

Community Fundraiser Toolkit

Thank you for choosing to support cancer patients in Saskatchewan!
Funds that are raised here, stay here to benefit cancer patients
in our province.



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STEPS TO A SUCCESSFUL FUNDRAISER

This is a step-by-step guide to help your fundraiser be a success!

Step 1: Choose your fundraiser

The first step is to choose what type of fundraiser you would like to hold. Here is some inspiration:

Sales	Tournaments & Contest	Performances	Fundraising Events
Bake Sale	Golf / Dodgeball / Sport Tournament	Talent Show	Scavenger Hunt
Art and Craft Sale	Bocce Tournament	Trivia Night	Head or Beard Shave
Garage Sale	3-on-3 Basketball	Comedy or Open Mic Night	Dunk Tank
Lemonade Stand	Eating Contest	Karaoke Night	Carnival Games
Car Wash	Board or Video Game Tournament	Benefit Concert	Pizza Party
Steak or Burger Night	Card Tournament	Battle of the Bands	Pajama or Dress-Down Day
Book or Music Sale	Motorcycle or Snowmobile Ride	Fashion Show	Silent Auction
Pancake Breakfast	Bowl- / Swim-a-Lap- / Dance-a-thon		Gala or Black Tie Evening
Cancer Sucks Sucker Sale	Run/Walk/Ride		

Other fundraising options include

Collect Donations in Celebration, In Honour or In Memory

In lieu of gifts for birthdays, anniversaries, weddings or retirement, you can request that donations be made to the Cancer Foundation of Saskatchewan (Foundation). You may also collect donations from friends & family to honour or memorialize someone close to you. Using a pledge form or an online donation page, you can support Saskatchewan cancer patients all, while recognizing your loved ones or marking special occasions.

Products or services

Do you work at or own a business that sells products or services? You can donate proceeds from sales to the Foundation, or customers to make a donation via donation jars or pledge forms. To make a bigger impact, your company may be able to make a matching gift and double the donation!

Step 2: Let us know!

The sooner you tell the Foundation about your fundraiser, the more support and advice we can provide through your planning process.

Complete the Community Event Application form and submit it to the Foundation. For more information on how we can help, see [page 7](#).

Once received we will review your proposal and contact you to discuss how the Foundation can help support your event and how your event can support cancer patients. Please do not promote your event before this time.

Step 3: Build your team

As the saying goes, 'Many hands make light work'. Recruit a group of colleagues, family or friends to create an event committee. Assign positions based on the event needs and the personal or professional strengths of your committee members. Some examples of committee roles are ticket sales, food, décor, prizes, sponsorships, finance, etc.

Step 4: Make a plan

When you imagine your fundraiser, what do you see?

- *Where are you going to hold your event? The date? The time?*
- *How many people are you planning for? Will there be enough space?*
- *Who is attending?*
- *Do you need entertainment or activities? A band, DJ, comedian or speaker?*
- *Is there going to be food or beverages involved?*
- *Who will provide food and beverages if the event space doesn't?*
- *Decorations?*
- *How will people register, buy tickets or learn about your event? - [Marketing](#)*
- *Do you need sound or lighting equipment?*
- *Do you need volunteers to help at the event?*
- *What does the program look like? What is happening and when?*

Step 5: Pick a date and venue

When picking a date, it is important to pay attention to holidays, potential weather conditions or other conflicting events that may affect attendance. Sometimes your location choice may influence the date due to availability. When picking a location consider things such as parking, accessibility, capacity, services or style for your event.

Step 6: Make a budget

It can be hard to anticipate revenue or expenses when holding a first-time event; however, having a budget can help ensure you're being realistic about expectations and monitor spending.

Identify sources of income that can help offset your expenses. Some examples are ticket sales or sponsorship. Getting items or services donated in-kind will also help reduce expenses.

Other sources of income include silent and live auctions or collecting donations.

Depending on the type of event you are planning, expenses may include venue costs, décor, food, beverages, entertainment, printing, insurance and promotional costs. Event organizers are responsible for paying expenses prior to submitting the donation to the Foundation. The Foundation will not be liable for any unpaid expenses.

Step 7: Sponsors and Gifts-in-Kind

Getting sponsors or gifts-in-kind will help keep expenses low, allowing more of your donation to support cancer patients.

A sponsor is an individual or organization that pays some or all of the costs involved in an event in return for advertising opportunities. A gift-in-kind is the donation of property (like waiving the fee for a venue rental) for the use of increasing revenue at the event. **Note:** Donated funds used for expenses are not eligible for a charitable tax receipt.

Contact the Foundation for a Letter of Endorsement. This letter states we are aware of and approve of the event that is being held, and can be used to approach businesses or individuals.

Step 8 – Start Fundraising

You don't have to wait until the day of your event to start raising money. You can begin collecting donations for the Foundation via cash, cheque or credit card in advance.

Please ensure cheques are made out to: *Cancer Foundation of Saskatchewan*.

Please make sure to record donor information including their name, complete mailing address and phone number, as well as the donation amount. This information is required for the Foundation to send charitable tax receipts and thank you letters.

Please send all donations and donor information to the Foundation within 30 days following your event. See [page 15](#) for a sample donation form.

Online Fundraising

The Foundation has the ability to set up your own online donation website for your fundraiser. Contact us today to discuss setting it up.

Note: The online donation site cannot be used to take payments for revenue you plan to use for expenses, such as ticket sales, registrations or sponsorships. Funds collected through the online donation website come directly to the Foundation, are tax receipted right away (if applicable) and therefore cannot be reimbursed to the event to cover expenses.

Step 9 – Promote your event

Promote your event as much as possible. Here are some ways and places to promote your event:

- Free local event calendars online
- Contact your local Community Associations to be featured on signs and in newsletters
- Post posters on public bulletin boards at places like community/recreation centres
- Use social media to promote your event via Facebook, Twitter, or Instagram. Check out our [social media ideas](#) on [page 11](#) to get started and don't forget to tag us! @cancerfdnsask
- Contact local media outlets to feature your fundraiser in their newspaper or on television stations. Use the [sample media release](#) to give media advanced notice of your fundraiser

Step 10 – Track your progress

When planning a fundraiser or event, it's important to stay organized. Here's a checklist to get you started.

Tracking Checklist	
<ul style="list-style-type: none"><input type="checkbox"/> Pick fundraiser type<input type="checkbox"/> Submit Community Event Application Form<input type="checkbox"/> Establish a committee and delegate tasks<input type="checkbox"/> Choose a date and location<input type="checkbox"/> Read about our tax receipting rules and regulations<input type="checkbox"/> Develop a plan of action<input type="checkbox"/> Create a schedule for the day-of, including pre and post event tasks<input type="checkbox"/> Secure permits and insurance, if necessary<input type="checkbox"/> Create a realistic budget<input type="checkbox"/> Identify and ask for sponsorships<input type="checkbox"/> Request an online fundraising website by the Foundation<input type="checkbox"/> Create and send invitations	<ul style="list-style-type: none"><input type="checkbox"/> Determine rental needs (tables, chairs, sound system, tents)<input type="checkbox"/> Determine food and beverage needs<input type="checkbox"/> Determine entertainment needs<input type="checkbox"/> Design décor<input type="checkbox"/> Promote your event<input type="checkbox"/> Create supply checklist for the day of<input type="checkbox"/> Remember to thank everyone!<input type="checkbox"/> Finalize your finances, ensuring all expenses are paid<input type="checkbox"/> Arrange a cheque presentation with the Foundation<input type="checkbox"/> Meet with your committee to discuss successes and challenges to improve on for next year<input type="checkbox"/> Register your event with us for next year so we can continue to support you!

Step 11 – Appreciate what you've accomplished!

Your fundraiser is happening! All the items have been checked off and people are enjoying the event. Take a moment to enjoy it for yourself and appreciate all that you have accomplished in support of cancer care in Saskatchewan.

Step 12 – Post-event wrap up

Your event isn't complete until all the loose ends have been tied up!

Pay any outstanding invoices. Submit the net proceeds to the Foundation within 30 days, and schedule a cheque presentation and photo with the big cheque. Debrief with your committee and evaluate the event.

Thank your committee and acknowledge everyone who participated and supported your event. This is a great opportunity to let your supporters know how much was raised. This is also a great time to invite them to the event next year.

After a bit of rest, begin planning for next year!

How can the Cancer Foundation of Saskatchewan help?

Once your fundraiser has been approved by the Foundation, we can provide the following:

- Event planning advice to assist with the planning process
- Resources for your event such as donation forms, Foundation signage and informational materials
- Promotion of your event on our social media, website or quarterly eNewsletter
- Cancer Foundation of Saskatchewan logo for use in your promotions
- A representative of the Foundation to attend and/or speak at your event
- Charitable tax receipting or acknowledgement letters for sponsorship amounts (if applicable)
- Raffle licences from SLGA, if needed

The Foundation is NOT able to:

- Fund or reimburse expenses
- Provide lists/contact information of donors or sponsors
- Provide media contacts
- Solicit sponsorships or prizes
- Manage revenue and expenses
- Apply for or obtain liquor licences or liability insurance for the event

How can you help the Foundation?

- Adhere to the rules and regulations regarding tax receipting, see [page 8](#)
- Provide photos from the event to the Foundation to help promote and celebrate your event
- When sharing how much you have fundraised with your supporters and the public, please report the net total (after expenses) – this is the same total that you will submit to the Foundation
- Submit all funds raised within 30 days of the event – if your event is in November or December please discuss with the Foundation regarding timings of year-end

Logo Use Guidelines

The Foundation has a logo specifically for use by fundraisers and for events. Please contact us for our logo.

Any materials with the Foundations logo require approval [prior to printing or publishing](#).

Please do not alter or combine logos.

Proud Supporter of



Proud Supporter of



Proud Supporter of



Not shown: all white logo for use on dark backgrounds.

Tax Receipting Information

The Cancer Foundation of Saskatchewan is committed to following the rules and regulations set out by the Canada Revenue Agency (CRA) and to protecting our charitable status.

IMPORTANT: Review the rules about tax receipting before you plan your event.

It is your responsibility to communicate decisions surrounding tax receipting to the participants of your fundraiser, so be sure you understand and that you are clear about what you can and cannot offer.

Tax Receipting Information – Individual Contributions

Individuals are eligible for a tax receipt when:

The individual is the person who made the gift. Receipts can only be issued to the [‘True Donor’ as defined by CRA.](#)

If money is given directly to the Foundation in the form of a cheque, credit card payment or cash, we can issue a tax receipt to the person who gave the donation.

- ✓ Donations of \$20 or greater will automatically receive a tax receipt. For donations under \$20, the donor must request a tax receipt.
- ✓ The full name and address (including postal code) of the donor and the amount donated must be submitted.

If a person is collecting donations, a list of all the donors’ names, their addresses and the amounts donated must be specified for receipting purposes.

A person collecting donations cannot receive a receipt for the whole amount they’ve collected, as they are not the true donor. If there is no donor information provided, tax receipts cannot be issued.

Purchases of an event ticket or entrance fee (gala, show, concert, etc.)

Once a person receives a benefit in return for their payment, the amount paid is not considered a gift as per CRA, therefore an official tax receipt is not issued.

However, an individual may receive a partial receipt for the amount paid as part of the CRA’s [split receipting](#) rules. Split receipting would be used if the ticket or entrance fee price exceeds the fair market value* of the event.

The fair market value* of the following should be deducted from the receipt:

- Any products or services provided to the participant
- Entertainment
- Food and drinks
- Any other added benefits

Example: If an individual buys a gala ticket for \$100 and the fair market value of the show, attendee gift, food and drinks is \$75, then a tax receipt can be issued for \$25 (\$100 - \$75 = \$25).*

Silent or live auction items

Silent and live auction item purchases **do not qualify** as a tax receipted donation, unless the bidder pays 125% or more of the advertised fair market value* for the item. Similar to the split receipting rules, the buyer must have had an intention to make a gift and would receive a receipt for the amount over and above fair market value*.

Tax Receipting Information – Business Contributions

Businesses and corporations can give in the following ways:

Donations and pledges

If a business **does not receive** pre-arranged benefits (e.g. advertising in a brochure, logo recognition at an event, tickets, etc.) a tax receipt will be issued.

Sponsorships

If a business receives the same level of recognition as all other donors, with no special treatment, and the recognition is minimal (for example, a simple acknowledgment), the charity **can** issue the business a receipt for the full amount of the donation.

If a business **does receive** pre-arranged benefits, the contribution is considered sponsorship and is **not eligible** for a tax receipt. Sponsorship contributions may be deductible as a business promotional expense. The Foundation can issue a business receipt that may be used for tax purposes, upon request.

If a business receives special recognition for its donation, or if it receives more than minimal recognition (for example, banners or advertising of products), this is considered sponsorship. Sponsorship is an advantage, and its fair market value is generally deducted from the amount of the donation for receipting purposes.

Sponsorship situations are unique and should be looked at individually. Here are some of the factors to consider:

- **Source:** Is the donation from an individual or a business?
- **Purpose:** Is the purpose of the donation to get recognition?
- **Contracting:** Is there a written or unwritten understanding that shows the donor expects and will receive a benefit in return for the donation?
- **Naming:** How is the donor being acknowledged (for example, newsletters, plaques, cards)? If the acknowledgement is in a newsletter or similar publication, is the publication available only to members of the charity or is it available to the general public?
- **Valuation:** Can the value of the recognition (for example, promotion, advertising, sponsorship) be calculated?

Gifts-in-kind (non-monetary gifts) – Individual & Business Contributions

If an individual or business chooses to donate an item rather than cash, the fair market value* must be established.

Fair market value* can be established by:

- Getting a purchase invoice or other proof of purchase
- Having an independent third party appraise and value the item (required for items valued over \$1,000)
- Obtaining a current price list for the item at a recognized commercial enterprise/business operating independently of the donor

A tax receipt cannot be issued for:

- Personal or professional services including legal, entertainment, transportation, or dining services.
- Gift cards/certificates directly from a business as there has not been a valid transfer of property.

However, an individual can purchase a gift card/certificate from a business and receive a tax receipt for its value as long as they provide a purchase receipt. This is because there has been a transfer of property (money).

***Fair Market Value (FMV)**, as per the Canada Revenue Agency (CRA) website “is usually the highest dollar value you can get for your property in an open and unrestricted market between a willing buyer and a willing seller who are knowledgeable, informed, and acting independently of each other”.

If you have other questions regarding tax receipts, please contact us at 1-844-735-5590.

Social Media

Facebook, LinkedIn & Instagram

Create an 'event' on Facebook and invite your friends, family and fans. Making the event public encourages your attendees to invite their friends and family as well.

For large or annual events, you may want to create a Facebook page where you can share updates throughout the year as well as update fans/attendees of event details.

On Facebook, posts with video content receive the most interactions, followed by posts with images. Text only postings do not do as well.

Create an event-specific account on Instagram.

Start following individuals that you think would be a great asset to your event and who may be interested in your event. Look for people who have a large following.

Posts on Instagram must include photos or video content. Links do not work in posts or comment on Instagram. To get around this, you can use a free program like [linktree](#) and include the link in your profile bio. Direct people to your bio for links.

Be sure to tag accounts for businesses or people who are involved in the fundraiser.

Tag the Foundation in your posts using @cancerfdnsask

You can also tag our partner, the Saskatchewan Cancer Agency @saskcancer

Use the Foundation and Agency hashtags:

#CancerFoundationSaskatchewan #strongertogether #RaisedHereStaysHere
#skcanceragency #saskatchewan

Marketing

Look for community event boards on Facebook or local websites:

- www.discoversaskatoon.com/calendar-events
- www.tourismsaskatchewan.com/things-to-do/events#sort=relevancy
- <https://www.eventbrite.ca/d/canada--saskatchewan--85682113/events/>
- https://www.sasktoday.ca/local-events?_evDiscoveryPath=/
- <https://events.prairiedogmag.com/calendars/all-events>

Send out a [Media Advisory](#)

- Use a **media advisory** to give media advanced notice of your event. Follow the attached "who, what where, when and why format" to help get your message across to the media as quickly and clearly as possible. A media advisory shouldn't be longer than one page and should be sent to media approximately 3-5 days prior to an event.

Crowd Release Notice

If you plan on posting any photos taken at during the fundraiser or event on Facebook, Instagram or using them in other marketing or promotional materials, it is important to get consent. Having 'Crowd Release Notice' signage at all entrances and exits of an event indicates to your attendees that photos, video or audio may appear in future marketing materials such as but not limited to social media, website, publications, posters, etc.

Licences and Insurance

Some activities require special licences and insurance including liquor licences. Check with your venue for any special licence needs.

As a volunteer, you and your event are not covered under any of the Foundation's insurance policies. We suggest you have your own insurance for any activities you undertake. Please check with your local municipality to determine what permits or licences are required to host an event.

Raffle Licences

A Saskatchewan Liquor and Gaming Association (SLGA) license is required for all lottery or gaming activity at your event when it is in support of the Cancer Foundation of Saskatchewan. SLGA defines a raffle as any tickets sold on a random chance of winning a prize. This includes 50/50 draws, elimination draws, calendar draws, sports pools and rubber duck races or derbies.

An organization eligible to apply for a license must be a charitable or religious group that is required to use its proceeds for a charitable or religious purpose.

The Cancer Foundation of Saskatchewan is responsible for complying with the provisions set out in the Criminal Code, The Alcohol and Gaming Regulation Act, 1997, and Terms and Conditions upon which the license is issued.

Failure to comply may result in suspension or revocation of a License or refusal of future Licenses and as such, **we are no longer able to provide a license to every event request.**

There are several types of organizations that also qualify; however, they must meet certain requirements to be eligible. Namely, the organization must have:

- A broad based volunteer membership.
- An executive chosen democratically from its volunteer base.
- Volunteer directors or officers.
- Programs that benefit a large segment of the community.
- A not-for-profit objective that meets the charitable or religious requirement.

Those that could support us and carry their own license include:

- Associations of Employees, Occupations, or Professionals
- Community Associations
- Fundraising Organizations
- Service Clubs, Veterans, and Fraternal Organizations

Community Event Application

Please submit the completed form to the Cancer Foundation of Saskatchewan via email: info@cancerfoundationsask.ca or by mail: 200-4545 Parliament Ave. Regina, SK S4W 0G3

Contact Information

Contact name: _____ Phone: _____

Email: _____

Contact Mailing Address: _____

City: _____ Province: _____ Postal code: _____

Event Details

Event Name: _____

Event date: _____ Start Time: _____ End Time: _____

Location & Address: _____

Description of event: _____

of attendees expected: _____

What are you fundraising for? ☐ Greatest Needs for Cancer Care ☐ Specific Area: _____

Has this event taken place before? ☐ YES ☐ NO Is this an annual event? ☐ YES ☐ NO

Would you like a Foundation representative to attend/speak at the event? ☐ YES ☐ NO

Would you like to use the Foundation's logo on promotional material/website? ☐ YES ☐ NO

Please Note: The Foundation reserves the right to approve any final print/design.

ACKNOWLEDGEMENTS:

I acknowledge that the Foundation reserves the right to withdraw its name from the event at any time.

I acknowledge that I have read and agree to the Foundation's receipting policy as described in this document.

I acknowledge that any expenses incurred are my responsibility and the Cancer Foundation of Saskatchewan is not responsible for any losses I may incur.

I acknowledge and agree to respect the confidentiality of personal information provided by donors or event participants.

I acknowledge that I am fully responsible for obtaining appropriate insurance for my event. I agree to advise participants in my event of any risks and, if applicable, I will obtain a waiver of liability from each participant or their parent/guardian.

I acknowledge that I am fully responsible for obtaining all necessary permits, licenses and insurance for my event. I agree to conduct my event in a safe manner and to adhere to all federal, provincial, and municipal laws.

I hereby indemnify and hold the Cancer Foundation of Saskatchewan, its Officers and Directors, harmless against and in respect of any and all claims, demands, losses, costs, expenses, obligations, liabilities, damages, recoveries and deficiencies, including interest, penalties and reasonable legal fees that may be incurred or suffered by the Cancer Foundation of Saskatchewan which arise, result from or relate to my event.

Applicant Name

Applicant Signature

Date

Donation Form

DONATION FORM				Charitable Registration # 719679920 RR0001			
Date				Time			Initial
Name							
Company Name							
Address							
City				Province			Postal Code
Email				Phone			
Donation Amount	\$						
In support of	<input type="radio"/> Greatest Needs for Cancer Care <input type="radio"/> Allan Blair Cancer Centre <input type="radio"/> Saskatoon Cancer Centre <input type="radio"/> Regina Cancer Patient Lodge <input type="radio"/> Saskatoon Cancer Patient Lodge <input type="radio"/> Patient Care & Comfort <input type="radio"/> Cancer Research <input type="radio"/> Breast Cancer Research <input type="radio"/> Breast Screening Bus <input type="radio"/> OTHER _____			GIFT NOTES			
Tribute Donation	(Circle) In Memory of	OR	In Honour of	Tribute Name			
	Notification Name						
	Address						
	City				Province		
Acknowledgment Notes							
Credit Card Payment	Visa MasterCard American Express Card Holder Name _____ Card # _____/_____/_____/_____ Expiry Date Month _____ Year _____ CVV _____						
Thank you for your gift and supporting cancer care in Saskatchewan!							

Media Advisory Template

Media Advisory: Use this to invite the media to attend your local event

Use a **media advisory** to give media advance notice of your event. Follow this “who, what where, when and why format” to help get your message across to the media as quickly and clearly as possible. A media advisory shouldn’t be longer than one page and should be sent to media approximately 3-5 days prior to an event. Some of the smaller local media outlets appreciate advance notice of a week or more (they are lean on resources and need to plan ahead).

Media Advisory (or Photo Opportunity)

Main Headline Focuses on Biggest Newsworthy

Subhead Gives a More Specific Angle of the Story i.e. local interest or high profile people attending

CITY, PROVINCE (DATE) – This opening paragraph should give the answers to “who, what, where, when, and why” as succinctly as possible. Try to make the sentences brief but full of information. Mention any persons of local interest, dignitaries, elected officials, or others who are key to the event. If your family has a compelling connection to The Hospital for Sick Children, you may wish to mention it here.

WHO: List names of key people who will attend your event.

WHAT: Describe the event in one brief sentence.

WHERE: Address of event, including any specific parking information for media.

WHEN: Date and time of event.

WHY: Briefly state reason for event.

PHOTO OPPORTUNITIES: You may wish to list a couple of activities or notable people at your event as photo ideas the media might be interested in.

For further information, please contact:

Name

Organization or fund name (if applicable)

Phone numbers

Email address

Website