


**SHEPHERDS
OF GOOD HOPE**
**LES BERGERS
DE L'ESPOIR**



HOST A **FUNDRAISER**

Your Community Event Toolkit

QUESTIONS? CONTACT US AT EVENTS@SGHOTTAWA.COM OR 613.789.8219X237

SHEPHERDS OF GIVING BACK

Hosting an event in support of Shepherds of Good Hope is a great way to get your family, friends, colleagues and community involved, and make a difference in the lives of Ottawa's homeless.

When you share our cause with your peers you show Ottawa's most vulnerable people that you care, and that there is hope.

It's easy for you as an individual, with your workplace, school, team, or with an organization you are a part of to organize a fundraiser to support Shepherds of Good Hope!

SOME EVENT IDEAS

Dress Down Day

BBQ

Donations in Lieu of Gifts

Games Night

Pancake Breakfast

Comedy Night

Karaoke

Talent Show

Garage Sale

Book Sale

Card Tournament

Bowling Tournament

Something-a-thon

Bottle Drive

Concert

Casino Night

Fashion Show

Car Wash

Gala Dinner

Auction

Raffle

Bake Sale

Bingo Night

Trivia Night

Sporting Event

Food Drive



...AND MANY MORE

EVENT PLANNING CHECKLIST

PLAN YOUR EVENT

- ✦ Brainstorm event ideas and how you will raise funds, refer to the event idea list on previous page
- ✦ Determine the basics of your event: date, time, venue, etc.
- ✦ Complete a community fundraising event form on our website for approval and sign the fundraising agreement
- ✦ Secure your event needs such as rentals, food & beverage, and entertainment
- ✦ Recruit volunteers and any other support you need to be a success

PROMOTE YOUR EVENT

- ✦ Promote your event, ensuring all materials with our logo have been approved (once your event is approved, we will share our logos with you)
- ✦ Use social media (Facebook, Twitter, Instagram) to promote your event
- ✦ Email or call your family and friends, ask them to attend and share your event with their networks

WRAP-UP YOUR EVENT

- ✦ Celebrate the success of your event!
- ✦ Be sure to thank your attendees, sponsors and donors
- ✦ Submit your revenue, as cash, cheque or credit, along with any donation forms, to the Foundation within 45 days of your event



HOW WE CAN HELP

- ✦ Provide you with Shepherds of Good Hope's logo for your collateral
- ✦ Promote your event through our social media
- ✦ Provide branded pamphlets, table clothes and/or banners for event day (as available)
- ✦ Assign a dedicated staff member to guide you through the event process, answer questions and provide support
- ✦ Issue official tax receipts (in accordance with Canada Revenue Agency regulations) Please speak with the Foundation before offering to issue tax receipts.
- ✦ Help organize an official cheque presentation with a Shepherds of Good Hope staff member



HOWEVER WE CANNOT

- ✦ Assume any legal or financial liability relating to your event
- ✦ Solicit sponsorship revenue
- ✦ Provide donor or sponsor lists
- ✦ Offer prizes and auction items
- ✦ Fund or reimburse expenses incurred throughout the planning or execution of the event
- ✦ Guarantee attendance or staff/volunteer support the day of the event, although we will do our best to accommodate all requests



FUNDRAISING AGREEMENT

Please be advised that by publicly naming Shepherds of Good Hope as the beneficiary of your community event, **you are required to donate the net proceeds raised on your behalf.**

Event Name: _____

Event Date: _____

Event Approval: The event organizer will propose and attain approval by the Foundation prior to publishing and publicizing your event. This includes submitting all materials with name and logo usage to the Foundation before being printed or released. The event organizer(s) and related parties will portray a positive, credible image on behalf of Shepherds of Good Hope while conducting all activities related to the community event.

Tax Receipts: The event organizer understand that Shepherds of Good Hope must strictly follow guidelines set by the Canada Revenue Agency (CRA) and cannot issue charitable tax receipts for community events in every circumstance.

Licenses & Fees: The event organizer must obtain all necessary permits, licenses and insurance required for your event in accordance with local by-laws.

Liability: The Foundation does not assume any legal or financial liability for third-party events and is not responsible for any damage or accidents to persons or property.

Revenue Submission: The event organizer will provide Shepherds of Good Hope with all revenue from the event within 45 days along with complete contact information for those donations that qualify for a tax receipt.

I have read and understand the Community Event Toolkit including all the details of this Fundraising Agreement.

Name: _____

Date: _____

Signature: _____

I have the authority to sign on behalf of my organization (if applicable)



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THANK YOU FOR YOUR SUPPORT!

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