



Big Brothers Big Sisters  
of Toronto

event  
fundraising  
toolkit

Big Brothers Big Sisters of Toronto

# Event Fundraising Toolkit





## Start Something BIG: Raise Funds & Help Every Child Fulfill Their Potential

Children are our most precious resource, but sadly too many of our young people are in desperate need of more adult interaction and guidance. Your fundraising efforts will help us ensure that every child we serve has the ability to fulfill his or her potential. Wouldn't that be something?

### What if every child in Canada...

...fulfills his or her potential?

...is set on the right path today?

...finishes high school, goes to college or university, gets a job and gives back to their community?



Wouldn't that be something?

Big Brothers Big Sisters of Toronto (BBBST) relies on dedicated volunteers and donors to be able to continuously support 1,700 children on average each year. We rely on the generous support and creativity of the many individuals and corporations who support our fundraising efforts by hosting their own fundraising events.

You can start something BIG by committing to raise funds to support the work we do to recruit and train the volunteer Big Brothers and Big Sisters and to provide the ongoing assistance and resources to the many young people we serve.

You can choose to designate the funds you raise to a particular program, or you can leave it to us to apply the funds where it is most needed. Consider helping us to make a significant impact in the life of a child.



### The Impact of Mentoring on Young People

Mentorship provides positive child and youth development and the resiliency to reach their potential. We believe that every young person has untapped potential and the right to dream about their future. A mentor helps kids to explore new ideas, work toward their dreams and overcome challenges in their day to day lives.

Big Brothers Big Sisters of Toronto's mentoring programs help youth break their cycle of poverty and reach their full potential.

**CELEBRATING 100 YEARS**  
Let's work together to start something for the next 100 years.

**Responding to Local Needs**

The need for Big Brothers Big Sisters of Toronto continues to grow

60% of our families were below the poverty line in 2012

Over 80% of the families we serve are single-parent, predominantly mother-led families

**BIG Impact & Outcomes**

Youth who have been matched with a mentor are:

- 2<sup>x</sup> more likely to have high academic achievement
- 2.5<sup>x</sup> more likely to participate in extra-curricular school activities
- 48% less likely to have behaviour problems in school
- 34% less likely to allow themselves to be bullied
- 78% more confident in themselves

99% of Littles feel very positive & WANT to be in the program



### Mentored Youth Simply Do Better

Over the past 100 years, BBBST has expanded its programs to offer flexible and innovative approaches to meeting the needs of the children and youth we serve. Mentoring a child promotes character development, increases self-esteem, confidence, social skills and contributes to a sense of belonging.

What I like about my Big Brother is that he is funny and entertains me. I can experience more stuff, he helps me with my grades and he makes me happier.  
- Faaiq, Little Brother

Having a Big Sister is like a special gift, no one can take away from you!  
- Abirami, Little Sister

### Did you know...

- Over 75% of the matches in all our programs are made up of formalized one-to-one mentoring relationships. This is proven to be the most impactful form of mentorship support!
- 87% of Canadians agree that providing children and teens who bully others with a volunteer mentor is an effective intervention.
- Mentoring provided by Big Brothers Big Sisters also reduces other negative behaviours that go hand-in-hand with bullying, such as: truancy; low self-esteem and drug and alcohol abuse.

\*Refer to [www.bbbst.com](http://www.bbbst.com) for detailed reports



## Fundraising Collaborators

Never doubt that Torontonians are generous and creative people! From concerts to golf tournaments, galas to ping pong and BBQ's to recitals, individuals, organizations and corporations have found dozens of different ways to support mentoring in our communities.

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

## 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:

- Step 1: Choose your event idea
- Step 2: Pick date/time of the event
- Step 3: Create budget
- Step 4: Create work plan and set deadlines for tasks
- Step 5: Promote your event



## Fundraising Guidelines

1. BBBST encourages fundraising events that are compatible with our mission, vision and values. Prior approval is required to hold an event in support of BBBST. Approval is based on the type, theme and financial viability of the event. BBBST 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* (page 11) at least 15 days prior to your event.
3. Any organization/group wishing to use the BBBST name or logo on any materials, including advertising, must receive prior approval from the BBBST.
4. All promotional materials must state that your event is “in support” of BBBST and is not an official BBBST 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. BBBST must not be party to any liability coverage without prior knowledge and/or approval. BBBST accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.
7. BBBST agrees to provide the sponsoring organization/group with appropriate recognition as set forth in our *Donor Recognition Policy*.
8. 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 BBBST. Event expenses are to be deducted before sending proceeds to BBBST. BBBST shall incur no costs unless otherwise agreed in writing prior to the event or promotion.
9. The sponsoring organization/group agrees to handle all monetary transactions for the special event or promotion and to present the proceeds to BBBST within 30 days of the event or as agreed in writing with BBBST.
10. 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 BBBST within 30 days of the conclusion of the event.
11. BBBST issues official income tax receipts in accordance with Canada Revenue Agency guidelines. Refer to *Tax Receipting* (page 6) for details.
12. Involvement of BBBST staff and volunteers will be at our discretion and will be based on availability, location and the nature of the event.



13. The event organizer 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 BBBST.
14. BBBST will not be responsible for mailing materials to attendees/participants or volunteers, other than the mailing of applicable tax receipts.
15. The event organizer must send a complete accounting of all income and expenses associated with the event to BBBST. By publicly naming BBBST as the beneficiary of your initiative, you are required to donate the net proceeds to us within 30 days of the event completion.

Please send a cheque made payable to:  
Big Brothers Big Sisters of Toronto  
501-2345 Yonge Street  
Toronto, ON  
M4P 2E5  
Attn: Kate Maynard, Events Manager

## Obtaining a Raffle License

According to the Ontario Gaming and Liquor Commission, a raffle is a lottery event 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 license is required:

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

Some common examples of raffles requiring a license 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 license. For example, the following do not require a raffle license because skill is involved, rather than a random chance to win:

- Silent auction
- Jelly bean counting contest
- Hole-in-one putting contest

BBBST is eligible to obtain a raffle license for a total ticket value of \$10,000 and less. BBBST will supply your event with a raffle license 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, Toronto)
- Ticket colour
- Unit price (i.e. 1 ticket for \$3, 3 tickets for \$5)
- Ticket quantity
- Total value (amount must not exceed \$10,000)
- Prize description(s)
- Retail value of each individual prize

Please note that the Ontario Gaming and Liquor Commission requires that all raffle tickets must be collected at the event and handed in to BBBST to be kept for two years after the event.

To request a raffle license, please contact the Manager, Fundraising Events by phone at 416.925.8981 ext. 4122 or by email at [kate.maynard@bigbrothersbigisters.ca](mailto:kate.maynard@bigbrothersbigisters.ca)

## Tax Receipting

### What will BBBST provide a tax receipt for?

BBBST 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 done (complete transfer)
- Property – cash or gifts in kind (not services)

### BBBST will provide a tax receipt for the following:

- Direct personal or corporate donations of \$20 or over (unless otherwise requested by the donor)
- 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)



**BBBST 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 BBBST for the cost of the services. BBBST would then issue a cheque for the services. If the service provider should choose to donate these funds back to BBBST, then BBBST can issue a tax receipt for the amount of the donation.
  - Two distinct transactions must take place:
    - A person provides a service to BBBST and is paid for that service, and
    - That same person makes a voluntary gift of property to BBBST
- Funds or gift in kind is 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 BBBST has already decided that person or family is the recipient of the charitable program and BBBST has full discretion to reallocate funds and the person or family is arms-length from the donor
- 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 BBBST)
- Sponsorships



## Frequently Asked Questions

### **Will BBBST help organize events?**

Our priority is to focus our resources on volunteer mentor recruitment, supporting and monitoring matches and ensuring the successful outcomes of the mentoring relationship. We have created this *Event Fundraising Toolkit* to help you start planning your event.

### **Is BBBST 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 BBBST provide volunteers for an event?**

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

### **Can BBBST provide sponsorship contacts to support third party events?**

BBBST 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?**

BBBST 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 BBBST 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. BBBST 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 BBBST help promote my event?**

Yes, we will include it in our monthly e-Bulletin, and will post it on the events section of our website as well as Facebook and Twitter. Any additional promotion is up to the event organizers. All publicity for the proposed event must be approved by BBBST prior to being printed and/or released, including: web content, press releases, and printed materials. Please forward all content for approval at minimum 10 days in advance of release to the Manager, Fundraising Events by calling 416-925-8981 ext. 4122 or email [kate.maynard@bigbrothersbigsisters.ca](mailto:kate.maynard@bigbrothersbigsisters.ca)

### **How do I send the proceeds of my event to BBBST?**

Funds raised by an event should be made payable and turned into BBBST no later than 14 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 Toronto and Area. If BBBST provided the event with a raffle license, the license 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 Ontario Gaming and Liquor Commission. Cash funds must be turned in to the agency no later than 3 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:

Big Brothers Big Sisters of Toronto  
501-2345 Yonge Street  
Toronto, ON  
M4P 2E5  
Attn: Kate Maynard

**Can I use the BBBST 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.

**Can BBBST provide print and promotional/display materials?**

BBBST 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 BBBST materials a minimum of ten days prior to your event by email to the Manager, Fundraising Events by calling 416-925-8981 ext. 4122 or email [kate.maynard@bigbrothersbigsisters.ca](mailto:kate.maynard@bigbrothersbigsisters.ca)

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

BBBST will assist the event organizers with raffle licenses. Please see the detailed information in *Fundraising Guidelines* and *Obtaining a Raffle License*. 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 BBBST.

**Will I have access to BBBST'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 BBBST authenticating your event to support your solicitation efforts. If you require a letter from BBBST authenticating your event, please email your request to the Manager, Fundraising Events by calling 416-925-8981 ext. 4122 or email [kate.maynard@bigbrothersbigsisters.ca](mailto:kate.maynard@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 BBBST.
- 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.

