

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

Community Fundraising Handbook 2017



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of Edmonton & Area

Last updated: December 2017



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of Edmonton & Area

# Community 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.

Because of your support, 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.



## Community Fundraising Event Ideas

The sky is the limit when brainstorming ideas for successful community fundraising events. Engage your creative resources and encourage your team to think BIG. Here are some ideas to consider:

- |                           |                         |                          |
|---------------------------|-------------------------|--------------------------|
| Auction                   | Fashion Show            | Pledge Event             |
| Bowling Tournament        | Fishing Derby           | Poker Tournament         |
| BBQ                       | Garden Party            | Proceeds from Sales      |
| Car Wash                  | Golf Tournament         | Raffle                   |
| Carnival/Festival         | Grand Opening           | Run/Walk/Ride-a-Thon     |
| Client Appreciation Event | Head/Beard Shave        | Singing Contest          |
| Concert                   | Hockey Tournament       | Talent Show              |
| Dance                     | In lieu of Gifts        | Ticketed Event           |
| Dinner Party              | Monthly Giving Campaign | Traditional Gala Event   |
| Dunk Tank                 | Picnic                  | Trivia Contest           |
| Face Painting             | Pie Toss                | Inter-Office Competition |



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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 BGCBigS uses to collect online donations. By using a customized CanadaHelps page, event attendees can send donations directly to BGCBigS 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 BGCBigS 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.





## Obtaining a Raffle Licence

According to the Alberta Gaming and Liquor Commission, a raffle is a lottery scheme in which prizes are awarded based on a random draw of tickets purchased by players. Only licensed charitable or religious organizations can conduct raffles.

If the following three elements are present, a raffle licence is required:

- Tickets are sold (consideration)
- Random chance to win (chance)
- Prizes are awarded (prize)

Some common examples of raffles requiring a licence are:

- 50/50 draw
- Prize draw
- Football squares

If any of the three required elements (consideration, chance, and prize) is not present, the contest or draw may not require a licence. For example, the following do not require a raffle licence because skill is involved, rather than a random chance to win:

- Silent auction
- Jellybean counting contest
- Hole-in-one putting contest

BGCBigs is eligible to obtain a raffle licence for a total ticket value of \$10,000 or less. BGCBigs will supply your event with a raffle licence provided you have given us the following information at least 15 days prior to your event:

- Draw format (i.e. 50/50, prize draw, etc.)
- Draw date
- Draw location (i.e. Hotel Arts, Calgary)
- Ticket colour
- Unit price (i.e. 1 ticket for \$3, 3 tickets for \$5)
- Ticket quantity
- Total value of raffle (amount must not exceed \$10,000)
- Prize description(s)
- Retail value of each individual prize

To request a raffle licence, please contact the Fund Development department by phone at 780-424-8181 or by email at [Lindsay.Hiron-Barrie@bgcbigs.ca](mailto:Lindsay.Hiron-Barrie@bgcbigs.ca).



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## Tax Receipting

What will BGCBigS provide a tax receipt for?

BGCBigS 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)

BGCBigS 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 BGCBigS 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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## Event Planning

Below is a template that can assist you in the planning of your event:

Event Planning Template	
<b>Event Details</b> What is your event (Car wash, bike-a-thon, bake sale, dance party etc.)?	
<b>Event Date(s)</b>	
<b>Event Time</b> When will it start? How long will it last? Will it take place over multiple days?	
<b>Event Location</b> Where will your event be held?	
<b>Participants</b> Is your event targeted for families? Children? Adults only?	



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<p><b>Organizers/Volunteers</b> Do you need a planning committee? Will you need volunteers? How many?</p>	
<p><b>Equipment/Supplies</b> What type of equipment or supplies do you need for your event?</p>	
<p><b>Advertising/Promotion</b> How will you promote your event? What promotion materials will you need?</p>	
<p><b>Budget</b> How much are you willing to spend? How much will everything cost? How much do you plan to raise?</p>	





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## Event Agenda

Having an event agenda keeps your event and volunteers organized. Depending on how many activities you have planned, your agenda can be complex or simple. See the two sample charts below for examples of what an event agenda can look like.

Sample agenda for an event with many activities:

Sports Day Fundraiser	
Time	Activity/Description
12:00 pm	Event starts with a soccer activity
12:50 pm	Soccer activity ends
1:00 pm	Baseball activity begins
1:50 pm	Baseball activity ends
2:00 pm	Event ends

Sample agenda for an event with only one activity planned:

Bake Sale Fundraiser	
Time	Activity/Description
12:00 pm	Bake sale starts
4:00 pm	Bake sale ends







## Risk Assessment

Sometimes accidents happen but potential risks can be prevented with some extra planning. By completing a risk assessment you can help prepare for any problems that may come up during your event. Use the two charts below to:

- a. Identify possible risks/problems for your event,
- b. Decide how likely and how serious potential risks/problems could be,
- c. List ways to prevent the risks/problems, and
- d. List possible solutions in the event the risk/problem happens.

	Severity		
Likelihood	Low	Medium	High
Likely	Tolerable	Unacceptable	Unacceptable
Possible	Acceptable	Tolerable	Unacceptable
Unlikely	Acceptable	Acceptable	Tolerable

Risk Rating
Unacceptable Risk Level – Immediate action required! You should make changes to the planning of your event.
Tolerable Risk Level – These risks must be reduced as much as is possible.
Acceptable Risk Level – Monitor your event for these risk and reduce them where possible



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Identified Risk	Likelihood	Severity	Risk Rating	Preventing the Risk	Possible Solutions if the Risk Occurs
Example: During a marathon event a participant falls and scrapes their knees	Possible	Low	Acceptable risk	Make sure the marathon path is free of tripping hazards and debris	Have a First Aid kit and First Aid personnel to provide care at the event



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## Fundraiser Checklist

### Before Your Event

- Brainstorm fundraising ideas
- Make sure there are no legal or safety risks with the event
  - Use our Risk Assessment Chart
- Create a fundraising team
  - How many people do you need to plan the event? Run it?
  - Recruit volunteers
- Plan the basics of your event
  - Where do you want it held? How many guests are you expecting? How much do you hope to raise?
  - Use our Event Planning Template (page 13)
- Let BGCBigS know about your event and submit the Community Fundraising Activity/Event Application Form (page 24), Risk Assessment (page 18), and Event Agenda (page 16).
  - BGCBigS may require copies of applicable insurance
  - If you want to create a CanadaHelps page let us know
- Plan your budget
- Find and secure a suitable venue
- Schedule your event
- Promote your event
  - We can post your event on our website and share it on Twitter and Facebook

### During Your Event

- Have someone responsible for donations and money
- Display and distribute any applicable BGCBigS promotional materials
- Take pictures of your event and share them with us on social media!



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## After Your Event

- Send any required paperwork (ex: raffle licence paperwork) to BGCBigs immediately after your event
- Collect and count funds raised
  - This step is not necessary if you have set up a CanadaHelps page
- Send funds to BGCBigs within two weeks of the event
  - If a CanadaHelps page has been set up for your event this is done automatically.
- Send out Thank You cards or letters to you sponsors/donors and volunteers
- Take note of the successes of your events and of any areas that need improvement or change. Feel free to share these notes and experiences with BGCBigs





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## Frequently Asked Questions

Will BGCBigs help organize events?

Our priority is to focus our resources on volunteer recruitment, supporting and monitoring matches, and ensuring the successful outcomes of the programs we offer. We have created this *Community Fundraising Handbook* to help you start planning your event.

Is BGCBigs able to support any Community Fundraiser expenses?

Unfortunately we are not able to reimburse any expenses incurred by Community Fundraisers. 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 sponsors to support Community Fundraisers?

BGCBigs cannot solicit sponsors or provide sponsor/donor lists for Community Fundraisers. It is the responsibility of the event organizer to request support from individuals or businesses to offset 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.



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Will BGCBigs help promote my Third party Fundraiser?

Yes, we will post it on the events section of our website as well as on Facebook and Twitter. Any additional promotion is up to the event organizers. All publicity for the proposed event must be approved by BGCBigs prior to being printed and/or released, including: web content, press releases, and printed materials.

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

Funds raised through a Community Fundraiser 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 remittances payable to:

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

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

Yes, please complete the appropriate checkbox on the *Community Fundraiser Event Application Form* (page 24), and the logo will be emailed to you.

Can BGCBigs provide print and promotional/display materials?

BGCBigs can provide print materials about our programs and services. We may also be able to provide banners; this is subject to availability. Please provide us with all requests for BGCBigs 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).



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

BGCBigs will assist the event organizers with raffle licenses. Please see the detailed information in *Fundraising Guidelines* (page 6) and *Obtaining a Raffle Licence* (page 9). Any additional licenses required, including liquor licenses, are the responsibility of the event organizers. You must be able to provide proof of adequate licenses to BGCBigs, if requested.

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. BGCBigs can provide a letter, to support your solicitation efforts. If you require such a letter, please email your request to Lindsay Hiron-Barrie at [Lindsay.Hiron-Barrie@bgcbigs.ca](mailto:Lindsay.Hiron-Barrie@bgcbigs.ca).

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

- 1) Donated Items – Draft a letter to send to various companies requesting items for your auction in support of BGCBigs.
- 2) Auction Houses – There are companies that hold 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 organizer.

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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## Community Fundraiser 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 Community Fundraising Handbook and will adhere to all of BGCBigs Fundraising Guidelines (page 6- 7).
- I agree to remit all funds raised (in excess of your expenses) to BGCBigs within two 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

\_\_\_\_\_  
BGCBigs Executive Director

\_\_\_\_\_  
BGCBigs Signature

\_\_\_\_\_  
Date