story, set your fundraising goal, upload pictures or videos, and more!

Step 5: Share your page with your family and friends!

Just Remember...

Big Brothers Big Sisters of Canada CAN provide:

- An Endorsement Letter which you can show potential sponsors or donors to assist you with your fundraising.
- A website that can assist you with fundraising.
- An approved BBBS logo which you can use on your materials.
- Up-to-date information on Mentoring and Big Brothers Big Sisters
- Advice and expertise on event planning.
- Charitable tax receipts according to the Canada Revenue Agency (CRA) rules and regulations.
- Social media assistance such as posting on Facebook or Twitter.

Big Brothers Big Sisters of Canada regrets that we CANNOT provide:

- Funding or reimbursement for event expenses.
- Mailing or email lists, such as donor, staff and volunteer lists.
- Promotion and/or advertising of the event.
- Guarantee of attendance of BBBS staff and/or volunteers at the event.
- Any licenses or permits the event needs such as bingo licenses, raffle licenses, etc.
- Solicitation for prizes, auction items and/or awards.



Event Ideas

There is no limit to creativity when brainstorming ideas for a successful event. Engage your creative resources and encourage your team to think BIG. Here are just a few ideas to consider:

Auction	Date Auction	Pledged Events
Arts and Crafts Sale/Show	Dinner Party	Photo Outing
Battle of the Bands	Donations in Lieu of Gifts	Poker Tournament
Benefit Dinner	Face Painting	Proceeds from Sales
BBQ	Fashion Show	Rummage Sale
Bingo Night	Fishing Derby	Run/Walk/Ride
Book Sale	Flower Sale	Scavenger Hunt
Bowling Tournament	Garage Sale	Sporting Events
Casino Night	Golf Tournament	Tailgate Party
Cocktails for a Cause	Grand Opening	Ticketed Event
Car Wash	Jail'n Bail	Traditional Gala Event
Casual Day at Work	Kickball/Softball Tournament	Wii Tournament
Concert/Play	Loonie/Twoonie Drives	Wine Tasting
Concession Stand	Monthly Giving Campaign	Work Department Challenge
Craft Sale	Pet Wash	Work Event

Special Fundraising Note

Matched Gift: Why not double your fundraising efforts! Before you start coordinating your event, [check to see if your employer has a "matching gift" program](#). A matching gift is a charitable gift directed to a charity by a matching donor under the condition that the original donor makes the first gift. Many employers sponsor matching gift programs and will match any charitable contributions made by their employees.

Success Tips:

Your event is what you make it, so have fun with it! Here are some steps to assist in your coordination:

Planning Your Event

- Brainstorm ideas – check out our ideas page to get you started!
- Form an event committee
- Pick date/time of the event
- Create budget
- Secure a venue / location
- Create work plan and set a goal and deadlines for tasks
- Create your fundraising page on CanadaHelps
- Promote your event
- Ask family and friends for help



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Holding your Event

- If the event is outside, make sure to have a plan in case of adverse weather
- Host your event and don't forget to celebrate all the hard work you've done!
- Collect donations and record donor information.
- Big Brothers Big Sisters of Canada would love to hear all about your event! Please share stories and pictures by emailing them to Julia.Lo@bigbrothersbigsisters.ca
- Please tag @BBBSC and use the hashtag #bigevent (example)

Post-Event

- Be sure to thank your donors and participants!

Social Media

Social media provides a great opportunity to promote your event, as well as the impact of mentoring in Canada. By putting some focus around promoting your event through social media, you can amplify the effect of your efforts. Remember, no matter your audience, the use of images, graphics and videos are guaranteed to increase engagement with your posts and, therefore, expand your reach. Throughout the promotion of your event, use the hashtag #bbbsevents whenever possible and where it makes sense. You can also add hashtags such as #invitation, #event, #goodcause, etc. whatever best fits the message you are trying to convey. This helps to create an online conversation, engage new audiences and expand the reach of your campaign. Be sure to tag us on your posts so that we find and share your posts as well.

Big Brothers Big Sisters of Canada's Social Handles

Twitter: @bbbbsc

Instagram: @bbbbsc

Facebook: Big Brothers Big Sisters of Canada

(<https://www.facebook.com/bigbrothersbigsistersofcanada/>)

You can also find us on LinkedIn, Pinterest, Youtube and Google+

Social Media Samples

The following are a few sample social media messages that you may use or tweak, or simply as a guide to create your own.

Facebook

- [event name] is coming up on October 20th and you're invited! Join the fun in support of a great cause. All proceeds will go to Big Brothers Big Sisters of Canada. Click below for details and to register. #bbbsevents



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- Join us at [event name] on [date] in support of Big Brothers Big Sisters. There will be great food, music, and prizes - fun for the whole family.
#DYK Big Brothers Big Sisters of Canada mentored over 40,000 youth this past year – and changed their lives forever! Register today in support of a great cause! [event url] #bbbsevents
- Support making a change in young people's lives by donating to [event name]. Funds raised will go to Big Brothers Big Sisters of Canada. [event url] #bbbsevents
- There is one week left to register for [event name]! All proceeds will go to Big Brothers Big Sisters of Canada and mentoring programs for youth. Tell your friends and register today [event url] #bbbsevents
- Calling all [city name] businesses. Pitch and help at [event name] through sponsorships or encourage your employees to volunteer. A great team building opportunity in support of a great cause. #bbbsevents [event url]

Twitter

- Looking forward to seeing everyone at [event name] this Thursday at [location]. Click for details [event url] #bbbsevents @bbbsc
- Get your free tickets now for [event name] before they run out! [event url] #bbbsevents @bbbsc
- [city name] get out tonight and head to [event name or location]. Donations go towards @bbbsc #bbbsevents #goodcause
- Support making a change in young people's lives by donating to [event name]. Funds raised will go to @bbbsc. [event url]
- [event name] Oct 20 & you're invited! Click here to join the fun in support of a great cause [event url] #bbbsevents @bbbsc
- Invite your friends! Tag someone in this post that YOU want to attend our [event name] with! #bbbsevents @bbbsc
- Calling all [city name] businesses! Pitch in & help at [event] thru sponsorship & employee volunteers. [event url] #bbbsevents @bbbsc

Tips

- No matter what you Tweet, Instagram, Pin or Post, please be sure to use the **hashtag #bbbsevents** and tag us whenever possible so that we can find your posts and share them.
- Add popular daily hashtags to our posts when it fits such as #followfriday, #throwbackthursday, #thankfulthursday, #selfiesunday, etc.
- Does your event involve the purchase of tickets? Consider giving away a couple of tickets and promote this through social media to create additional buzz.
- If there are any giveaways, contests are always a great way to generate additional attention and engagement.
- Ask registrants and individuals posting about your event to tell their friends and networks about it on social media. Suggest that they invite others to get involved and share or retweet about the event.
- Every message should include a **call to action**, whether it be register here, click here to volunteer, call us at..., donate today, share with your friends, etc.



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Event Application Form

Event Name: _____

Date: _____ Time: _____

Location (Address/Facility/City): _____

Contact Name: _____ Contact Phone: _____

Contact Address: _____ Postal Code: _____

Contact Email: _____

Fundraising Goal: _____ Expected Number of Attendees: _____

Description: _____

Would you like to use the BBBSC logo on your event promotional material (circle one)? Yes / No
If Yes, it will be emailed to you at the above email address.

Additional details: _____

ACKNOWLEDGMENTS

I acknowledge that BBBSC reserves the right to withdraw its name from the event at any time. I acknowledge that I have read and understand the information contained in the BBBSC DIY Fundraising Toolkit and will adhere to all of BBBSC's Fundraising Guidelines.

Applicant Name

Applicant Signature

Date

BBBSC Staff Name

BBBSC Staff Signature

Date

Return form to Julia.Lo@bigbrothersbigsisters.ca

Fundraising Pledge Form for **BIG BROTHERS BIG SISTERS**

1. Receipts will be issued by BBBS for donations over \$10.00.
2. All cheques should be made payable to **Big Brothers Big Sisters of Canada**

Address: _____
 Town/City/Postal Code: _____ <<<Insert EY Logo>>>
 Telephone: _____
 Email: _____

Proceeds will be donated to:



Big Brothers Big Sisters

	Sponsor's Name	Address (Including City and Postal Code)	Email	Amount	Paid	Receipt Required?
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
	Total:					

Inquiries: Julia Lo - (905) 639-0461 x47 julia.lo@bigbrothersbigsisters.ca



Fundraising Guidelines

1. BBBSC encourages fundraising events that are compatible with our mission, vision and values. Prior approval is required to hold an event in support of BBBSC. Approval is based on the type, theme and financial viability of the event. BBBSC reserves the right to withhold the use of its name and logo from any event, initiative, promotion, performance or presentation it feels is inappropriate.
2. To conduct a fundraising event, we ask that you complete and send in the *Event Application Form* at least 15 days prior to your event.
3. Any organization/group wishing to use the BBBSC name or logo on any materials, including advertising, must receive prior approval from the BBBSC.
4. All promotional materials must state that your event is “in support” of BBBSC and is not an official BBBSC event.
5. Taking commission, for any purpose, on funds raised as part of an event is prohibited.
6. The event organizer is responsible for meeting all municipal/provincial or federal standards and fulfill all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. BBBSC must not be party to any liability coverage without prior knowledge and/or approval. BBBSC accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.
7. If you are interested in running a raffle, please ensure you do so in accordance with your provincial and municipal gaming commission.
8. Involvement of BBBSC staff will be at our discretion. BBBSC staff may be eligible on request, based on availability, location and the nature of the event.
9. BBBSC will not be responsible for mailing materials to attendees/participants or volunteers, other than the mailing of applicable tax receipts.
10. The event organizer will be responsible for all costs related to the event and will handle all monies until the official donation is submitted to BBBSC. Event expenses are to be deducted before sending proceeds to BBBSC. BBBSC shall incur no costs unless otherwise agreed in writing prior to the event or promotion.
11. When you fundraise through CanadaHelps, the funds go directly to us. Make sure you account for this when managing event costs.
12. The sponsoring organization/group agrees to handle all monetary transactions for the special event or promotion and to present the proceeds to BBBSC within 30 days of the event or as agreed in writing with BBBSC.



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13. When tax receipts are requested, the event organizer is responsible for collecting the names, addresses and contact information of all donors, and is required to mail the appropriate materials to BBBSC within 30 days of the conclusion of the event.
14. BBBSC can only issue tax receipts for funds received. Please ensure the full donated amount is forwarded with donor details and pledge forms. It is preferred that all funds raised are deposited into one account and a cumulative cheque is written to Big Brothers Big Sisters of Canada and sent to:

Big Brothers Big Sisters of Canada
113e – 3228 South Service Road
Burlington, ON
L7N 3H8

14. BBBSC will provide a tax receipt for the direct personal or corporate donations of \$10 or over.
15. BBBSC issues official income tax receipts in accordance with Canada Revenue Agency guidelines. To learn more about charitable tax receipts, please visit <http://cra-arc.gc.ca>
16. Funds raised by an event should be made payable and turned into BBBSC no later than 30 days after the event, along with donor contact information. It is preferred that all funds raised are deposited into one account and a cumulative cheque is written to Big Brothers Big Sisters of Canada. Cash must be in a sealed envelope, counted, with a count sheet detailing the funds included. Please make cheques payable to:



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Frequently Asked Questions

Will BBBSC help organize events?

Although BBBSC cannot plan your event, we have created this *DIY Fundraising Toolkit* – with lots of help and tips - to help you start planning your event.

Is BBBSC able to support any third party event expenses?

It is the responsibility of the event organizers to create a budget and manage it accordingly for all expenses.

Can BBBSC provide volunteers for an event?

It is the responsibility of the event organizers to recruit, train and manage all volunteers.

Can BBBSC provide sponsorship contacts to support third party events?

BBBSC cannot solicit sponsors or provide sponsor/donor lists for third party events. It is the responsibility of the event organizer to request support from individuals or businesses to underwrite costs.

Who is responsible for all liability and legal risks associated with my event?

BBBSC will not be responsible for any damage or accidents to any persons or property; we will not assume any legal or financial liability caused before, during or after the event. Depending upon the nature of the third party event, the organizer may be required by BBBSC to submit proof of general liability insurance in the amount of \$1,000,000 or such other amount which covers any damage or accidents to persons or property arising out of the third party event. In acquiring insurance for an event, it is the responsibility of the organizer to apply and obtain such documents in the name of the individual, organization or business coordinating the event. BBBSC will not sign any contracts with vendors or suppliers. It is advisable that you seek guidance and direction from your own insurance broker on this matter.

Will BBBSC help promote my event?

We are happy to share out your event through our social networks such as Facebook and Twitter if you tag us. Any additional promotion is up to the event organizers. If you are using custom materials for your event (vs. pre-made BBBS templates), please forward items for approval at minimum 10 days in advance of release to Julia.Lo@bigbrothersbigsisters.ca

How do I send the proceeds of my event to BBBSC?

Funds raised by an event should be made payable and turned into BBBSC no later than 30 days after the event. It is preferred that all funds raised are deposited into one account and a cumulative cheque is written to Big Brothers Big Sisters of Canada. Cash must be in a sealed envelope, counted, with a count sheet detailing the funds included. Please make cheques payable to:

Big Brothers Big Sisters of Canada
113e – 3228 South Service Road
Burlington, ON
L7N 3H8



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Can I use the BBBSC logo and how do I get it?

Yes, please complete the appropriate checkbox on the *Event Application Form*, and the logo will be emailed to you.

Will I have access to BBBSC's media contacts?

It is the responsibility of the event organizers to promote their own events.

If I have a silent auction at my event, how do I get items for the auction?

It is the responsibility of the event organizer to solicit for prizes to support your event. We can provide a letter from BBBSC authenticating your event to support your solicitation efforts. If you require a letter from BBBSC authenticating your event, please email your request to Julia.Lo@bigbrothersbigsisters.ca

There are many ways to build your live and/or silent auction:

- 1) Donated Items - Create an ask letter to send to various companies requesting items for your auction that is in support of BBBSC.
- 2) Auction Houses – There are companies that build inventories of items for silent/live auctions, such as sports memorabilia, music collectables, etc. You are typically only required to pay for items that sell, and can return any items that don't. Reminder: Set minimum bids for these items to ensure that you are selling them for more than you are paying for them.
- 3) Purchased – You always have the option of purchasing items for the auction, however, the cost of these items are the responsibility of the organizers.