

# Boys and Girls Clubs Big Brothers Big Sisters of Edmonton & Area

Social Fundraising Handbook 2017



Boys & Girls Clubs



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of Edmonton & Area

Last updated: December 2017





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# Social Fundraising Handbook

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## Fundraising for the Future of Children and Youth

Last year, Boys & Girls Clubs Big Brothers Big Sisters of Edmonton & Area (BGCBigS) served nearly 5,300 children and youth.

5,300 kids will be reminded of their potential, and that they CAN succeed and build amazing futures. They will know what it means to be cared about and supported. They will receive hot meals, homework help, learn to swim, play soccer with their friends, sing out of tune with confidence, deal positively with being bullied (or stop from becoming one), learn English, meet a professional football player or a million other things that will help them become the best they can be.



This work cannot be accomplished without the financial support of people like you.

BGCBigS is a donor-supported and volunteer driven organization. We rely on the creativity and passion of the individuals and corporations who support our efforts by hosting their own fundraising events.

Please help us change the lives of children and youth in our community.

Just \$365 will allow for the recruitment, screening, and training of one volunteer mentor.

By fundraising just \$1,200, you will give a child a place to go after school for a whole year.



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## What we do

### Mentoring

The goals of mentoring include:

- Providing children and youth the skills and resiliency with which to achieve personal success;
- Providing increased accountability to peers, family, and community;
- Increasing high school completion rates and engagement in post-secondary education/training in order to create career competitiveness;
- Creating a sense of belonging and purpose in order to motivate and inspire success.

We know that children and youth with personal resiliency, strength of character, confidence, an understanding of the world around them and the opportunities available, and a solid sense of belonging, do better in every aspect of their lives. Mentoring strives to assist in the development of these characteristics.

Commissioned Study – Big Brothers Big Sisters of Canada: Research confirms that children with a mentor are significantly more confident in their academic abilities and considerably less likely to develop behavioural problems. One standout finding is that girls with a Big Sister were four times less likely to bully, fight, lie, or express anger than girls without a mentor.

*The study also found:*

- Girls with a Big Sister are two and a half times more likely than girls without a mentor to be confident in their ability to succeed at school.
- Boys with a Big Brother are three times less likely than boys without a mentor to suffer peer pressure related anxiety, such as worrying about what other children think or say about them.
- Mentored boys are two times more likely to believe that school is fun and that doing well academically is important.
- Mentored boys are also two times less likely than non-mentored boys to develop negative conducts like bullying, fighting, lying, cheating, losing their temper or expressing anger.



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## Clubs & Group Programs

In addition to location based Clubs, BGCBigs offers a variety of recreational and academic clubs across the city. Club programs support the healthy development of children of all ages by fostering a sense of belonging, personal empowerment, achievement, and self-confidence.

Club programs are mainly offered during the after-school period between 3:30PM and 8:00PM. This is when young people, if left unsupervised, are at highest risk of becoming victimized, or drawn into negative or criminal activities. Our programs provide opportunities to develop the skills and knowledge kids need to reach their full potential.



In addition to the fundamental benefit to children and their families, after-school programs support children's development in physical, social, emotional, cognitive and psychological domains.

Specific and demonstrable outcomes include:

- Reduced incidence of behavioural problems, including decreased risk of early alcohol/drug use and sexual activity
- Decreased involvement in violent behaviour and reduced risk of committing an offence
- Increased development of social skills, interpersonal skills, self-esteem, confidence and self-efficacy
- Increased awareness and knowledge of healthy practices including nutrition, the effects of substance abuse, and sexual health
- Increased levels of physical activity and improved body image
- Better attitudes towards and increased commitment to school; improved academic achievement



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## Fundraising Collaborators

Never doubt that Albertans are generous and creative people! From concerts to golf tournaments, and galas to BBQ's, individuals, organizations, and corporations have found a dozen different ways to support children in our communities. By supporting BGCBigs you join the many community event collaborators who have shared their belief in children, put the fun into *fundraising*, and raised the bar for generosity and community spirit, such as: Public School Administrators Association, River City Runners, Canadian Western Bank and the Keg Spirit Foundation, to name just a few.





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## Weddings

Collecting donations for BGCBig is a meaningful way to celebrate your wedding. By thinking of others during your special day, you can ensure that kids are getting the support they need to thrive. Below are some possible ideas of how to include BGCBig in your wedding celebration:

- Make a donation in honour of your guests in lieu of wedding favours
- Collect donations in lieu of wedding gifts
  - Collect cash or cheques at your wedding
  - Set up a CanadaHelps page (page 9) to collect wedding donations online
- Collect donations in lieu of clinking glasses
  - Guests can make a donation in order to get the newlyweds to kiss.

Contact Lindsay Hiron-Barrie ([Lindsay.Hiron-Barrie@bgcbig.ca](mailto:Lindsay.Hiron-Barrie@bgcbig.ca)) to get started.





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## Special Events

If you are looking for a unique way to celebrate or recognize a special event, consider including BGCBigs. Here are some occasions that you could celebrate with a BGCBigs donation:

- Birthdays
- Anniversaries
- Retirements
- Teacher appreciation
- Baby showers
- Bridal showers
- In lieu of gifts
- Holiday parties

Celebratory one-time donations can be sent through our website:

<https://bgcbigs.ca/donate/>. These donations can be made in honour of a loved one and come with an optional free E-card. We can also set up a CanadaHelps page (page 9) if you wish to collect multiple donations to celebrate your event.

## In Memory

To honor the passing of a loved one or friend, donations can be made in their name. Your donation will provide a lasting remembrance. Donations in memory can be made through our website (<https://bgcbigs.ca/donate/>) or you can contact Lindsay Hiron-Barrie ([Lindsay.Hiron-Barrie@bgcbigs.ca](mailto:Lindsay.Hiron-Barrie@bgcbigs.ca)).





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## Fundraising Guidelines

1. BGCBigs encourages fundraising events that are compatible with our mission, vision, and values. Prior approval is required to host a community fundraiser. Approval is based on the type, theme, and financial viability of the event. BGCBigs reserves the right to withhold the use of its name and logo from any event, initiative, promotion, performance, or presentation.
2. To conduct a fundraising event, we ask that you complete and send in the *Third Party Event Application Form* (page 24) at least 15 days prior to your event.
3. Any organization/group wishing to use the BGCBigs name/logo on any materials, including advertising, must receive prior approval from BGCBigs.
4. All promotional materials must state that your event is "in support of" BGCBigs and is not an official BGCBigs event.
5. Where alcohol is present, the event coordinator(s) and/or host organization must comply with all applicable Alberta Gaming and Liquor Commission (AGLC) requirements and laws, and ensure free transportation is available to event attendees.
6. Taking commission, for any purpose, on funds raised is prohibited.
7. The event coordinator(s) and/or host organization must hold appropriate insurance and comply with all applicable municipal or provincial regulations. BGCBigs reserves the right to request a copy of the insurance at any time.
8. The third party organizer is responsible for meeting all municipal/provincial or federal standards and fulfilling all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. BGCBigs must not be party to any liability coverage without prior knowledge and/or approval. BGCBigs accepts no legal responsibility and cannot be held liable for any risk, injury, or problems that may arise from hosting a community fundraiser.
9. BGCBigs will provide the host organization with appropriate recognition, as agreed upon, prior to the event.



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10. Host organizations/individuals will be responsible for all costs related to the event and will handle all monies until the official donation is submitted to BGCBigs. Event expenses are to be deducted before sending proceeds to BGCBigs. BGCBigs shall incur no costs unless otherwise agreed to in writing prior to the event.
11. The host organization/individual(s) agrees to handle all monetary transactions for the fundraiser or promotion, and to present the proceeds to BGCBigs within two weeks of the event or as agreed to in writing with BGCBigs.
12. Where tax receipts are requested, the host organization/individual is responsible for collecting the names, addresses and contact information of all donors, and is required to mail the appropriate materials to BGCBigs within two weeks of the conclusion of the event.
13. BGCBigs issues official income tax receipts in accordance with Canada Revenue Agency guidelines. Refer to *Tax Receipting* for details.
14. Involvement of BGCBigs staff and volunteers will be at our discretion and will be based on availability, location, and the nature of the event.
15. The host organization/individual agrees to ensure that all materials borrowed are returned promptly and in the same condition they were received. The organizer agrees to accept responsibility for damage or loss of materials borrowed from BGCBigs.
16. BGCBigs will not be responsible for mailing materials to attendees/participants or volunteers, other than the mailing of applicable tax receipts.
17. The host organization/individual must send a complete accounting of all income and expenses associated with the event to BGCBigs. By publicly naming BGCBigs as the beneficiary of your initiative, you are required to donate the net proceeds to us within two weeks of the event completion.

Please send a cheque made payable to:

Attn: Fund Development  
Boys & Girls Clubs Big Brothers Big Sisters  
9425-109A Avenue  
Edmonton, Alberta T5H 1G1



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## CanadaHelps

CanadaHelps is a registered charity that BGCBig uses to collect online donations. By using a customized CanadaHelps page, event attendees can send donations directly to BGCBig and immediately receive their tax receipt. A CanadaHelps page can make your event feel more professional and saves you the time and energy of remitting donations to BGCBig following the event. If you are interested in having a customized CanadaHelps webpage for your Community Fundraiser, please let us know and we will set up a page on your behalf.





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## Tax Receipting

What will BGCBig provide a tax receipt for?

BGCBig adheres to the Canada Revenue Agency (CRA) Income Tax Act when issuing charitable tax receipts. To learn more about charitable tax receipts, please visit <http://cra-arc.gc.ca>. Issuing inappropriate charitable tax receipts can put our charitable status in jeopardy.

Under CRA guidelines, a “gift” is a:

Voluntary Transfer of Property with a conscious desire to make a gift (as distinguished from giving something for nothing by mistake or under pressure).

- Voluntary – given of free will (not compelled, not court ordered, etc.)
- Transfer – from donor to charity/qualified donee (complete transfer)
- Property – cash or gifts in kind (not services)

BGCBig will provide a tax receipt for the following:

- Direct personal or corporate donations of \$20 or more
  - In-kind donations where fair market value is easily determined
    - Tickets (sporting events, theatre, ballet, etc.) where the value is either noted on the ticket or a payment receipt is provided.
    - Air miles or payment of flights (again, proof of payment must be provided)
  - Gifts of artwork provided the artwork has been appraised by a third party appraiser – appraisal must be included with the donation
  - Gifts of shares
  - Bequests
  - Life insurance premiums
  - Monthly donations (donor will receive one cumulative income tax receipt at the end of the calendar year)

The complete name, addresses and phone number/email of the donor must be provided for BGCBig to issue tax receipts.



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BGCBigS cannot provide a tax receipt for the following:

- Gifts of promises or pledges (for example, gift certificates donated by the issuer, hotel accommodation)
- Payment of basic fee for an event
- Gifts where the value or benefit of the donation cannot be determined
- Lottery or raffle tickets
- Donations of services (time, skills, or efforts) or loans of property, use of a timeshare, or lease of premises
  - Donations of services will only be receipted when a 'cheque exchange' takes place. This means that the party who donated a service would invoice BGCBigS for the cost of the services. BGCBigS would then issue a cheque for the services. If the service provider should choose to donate these funds back to BGCBigS, then BGCBigS can issue a tax receipt for the amount of the donation.
  - Two distinct transactions must take place:
    - A person provides a service to BGCBigS and is paid for that service, and
    - That same person makes a voluntary gift of property to BGCBigS
- Funds or gifts in kind from another qualified donor (gifts from other registered charities, or non-profit organizations)
- Name of true donor(s) cannot be determined (for example, bottle collection from several parties, donation bins, etc.) – one person cannot benefit from gifts made by multiple donors
- Gift is directed to a specific person or family unless BGCBigS has already decided that person or family is the recipient of the charitable program and BGCBigS has full discretion to reallocate funds and the person or family is arms-length from the donor



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- Rent-free space
  - One of the criteria for a gift is that there be a voluntary transfer of property
  - With rent free space or accommodation, no property is being transferred – instead, use of the building is being provided. Since no property is transferred, no “gift” is made and a tax receipt for the value of the loan of property cannot be issued
- Court ordered donations (donations made as a condition of parole)
- Gifts intended for another organization
- Donations of items for auction (unless pre- approved by BGCBigs)
- Sponsorships





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## Frequently Asked Questions

Is BGCBigs 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 BGCBigs provide volunteers for a third party event?

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

Can BGCBigs provide sponsorship contacts to support third party events?

BGCBigs 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?

BGCBigs 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 BGCBigs 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. BGCBigs 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.

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

Funds raised by a third party event should be made payable and turned into BGCBigs no later than two weeks after the event. It is preferred that all funds raised are deposited into one account and a cumulative cheque is written to Boys & Girls Clubs Big Brothers Big Sisters of Edmonton & Area. If BGCBigs provided the event with a raffle licence, the licence and paperwork will need to be returned to the agency immediately following the event. Funds raised by the raffle can be included in the cumulative cheque, but the

agency will need to know the specific amount raised by the raffle to ensure proper reporting to the Alberta Gaming and Liquor Commission. Cash funds must be turned in to the agency no later than ten days after the event. Cash must be in a sealed envelope, counted, with a count sheet detailing the funds included. Please make cheques payable to:

Attn: Fund Development  
Boys & Girls Clubs Big Brothers Big Sisters  
9425-109A Avenue  
Edmonton, Alberta T5H 1G1

Can I use the BGCBig's logo and how do I get it?

Yes, please complete the appropriate checkbox on the *Third Party Event Application Form* (page 15), and the logo will be emailed to you.

Can BGCBig's provide print and promotional/display materials?

BGCBig's can provide print materials about our programs and services. We may also be able to provide banners (subject to availability). Please provide us with all requests for BGCBig's materials a minimum of ten days prior to your event by email to Lindsay Hiron-Barrie at [Lindsay.Hiron-Barrie@bgcbigs.ca](mailto:Lindsay.Hiron-Barrie@bgcbigs.ca).

Do I need any licences to host an event? (Raffle, liquor, etc.)

BGCBig's will assist the event organizers with raffle licenses. Please see the detailed information in *Fundraising Guidelines* (page 7). Any additional licenses required such as liquor licenses, etc. are the responsibility of the event organizers. You must be able to provide proof of adequate licenses to BGCBig's.

Thank you for supporting the fundraising efforts of Boys & Girls Clubs Big Brothers Big Sisters of Edmonton & Area

Any questions or concerns? Please contact:

Fund Development

Boys & Girls Clubs Big Brothers Big Sisters of Edmonton & Area

[funddevelopment@bgcbigs.ca](mailto:funddevelopment@bgcbigs.ca)





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Phone: 780-592-9253

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## Social Fundraising Activity/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 a BGCBigs representative to attend the event (circle one)? Yes / No

If yes, what involvement will they have? Please note this is subject to availability.

- Speech    
  Cheque Presentation    
  Press Conference    
  Other: \_\_\_\_\_

Additional details: \_\_\_\_\_

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

### ACKNOWLEDGMENTS

- I acknowledge that BGCBigs 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 BGCBigs Third Party Event Toolkit and will adhere to all of BGCBigs Fundraising Guidelines (page 7 – 8).
- I agree to remit all funds raised (in excess of your expenses) to BGCBigs within 2 weeks following the event. Failure to do so may result in criminal prosecution.
- I acknowledge that BGCBigs may request copies of appropriate insurance be provided before an event is approved.

\_\_\_\_\_  
Applicant Name

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date



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BGCBigs Executive Director

BGCBigs Signature

Date