

# **BE A TVA FUNDRAISER**

## **Do-It-Yourself Package**

*Last Updated: May 2011*



*Inspiring people to choose a healthier, greener, more peaceful lifestyle.*

**Table of Contents**

**GETTING STARTED..... 3**

**GUIDELINES FOR CREATING YOUR OWN FUNDRAISER..... 4**

*Step 1 - Recruit a Committee ..... 4*

*Step 2 - Plan Your Event ..... 4*

*Step 3 – Set a Goal..... 5*

*Step 4 - Register your fundraiser..... 5*

*Step 5 - Promote the Event ..... 5*

*Step 6 - Fundraiser Time!..... 5*

**CRITICAL PATH ..... 6**

**EVENT ORGANIZER’S CHECKLIST ..... 7**

**FUNDRAISING TIPS ..... 8**

**FREQUENTLY ASKED QUESTIONS..... 9**

*Important Information ..... 9*

*Charitable Tax Receipts ..... 9*

*Sale of Alcohol..... 10*

*Use of the Toronto Vegetarian Association Name or Logo..... 10*

**REGISTRATION FORM..... 11**

**OUTREACH MATERIAL ORDER FORM..... 12**

## GETTING STARTED

Thanks for your interest in raising money for the Toronto Vegetarian Association!

Charitable support enables the Toronto Vegetarian Association to deliver great programming and inspire new people to choose a healthier, greener, more peaceful lifestyle! We need YOUR help to continue doing what we do best:

- **Inspire others** to reduce or eliminate meat from their diet through North America's largest Annual Vegetarian Food Festival
- **Develop helpful resources** for new vegetarians like our Vegetarian Directory of businesses and restaurants
- **Provide information** about vegetarian issues at a variety of community events and our drop-in Resource Center and Bookstore
- **Spread the word** about healthy eating online at veg.ca, in print through our quarterly newsletter and in person with healthy eating workshops and cooking demonstrations

The first thing you'll want to decide is what kind of fundraiser you'd like to hold. Here are some ideas to get you started, but don't hesitate to brainstorm and get creative!

### Hold an "A-thon":

Invite friends and family out to join you in getting pledges for doing a bike ride, bowling, dancing, dog walking, running or even knitting!

### Social Events:

Host a concert, costume party, dinner/dance, potluck or talent show, and ask people to give a donation in order to attend.

### Other Ideas:

Hold a bake sale, bingo night or car wash.

### Case study: Vegan Rock!

**FUNDS RAISED: \$1000!**

**Date:** Every March

**Location:** A bar in Kensington Market called The Boat

**How will you raise money?** Ticket sales \$10 per person and a vegan bake sale

**Who will attend?** Friends and supporters of the Toronto Vegetarian Association

**How will they be recruited to take part?** Through Facebook, posters, personal emails to friends, and emails to TVA supporters

**Expenses:** Posters will need to be printed. Vegan baked-goods were donated. Venue was free since it brought people into the business on a usually slow weekday evening.

**Will you require permits, licenses, or insurance?** The venue was insured and licensed.

**How will you display TVA outreach materials?** Materials available at check-in table at the entrance.

## GUIDELINES FOR CREATING YOUR OWN FUNDRAISER

**Step 1 - Recruit a Committee**

**Step 2 - Plan your Toronto Vegetarian Association Fundraiser**

**Step 3 – Set a Goal**

**Step 4 - Register your Fundraiser**

**Step 5 - Promote the Event**

**Step 6 - Fundraiser Time!**

### *Step 1 - Recruit a Committee*

Once you've chosen the type of fundraiser you are holding, additional support is important. Ask friends, family or co-workers to help you organize your event. Give each person in your committee a specific task to be in charge of, such as:

- Promotion of your event
- Event day logistics and set up
- Pledge or registration collection

### *Step 2 - Plan your Toronto Vegetarian Association Fundraiser*

With the help of your committee determine the basics of your fundraiser:

- Date
- Location – Try to find a venue for free to save on costs. Make it easily accessible to people.
- How will your fundraiser raise money?
  - Pledge based
  - Donations
  - Event registration fee
  - Sale of items
- Who will participate in raising funds? How will they be recruited to take part?
- Fundraiser budget – What expenses will you have, can these be minimized?
- Will you require permits, licenses, or insurance?
- How will you display Toronto Vegetarian Association's outreach materials during your fundraiser?
- Will you need additional volunteers (outside of the committee you have recruited)?

You should start planning at least 4 weeks prior to event day so that you can have enough time to promote the event.

**Don't worry** If you need help a Toronto Vegetarian Association staff member can guide you through your planning process.

### *Step 3 – Set a Goal*

- Set a goal for the number of participants you would like to have involved in your fundraiser. You can maximize the number of participants by creating awareness about your event, i.e. count down the number of days before the event, put up your event posters in high traffic areas in your workplace, e.g., Lunch room or photocopy room. Use social networking like Facebook and Twitter to spread the word.
- Set a fundraising goal. Be sure to communicate your goal to all of your participants – use the customizable posters and pledge forms that will be provided to you.
- Most importantly be realistic with your expectations.

### *Step 4 - Register your fundraiser*

Registering your fundraiser has never been easier! Once you've read through all the materials in this package, use the Registration Form included to get started.

Here is what to expect upon registration. A Toronto Vegetarian Association staff member will contact you to gather additional information about your fundraiser and offer any help that you may need. They will also send you any outreach materials that you might need, pledge forms, stickers, banners and posters.

### *Step 5 - Promote the Event*

Promoting your fundraiser using the tools provided in your package and the relationships you and your committee members have in your work will heighten your fundraiser's presence, bring participants to your venue and allow additional funds to be raised for the Toronto Vegetarian Association.

### *Step 6 - Fundraiser Time!*

You've put a lot of time and effort into organizing this fundraiser. Make sure participants can find you. Use the customizable posters as directional signage on the day of the event. Then, relax and enjoy the day. Don't forget to bring your camera!

Money that has been raised should be collected on the day of your fundraiser from all participants. Please forward your funds to the Association within 15 days of the fundraising event.

Thank the individuals that assisted you with the success of your event and all of your participants. Face-to-face recognition is the most effective, which can be done at your fundraiser. Email communication is also very effective.

Thanks to you from the Toronto Vegetarian Association for raising funds that will be put towards **meaningful and ambitious projects in order to support, educate and celebrate vegetarianism.** Please let us know how your event went, including successes, challenges and any pictures that you took. We love to hear from you.

## CRITICAL PATH

<b>PLAN</b>	Time is essential. At least six weeks is ideal to establish volunteer support by setting up a meeting or a social event to discuss the details of your event. Of course, each fundraiser is different- some require additional planning.
<b>COMMUNICATE</b>	Founded in 1945, the Toronto Vegetarian Association is a volunteer-driven charitable organization devoted to providing information and support to people who are interested in making healthier, greener, more peaceful food choices.
<b>PROMOTE</b>	Communicate with staff, family and friends regarding your upcoming fundraiser so that everyone is more informed.
<b>DELIVER</b>	Host your fundraiser and send the funds to the Toronto Vegetarian Association.

## EVENT ORGANIZER'S CHECKLIST

### *6 weeks prior*

- Review the DIY Package
- Recruit a committee or volunteer team
- Develop a plan for what you want your event to look like
- Set goals and keep track
- Register with the Toronto Vegetarian Association

### *4 weeks prior*

- Promote with clearly indicated fundraiser details
- Fill out and return any permits or licenses

### *1 week prior*

- Designate a volunteer to take pictures
- Follow-up call with the Toronto Vegetarian Association

### *Fundraiser Day*

- Check for safety of your area- no wet floors, unnecessary equipment, garbage etc.
- Count and verify money raised for each participant
- Thank participants and volunteers

### *1-2 weeks after*

- Collect remaining money and send to the Toronto Vegetarian Association. Please keep a copy of all completed forms for your records
- Set-up a meeting to review fundraiser and plan for next year
- Send the Toronto Vegetarian Association a story about your event along with any pictures you have, so that your event can inspire others to host their own!

## FUNDRAISING TIPS

**1) Set a fundraising goal for yourself and the fundraiser.** It is important that you set a fundraising goal at the very beginning of the planning process. This can be especially important on event day when people are more apt to donating to make sure you reach your goal.

**2) Read about the Toronto Vegetarian Association mission, know your cause.** Knowing your facts can make a difference between meeting your fundraising goals and falling short. To learn more about our programs, mission and values visit our website at [veg.ca](http://veg.ca).

**3) Make your ask personal.** Let people know why raising funds for the Toronto Vegetarian Association is important to you.

**4) Ask for a company match.** Many companies will match the money you raise. Don't be afraid to approach the individual responsible for this in your company. The company will most likely be eligible for a tax receipt for their donation.

**5) Ask Everyone!** Ask everyone that you have a personal relationships with, not just friends and family – coworkers, hairstylist, dentist, doctor, local restaurant owner, etc.

**6) Thank your donors.** Be sure to personally thank your donors and let them know how much you appreciate their support.

## FREQUENTLY ASKED QUESTIONS

### *What support will I get from The Toronto Vegetarian Association?*

Thanks for organizing your own fundraising event! After completing the registration form at the back of this package, a staff member will contact you for more information about your planned fundraiser. At this point you will be provided with tools to help you plan and execute your event. If at any point in your planning process you need help, contact the office – we are more than happy to guide you in the right direction.

The Toronto Vegetarian Association will gladly help promote your event through our Facebook and Twitter networks, and in our eNewsletter, eLifelines.

### *How do I cover my expenses for the event if I'm not sure how much I will raise?*

This is where goal setting is important. Set a realistic fundraising goal and minimize your expenses. The Toronto Vegetarian Association cannot provide you with up-front money to run your event. However, you can choose to contribute your net proceeds (total funds raised minus expenses) after your event has taken place.

We will cover your printing costs for promotional posters and flyers if the Association has formally approved your artwork. You will be reimbursed for your printing costs once a receipt has been provided to TVA.

### *Important Information*

#### **Charitable Tax Receipts**

Canada Revenue Agency regulates tax receipting for all charitable organizations. The Toronto Vegetarian Association, as a reputable Canadian charity, consistently abides by these regulations. We respectfully request that any community members, organizations or corporations generously offering to support the Toronto Vegetarian Association, take a few moments to review these regulations.

The following information is designed to guide you in your communications to potential event participants about the Toronto Vegetarian Association's ability to provide charitable tax receipts according to Canada Revenue Agency regulations.

#### **A-Thons**

If you are collecting donations as part of an "a-thon", people who pledge \$20 or more can receive charitable tax receipts for their donations. However, in order for TVA to provide a charitable tax receipt, we must receive their full name and address. If you would like to offer tax receipts for an "a-thon" type event, please make sure your pledge form includes space for full name and address. It is also important that donations be received by cash or cheque.

\*Note: TVA can provide you with a template for a pledge form.

## **Ticket Sales**

Funds contributed in exchange for tangible benefits like food prepared or special gifts are not eligible as charitable donations. If the ticket price for your event exceeds the value of the benefit received in exchange, attendees may be eligible to receive a charitable tax receipt for *a portion* of the ticket price. This is based on a number of factors including the “fair market value” of the benefits ticket buyers will receive by attending your event including, meals, entertainment, door prizes, etc. Please indicate clearly when you register your event online that you plan to sell tickets to your event. A staff member will contact you promptly to discuss in more detail, the process for determining “fair market value” before charitable tax receipts can be promised to ticket buyers.

## **Managing Risk**

Please be advised that the Toronto Vegetarian Association is unable to assume any risk associated with fundraising activities or events planned by individuals or community organizations/businesses. With this in mind, we strongly recommend that you select activities that will be both safe and enjoyable for your participants.

## **Managing Expenses**

If any expenses are incurred in the planning or execution of fundraising activities or events for the Toronto Vegetarian Association, it is the sole responsibility of the event organizer(s) to cover these costs. Please note that should event participants be eligible to receive charitable tax receipts, the Toronto Vegetarian Association cannot legally issue receipts for a value that exceeds that of total net proceeds received by the Toronto Vegetarian Association.

## **Sale of Alcohol**

The Toronto Vegetarian Association staff and volunteers are not permitted to serve or assume any risk for the sale or serving of alcohol at events planned by community members. If your event will take place at a facility that currently holds a liquor license and alcohol is served by staff of that facility, we respectfully request that a sign be posted at the point of sale encouraging attendees to drink responsibly and indicating that the Toronto Vegetarian Association is in no way liable for the serving or consumption of alcohol at your event. Please indicate clearly on your Registration Form if alcohol will be sold or served at your event. A staff member will contact you promptly to discuss in more detail, the regulations related to this activity.

## **Use of the Toronto Vegetarian Association Name or Logo**

After you have registered your event a staff member from the office will contact you promptly to provide approved templates for your use. Of course, you are welcome to use custom artwork if you prefer, however any custom artwork *using the Toronto Vegetarian Association logo*, must be approved by the organization.

## REGISTRATION FORM

Full Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Date of registration: \_\_\_\_\_

Event Name: \_\_\_\_\_

Event Date: \_\_\_\_\_

Location and Venue name:

\_\_\_\_\_

Fundraising Goal: \$ \_\_\_\_\_

Expected Number of Attendees: \_\_\_\_\_

**Event Description (no more than 75 words):**

PLEASE RETURN YOUR ORDER FORM BY FAX, 416-544-9094, email to [admin@veg.ca](mailto:admin@veg.ca) OR MAIL TO:

Toronto Vegetarian Association

17 Baldwin St, 2<sup>nd</sup> Floor

Toronto, ON M5T 1L1

Thank you for your support!

### OFFICE USE ONLY

Accepted?             Yes             No

Phone Interview?    Yes             No

Money Raised: \$ \_\_\_\_\_

Next year?             Yes             No

## OUTREACH MATERIAL ORDER FORM

Please allow 2-4 weeks of delivery time for your materials. To receive your materials immediately, please pick up your materials by visiting the TVA Office.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Date order submitted: \_\_\_\_\_

Please check off the materials you would like to receive and note the quantity for each item:

- Vegetarian Starter Kits \_\_\_\_\_
- Guide to Cruelty-Free Eating \_\_\_\_\_
- Easy Vegan Recipes \_\_\_\_\_
- Vegetarian Directories \_\_\_\_\_
- Membership forms \_\_\_\_\_
- Stick on Veggie Tattoos \_\_\_\_\_
- Lifelines newsletter \_\_\_\_\_

PLEASE RETURN YOUR ORDER FORM BY FAX, 416-544-9094, email to [admin@veg.ca](mailto:admin@veg.ca) OR MAIL TO:  
Toronto Vegetarian Association  
17 Baldwin St, 2<sup>nd</sup> Floor  
Toronto, ON M5T 1L1

Thank you for your support!

### OFFICE USE ONLY

Shipped?       Yes               No

Picked up?     Yes               No

Date delivered or picked up: \_\_\_\_\_

Notes: \_\_\_\_\_