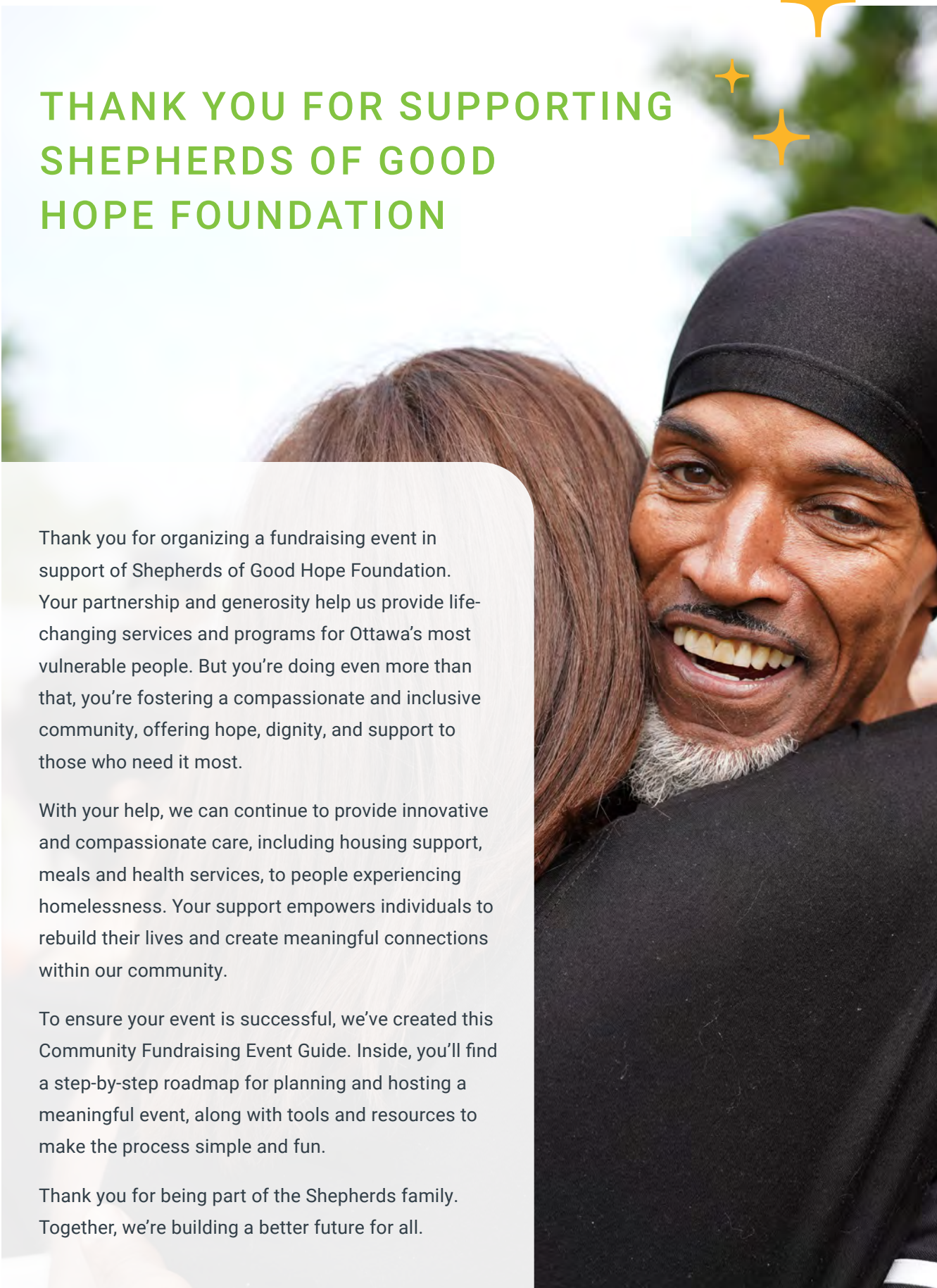


SHEPHERDS OF GOOD HOPE FOUNDATION

COMMUNITY FUNDRAISING EVENT GUIDE





THANK YOU FOR SUPPORTING SHEPHERDS OF GOOD HOPE FOUNDATION

Thank you for organizing a fundraising event in support of Shepherds of Good Hope Foundation. Your partnership and generosity help us provide life-changing services and programs for Ottawa's most vulnerable people. But you're doing even more than that, you're fostering a compassionate and inclusive community, offering hope, dignity, and support to those who need it most.

With your help, we can continue to provide innovative and compassionate care, including housing support, meals and health services, to people experiencing homelessness. Your support empowers individuals to rebuild their lives and create meaningful connections within our community.

To ensure your event is successful, we've created this Community Fundraising Event Guide. Inside, you'll find a step-by-step roadmap for planning and hosting a meaningful event, along with tools and resources to make the process simple and fun.

Thank you for being part of the Shepherds family. Together, we're building a better future for all.

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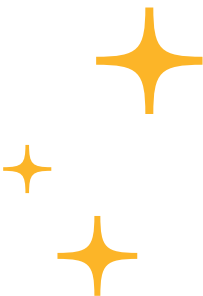
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FUNDRAISING EVENT IDEAS

Community fundraisers come in many shapes and sizes, from hygiene supply drives, workplace challenges, and community parties, to tournaments, school campaigns, and everything in between. Every effort helps make an impact.

You can also host online or hybrid fundraisers, which connect with a wider audience and expand your reach.

Here are some ideas to get you started

- **Hygiene and Sock Drives**

Organize a drop-off or drive-through collection for hygiene products and socks/underwear. All donated items are distributed across our six locations in the city where they are needed most.

- **Workplace Campaigns**

Engage your team with casual days, donation challenges, raffles, or potluck lunches that raise both funds and spirits.

- **Parties & Socials**

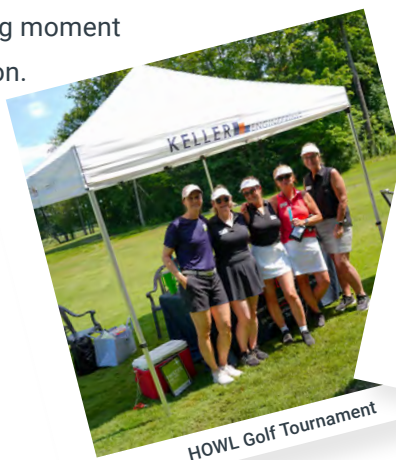
From local networking events to neighbourhood dinners, turn your gathering into a giving moment with entry-by-donation or a silent auction.

- **Tournaments & Competitions**

Host a soccer match, golf tournament, charity run, trivia night, or even a board game challenge.

- **School Fundraisers**

Students can make a difference with bake sales, read-a-thons, talent shows, or even a hygiene or sock drive. These events build community while teaching the value of generosity.



TIP

Set a fundraising goal, recruit friends and family, share updates online, and capture photos or videos to celebrate your success. Don't forget to let us know, so we can help celebrate your success and ensure you have everything you need!

COMMUNITY & SCHOOL HYGIENE DRIVE GUIDELINES

Your donation drive helps us serve approximately 2,500 individuals across our programs annually. Thank you for being part of this vital work.

Hygiene Product Drive Guidelines

WHAT DONATIONS WE DO ACCEPT

- **Basic, essential hygiene products**
Shampoo, toothbrushes, toothpaste, deodorant, disposable razors, shaving cream, sunscreen, etc.
- **Monetary Donations**
Gift cards or cheques should be given directly to the Shepherds of Good Hope driver or staff member upon delivery.
- **New and Unused basic clothing**
Brand new underwear, socks, sweatpants (*for all genders*), warm winter jackets, toques, scarves, waterproof clothing (*please ensure all seasonal clothing is laundered, clean and in good condition*).

How Do You Drop-Off Or Pick Up Your Donations?

Contact us at donate@sghottawa.com to arrange drop off or pick up of donations.

WHAT DONATIONS WE DO NOT ACCEPT

- Used hygiene or personal undergarments
- Small quantities of food. Please contact us if you have a large food donation.



TIP

Scheduling Pick-Up: Contact us at donate@sghottawa.com prior to launching your campaign and we can discuss pick-up options and schedule. Please note we need at least two weeks of advanced notice to arrange pick-ups.



EVENT PLANNING ROADMAP

1

Choose Your Event and Let Us Know!

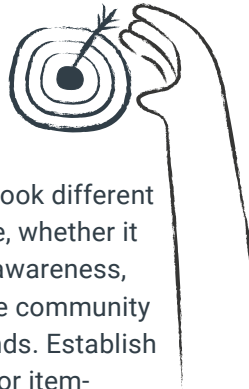
Decide what type of fundraiser best fits your community and complete your **Community Event Form** or email us at **donate@sghottawa.com**.



2

Set Your Goal

Goals can look different to everyone, whether it is to raise awareness, connect the community or raise funds. Establish a financial or item-collection target to motivate participants.



3

Plan the Details

Confirm a date, venue, communication plan, and roles for volunteers.



4

Promote Your Event

Share by email, posters, social media, and word of mouth. Request the Shepherds of Good Hope Foundation Brand Guidelines for approved branding and design standards.



5

Celebrate & Share

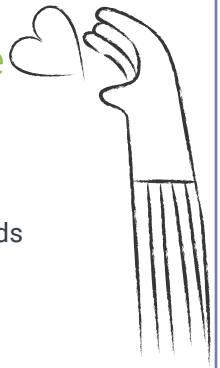
Capture photos, stories, and moments that highlight community impact.



6

Wrap-Up & Donate

Send your funds or items to Shepherds of Good Hope and thank your supporters.





PROMOTION & COMMUNICATION TIPS

- **Use Social Media**

Share updates, countdowns, and live event photos. Tag @sghottawa (*Instagram, Facebook, LinkedIn*)

- **Leverage Email**

Send a simple invitation and reminder before the event.

- **Tell Stories**

Share why supporting Shepherds of Good Hope matters to you — personal stories inspire giving.

- **Involve Local Media**

Contact community newspapers or radio stations.

- **Thank Publicly**

Post a thank-you to participants and donors to inspire others. Share photos and your success story with us- we love to highlight community heroes!



HOWL Golf Tournament



SEVA Group Picnic



HOPE Volleyball



thank you!

DONATION HANDLING & STEWARDSHIP

- **Cash & Cheques**

Please make cheques payable to **Shepherds of Good Hope Foundation**. When mailing your cash or cheque donation, please include the **name of the event and the event date** so we can properly process your gift.

- **Please mail cash or cheques to:**

233 Rue Murray Street
Ottawa, ON K1N 5M9

- **Tax Receipts**

For tax receipt inquiries, please contact our fundraising team at donate@sghottawa.com. We follow CRA Guidelines and are happy to share if your event idea qualifies for charitab' tax receipts!



SEVA Group Picnic



Hockey Helps the Homeless



SEVA Group Picnic



HOWL Golf Tournament



Hoteliers Have Heart

THANK YOU!

On behalf of everyone at Shepherds of Good Hope Foundation, thank you for your generosity, creativity, and commitment to making Ottawa a more compassionate city.

Your fundraiser not only raises vital funds and goods but also builds awareness, empathy, and hope.

Together, we are creating a community where everyone feels seen, valued, and supported.

Ready to get started? Contact us today at:

T. 613.789.8210 | donate@sghottawa.com



Shepherds of Good Hope Foundation
233 Murray Street, Ottawa, ON K1N 5M9

www.sghottawa.com | Charitable No. 87601 7609 RR0001