



# GUIDE FOR COMMUNITY FUNDRAISING EVENTS





# THANK YOU FOR THINKING OF PATHWAYS!

Interested in hosting a community event in support of Pathways Health Centre for Children? This planning guide details necessary steps and key considerations to help make the process as easy and fulfilling as possible for you, whether you're an individual, organization, business, or club looking to support us and the families we serve.

Although Pathways receives the majority of our funding from the provincial government, we also rely heavily on support from the community to purchase equipment and materials used by our staff in carrying out their work. Community support also plays a vital role in enriching our service capacity in light of ever-growing service demand. An important part of fundraising and engaging with our community is through special events and independent fundraising including initiatives by generous third parties.

Pathways primarily serves children and youth with physical, developmental, and communication needs. As one of the 21 Children's Treatment Centres in the province of Ontario, we provide a continuum of rehabilitation and support services in the community as well as an on-site integrated child care services and therapeutic aquatics programs. For over 45 years now, we've been proud to be Sarnia-Lambton's leader in developing innovative and inclusive programming for children, families, and other members of our community such as older adults, adults that are 'graduates' of Pathways, and people of all ages with mobility needs.

# OVERVIEW

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Not sure where to start? We've broken the fundraising and event-planning process down into **5 simple steps**:



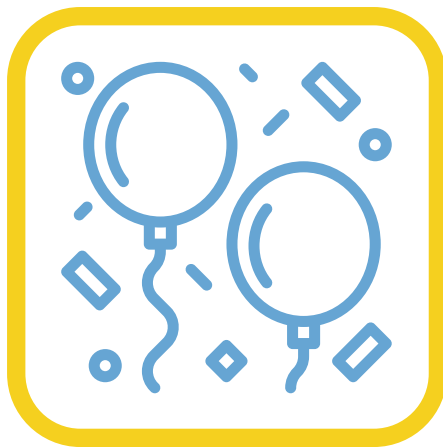
1. PLAN



2. REACH OUT



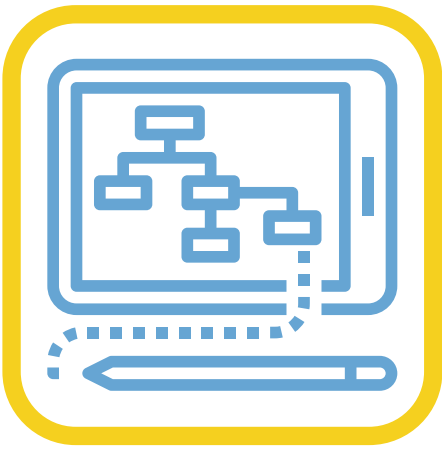
3. PROMOTE



4. REALIZE



5. FOLLOW UP



# 1. PLAN

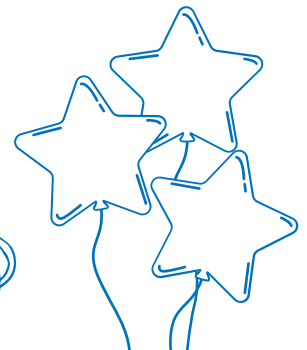
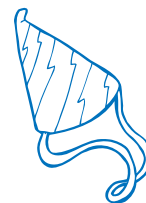
Everything starts with an idea. First and foremost, you'll need to decide what kind of event you'd like to host. Who's your target audience? Ask around in your own circle of friends, or think to yourself: if you saw this event being advertised, would this be the kind of programming that you would want to attend? Would this be an event that you might consider putting on year after year, or do you foresee it being a one-time get-together?

## IDEAS FOR EVENTS

- Concert\*
- Food sale or BBQ\*
- Sports or games tournament
- Garage sale\*
- Paint party\*
- Movie night\*
- Fashion show
- Can/bottle drive\*
- Workplace dress down day
- Dance night
- Walk/Swim-a-thon
- Video game livestream\*
- Trivia night\*
- Art show
- Auction\*
- Craft night\*
- Board game night\*
- Cutest pet photo contest\*
- Guided hike
- Karaoke party\*
- Festive photobooth at event
- Themed party (spa, planting, etc.)

Note: This list is simply meant to provide some ideas and is not exhaustive. You can look online for more inspiration, or put your creativity to the test by brainstorming something from the ground up. Your idea can be big or small, or somewhere in between, and we've tried to include a diversity of possibilities here.

\*These events can be modified to either take place virtually or through a contactless model, such as delivering goods or supplies to someone's house. For any events planned for late 2020 and early 2021, as the pandemic is still ongoing, it is crucial to follow all applicable health guidelines as put out by local authorities.



# BUDGETING & FUNDRAISING

**What is your budget?** Map out exactly how your anticipated expenses (i.e. location costs/fees, décor, food, entertainment, etc.) and revenue (i.e. ticket/food sales, sponsorship, auctions, draws, etc.) will balance out. Since you'll want to minimize the former and maximize the latter, it's a good idea to do some research to see how you can be more cost-effective.

**How will you actually be fundraising?** Will participants be bidding on art work, or donating to attend your party? If it's appropriate to the event you're running, like for walk-a-thons or rallies, you can also consider having participants seek out pledges. To minimize cost, you can ask for sponsorships, including gifts in kind like event supplies or prizes.

**What is your fundraising goal?** Setting one will help keep everyone involved motivated, and can also help you with estimating your budget. Be sure to keep your goal realistic!

## COORDINATING LOGISTICS

**When and where is your event happening?** Be strategic when making these decisions. Try to make sure that your event is taking place at a convenient time for your target audience, and that there isn't any conflicting programming happening during the same time—whether that's another event or a holiday. If your event is weather-dependent, remember to factor that in and have a Plan B or Rain Date planned just in case. When choosing a location, if applicable, be sure to consider elements like accessibility, parking space, bathroom access, the availability of public transportation, whether child care will be available, etc. For online events, simple is best. Try to pick a digital platform for your event that is easy-to-use, that is reliable, and that can be accessed on a variety of devices.

**Who are you working with?** For even the smallest-scale events, it can be a good idea to get a committee together to help you plan and execute your event. Whether or not you have the team sorted into specific roles, group members can offer fresh perspectives, new ideas, and specialized skills. Stay in touch with online correspondence and regular meetings leading up to your event date.

**Have you made a checklist?** It can be useful to have at least two lists prepared: what needs to be done leading up to the event date, and what needs to be done on the day of. You can also delegate tasks to your other committee members. Be sure to keep track of timelines so you all stay on-track!

CHECKLIST TEMPLATE			
TASK	DEADLINE	ASSIGNED TO?	
Finalize venue booking	July 3 2021	John Smith + Jane Doe	✓



## 2. REACH OUT

Once you've got the basics planned, before you commit to anything, be sure to first reach out to Pathways so we can officially endorse your event, go over all our event-related policies with you, and give you any additional support that we can provide. **Remember: Pathways Health Centre for Children can withhold the use of its name and logo from any event if we do not feel that it supports our organization's vision, or if it promotes a negative image of our organization.**



### CONTACT FOR EVENTS:

**Marcy Draker**

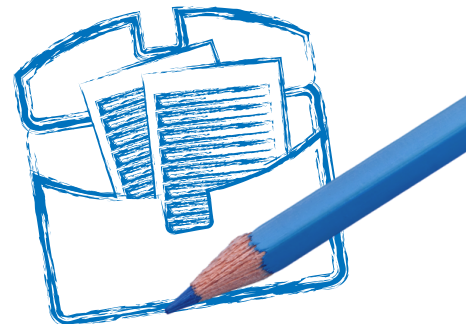
519-542-3471 Ext. 1243

[mdraker@pathwayscentre.org](mailto:mdraker@pathwayscentre.org)

## INSURANCE & LICENSES

Be sure to do some investigative work before you move too far ahead with your planning. In some instances, licenses and insurance are needed. You can check with the venue and the City for further information depending on where you hold your event and what the event entails.

Please know we cannot provide insurance coverage or assume legal/financial obligations for 3rd party fundraisers. The alcohol and gaming commission of Ontario website is [agco.on.ca](http://agco.on.ca). You will need to thoroughly educate yourself if your fundraising will include any type of gaming and/or lottery initiative.



# TAX RECEIPTS

If a donation is made to Pathways over \$20.00, a tax receipt is issued in compliance with CRA guidelines. If the donation is an item or service, there is an option of a gift-in-kind tax receipt. Be sure to look into this with Pathways before you confirm with the provider.



To process a receipt, we need the following information:

- Donor name
- Donor address  
(including postal code)
- Donor phone number
- Amount of donation

## BUSINESS RECEIPTS

Businesses may be eligible for a receipt that acknowledges a unique contribution to the fundraiser (i.e. an in-kind product or service or a sponsorship).

### LOOKING FOR EXTRA VOLUNTEERS?

Pathways is proud to have a strong network of dedicated volunteers who have helped immensely with fundraising initiatives through the years. That said, generally speaking, involvement of Pathways staff and volunteers will be at their individual discretion, and will depend on availability, location, and nature of the event. Though we'll work to support all events that we've endorsed, if your event is contingent on volunteer support, it might be wise to recruit within your own networks as well, and to start sooner rather than later, especially if you are looking for a large number of volunteers to realize your plans!





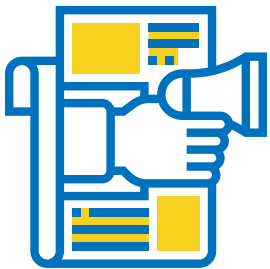
## 3. PROMOTE

Promotion is a key component of event-planning. While we have some Centre guidelines and general tips listed here, it's important to note that there is no one-size-fits-all when it comes to promotions. That's why it's important to know which demographics you're trying to target for your event. Making a marketing plan is a great way to ensure that you stay on top of this process and are leaving enough time to get the word out!

## CENTRE GUIDELINES

- Promotional materials of all kinds must state that your event is 'in support' of Pathways Health Centre for Children (i.e. not an event directly related to Pathways' operations as a health centre).
- Pathways reserves the right to approve all promotional materials (posters, swag, advertising copy, social media copy, etc.) featuring our name and logo. The Pathways logo and name should only be used with our approval, after we have endorsed your event.
- The Pathways logo should not be altered, skewed or changed in any way.

## IDEAS FOR PROMOTIONS



### Contact the Media

There is a chance that local media (radio, TV station, and newspapers) may want to cover your event, either before it happens or as it unfolds. You can email a [media release](#) to see if an outlet would inform community members of your event before it happens, and/or send a media advisory/invite to directly ask members of the media to attend and cover your event.



### Flyers and Other Physical Materials

Advertise the old-fashioned way! Free tools like [Canva](#) can help you make professional-looking flyers if you're unable to find external design support. Flyers can be put up in high traffic areas that your target audience frequents and at workplaces/businesses with managerial permission, but remember to keep printing costs in mind! You can go green by distributing flyers via email.



## Social Media

Social media is a terrific way to help spread your message to a large audience of potential attendees, and should definitely be included in your plan. If you have limited time to dedicate here, [focus on which platforms](#) are used most by your audience. If pictures or video are to be taken at the event, please be sure to post a sign at your event that indicates your photos might be posted after.



### FACEBOOK

[Create an event page](#)! Be sure to invite as many people as possible and encourage others you're working with and in your network to do the same. Be sure to keep the event open or public for discovery.

If you're planning for a recurring event (ex: annual), consider [making a new page](#). Be sure to promote on relevant Facebook groups as well!

Whether on personal or public accounts, post frequently. Consider doing countdowns, scheduled posts at peak times, etc. Tag us at [@pathwayshealthcentreforchildren](#).

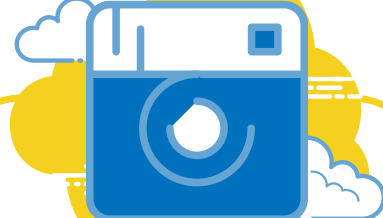


### TWITTER

You can advertise events on your personal or professional Twitter pages, as well as the accounts of others in your network. You can also contact local influencers to promote.

If you're planning for a recurring event (ex: annual), you can consider making a new account just for this!

New to Twitter? Here's a [quick guide](#). Quick tips include using eye-catching visuals, and using relevant hashtags, such as #SLont, #Sarnia, #Lambton, or #PointEdward. If it would be fitting, you can also consider making an event hashtag.



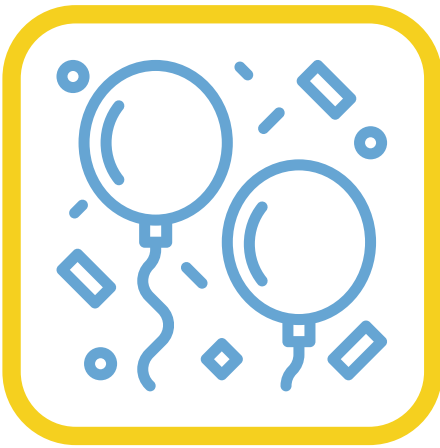
### INSTAGRAM

Instagram is a great application to help you share photos of all aspects of your event; from planning, to setup, to execution, and beyond. The stories feature is especially useful for event coverage, so that you can provide realtime updates and content, including Q&A answers, behind the scenes ongoing, etc.

If you're planning for a recurring event (ex: annual), you can consider making a new account just for this! Otherwise, you can create graphics for yourself or your team to post onto their personal accounts. Put links in your bios to more event info!

#### \*Other marketing ideas might include:

- mailing invites
- promoting to your email lists
- contacting organizations associated with your audience (ex: car club if your event is car-related)
- posting to your website
- contacting or tagging local influencers
- running social media contests (ex: "to participate, entrants must share the post and tag 2 friends in the comment section by \_ date, winner gets free event tickets and they will be chosen randomly from all those that participated through [drawing tools such as this one](#).")



## 4. REALIZE

It's all been leading up to this! If you've done your planning properly, hopefully you'll have the time to actually enjoy your event! Have plans made ahead of time for any fires that you anticipate will need putting out, and ensure that everyone helping out is well-informed on their role and know who to look for if any unexpected questions or concerns come up. When setting up the event, remember to keep accessibility and safety in mind!



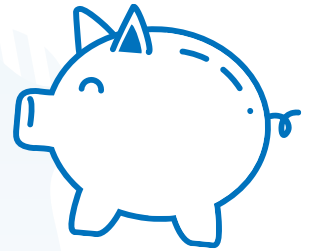
A snapshot of prior events held in support of Pathways, including ones held with distancing measures in fall 2020!



## 5. FOLLOW UP

You're all done—wait, not quite! You've planned, executed and conquered, but there are still a few more things to do. While wrap-up procedure may differ between different types of events, we've listed a few key items to keep in mind as you cross all your t's and dot your i's. Paperwork and financials aside, this is also the perfect time to celebrate all that you and your planning team have achieved in supporting the children and youth in our community!

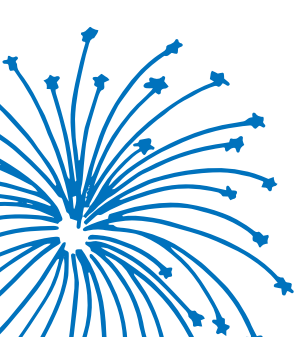
### FINANCIALS



- Make sure that all invoices are sent and that all expenses are paid.
- Calculate the final amount of dollars raised after expenses.
- Submit all proceeds to Pathways Health Centre for Children within 60 days of your event.
- If applicable, process tax receipts. More information can be found on Page 7, and you should have discussed what information must be collected with Pathways representatives beforehand.

## GIVING THANKS & FEEDBACK

- Follow up with event participants, sponsors, donors, committee members, etc. to give them thanks for all of their contributions! You can mention how much the event raised in total, and how these funds will be used to support the programs at Pathways. Shoutouts can be broadcast on social media or other platforms, but it is also a good idea to follow up privately with specific individuals or organizations, especially if they were a volunteer, sponsor, or donor.
- Looking to run this event again, or just looking for constructive comments? You can put out a feedback form to any audience involved with this event. You may also want to meet with your committee once more to see how things went from their perspective.
- If you think that this event will be recurring, it might be a good idea to start planning now while your experiences are still fresh on your mind. If you already have a projected date or timeframe, you can also let your event participants, sponsors, donors, committee members, etc. know while they're still riding the wave from your successful event!



# Congrats!

*You did it!*



# THANK YOU.

## MISSION

Pathways Health Centre for Children will deliver defined services to children, youth and young adults with physical, developmental and communication needs, to help them achieve their potential for a better quality of life.

## VISION

Supporting children, youth and young adults to achieve their potential through effective partnerships.

## VALUES

We Value:

- P**artnering with our clients, their families and our community.
- A**dvocating for our clients.
- R**especting the individuality, diversity and dignity of our clients, their families, our staff and volunteers.
- T**eam work.
- N**urturing an inclusive community.
- E**ducating in an open learning environment.
- R**ecognizing the roles and contributions of our clients, their families, our staff and volunteers.
- S**upporting opportunities that encourage health, well-being and self-esteem.



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