



**North York
Women's Shelter**

Fundraising Tool Kit

*A guide for planning a successful fundraising event
in support of NYWS*

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Charitable # 1298 9512 RR0001

What you will find in this Toolkit

- Information on NYWS
- Fundraising Ideas
- Fundraising Guidelines
- Steps for Getting Started
- Helpful worksheets for planning and executing a successful event

About NYWS

Since 1984, North York Women's Shelter has supported over 11,000 women and children to build lives free from abuse.

NYWS houses women who have experienced violence including physical, emotional, financial, psychological, and sexual abuse. The women that reside at the shelter have usually just left their abusers and for them, NYWS is a place of safety. As the only women's shelter in the North York area, NYWS has become an essential service to the community at large.

Women and their children are invited to stay at the shelter until they receive housing. While living at the shelter, there are a number of client-centered services and resources available including one-to-one counselling, art therapy, school support, life skills workshops, legal support, and social activities, to name a few.

Through the services that are provided at NYWS, women are able to take the lead in their lives – lives enriched by: security; a sense of control; economic independence; the right to set her own path based on her best interests and the interests of her children; self-esteem and self-worth; and healthy relationships.

In the spring of 2017, NYWS received an \$8.84 million dollar investment from the provincial and federal governments to rebuild a trauma-informed, accessible shelter. Over the next two years while the shelter is under construction the organization will continue to work with women and children in the community through outreach programming and transitional support services. Money raised during this time will support these programs as well as support furnishing the new building.

Vision:

A community characterized by gender equality where women and their children are empowered and safe.

Mission:

North York Women's Shelter actively supports the rights of women and children to build lives free of violence by providing non-judgemental safe shelter, advocacy, and a range of programs & services including 24-hour crisis support.

Why Your Support Matters

At NYWS, charitable donations ensure that we can continue to support women and children who are fleeing violence and abuse.

Your contribution aids us in providing healing and empowering support services for residents, former residents, and the community at large. You help us create a place of safety where women and their children can work towards re-building their lives.



How Third Party Fundraising Works

Third party fundraising is an event organized, promoted, and executed by an individual, group, or company for the benefit of North York Women's Shelter.

The organizers act independently, but with NYWS's knowledge and in certain cases, approval and direct support. Third party events are an essential resource for helping to raise funds and awareness that enable us to continue providing essential services to our community.

Matched Gifts

Before you start planning an event, **check to see if your employer has a matching gifts program**. Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. This is an effective way to make an even greater impact in the lives of residents at the shelter.

Online Donations

NYWS has the ability to set you up with an online fundraising page for your event. The funds will be deposited directly to NYWS and your donors will receive a tax receipt immediately.

Online Ticket Sales

NYWS can set you up with an online ticketing page. If this is something you would be interested in, let us know.

Fundraising Ideas

- Casual Dress Down Days
- Fashion Show
- Chili Cook Off
- Company Picnic
- 50/50 Draw or Raffle
- Bake Sale
- Afternoon Tea Party
- Donation in lieu of gifts (birthdays, hostess, holiday parties, teacher)
- Donation in lieu of wedding gifts or wedding guest favours
- Yard Sale/ Moving Sale
- Pot Luck Dinner
- Movie Night
- Paint Party
- Pancake Breakfast
- Jewelry Sale
- BBQ or Pizza Lunch
- Makeover Event
- Bowlathon
- Silent Auction
- Online Auction
- Music Night
- Comedy Night
- Talent Night
- Battle of the Bands
- Car Wash
- Sporting Tournament
- Marathon/Walkathon
- Arts and Crafts Sale
- Balloon Pop
- Bingo Night
- Benefit Dinner
- Cocktails of a Cause
- Flower Sale
- Pet Wash
- Scavenger Hunt
- Wii Tournament
- Wine Tasting
- Work Department Challenge

Let your creativity shine! Create your own Special Event!

If you would like to brainstorm ideas or have any questions email us at communityengagement@nyws.ca

Tax Receipts

- It is the responsibility of the event organizer to communicate to participants and the general public that NYWS is the beneficiary of the fundraising event and is not conducting the community event.
- Tax receipts can only be issued for third party fundraising events for donations of \$20 or more and requires a complete list of donor names, addresses, and donation amounts are received by the NYWS Head Office.
- For donations made through a NYWS online fundraising or ticketing page, tax receipts will be sent automatically.
- NYWS cannot provide receipts for any donations where an advantage was received, i.e. silent auction bid, raffle ticket purchase, etc. For any tax receipting questions, please contact us at communityengagement@nyws.ca.
- For more information on Canada Revenue Agency's tax regulations for registered charities, please visit: www.cra-arc.gc.ca

Funds can be sent to:

North York Women's Shelter | 20 De Boers Dr. Suite 333 Toronto ON M3J 0H1

All cheques should be made payable to North York Women's Shelter

Fundraising Guidelines

Please read through the guidelines carefully prior to planning your fundraising event.

1. All events must align with NYWS's mission, vision, and values
2. Prior approval to hold a third party event is required. That approval is based on the type, theme, and financial viability of the event. NYWS reserves the right to withhold the use of its name and logo from any event, initiative, promotion, performance or presentation that is deemed inappropriate by NYWS management.
3. To conduct an event, an Event Registration & Agreement Form must be submitted at least 15 days prior to the event.
4. You are welcome to use the NYWS logo on marketing material. The official logo will be sent to you once your fundraiser has been approved.
5. All promotional materials must state that your event is "in support" of NYWS and is not an official NYWS event.
6. Taking commission, for any purpose, of funds raised as part of the event is prohibited.
7. You are responsible for meeting all municipal, provincial, or federal standards. It is also your responsibility to acquire and show any proof of all necessary licenses, insurance, and permits. NYWS must not be party to any liability coverage without prior knowledge. NYWS accepts no legal responsibility and cannot be held liable for any risk, injury, or otherwise.
8. You are responsible for all costs related to the event and will handle all monies until the official donation is submitted to NYWS. Event expenses are to be deducted before sending proceeds to NYWS. NYWS shall incur no costs unless otherwise agreed in writing prior to the event.
9. In promotional material, if you use images to represent the recipients of the money raised, those photographs or images must be respectful and portray a positive image.
10. You agree to handle all monetary transactions for the event and present the proceeds to NYWS within 30 days of the event, or as agreed in writing with NYWS.
11. You agree to ensure that all borrowed materials are returned promptly and in the same condition they were received. You agree to accept responsibility for damage or loss of materials borrowed from NYWS.
12. It is your responsibility to recruit and manage volunteers for your event. NYWS can provide support and tips for recruiting volunteers. The involvement of NYWS staff and volunteers will be at NYWS's discretion and will be based on availability, location and the nature of the event.
13. When tax receipts are requested, you are responsible for collecting the names, addresses, and contact information of all donors, and are required to provide the appropriate materials to NYWS within 30 days of the conclusion of the event. NYWS issues official income tax receipts in accordance with Canada Revenue Agency guidelines.
14. If your event is cancelled for any reason, please notify NYWS as soon as possible.
15. NYWS reserves the right to withdraw our name from your event at any time.

Three Steps to Success!

#1 - Develop a Plan

Ask yourself:

- What kind of fundraiser do I want to have?
- What is a good date that will work for potential attendees?
- Where will the event be hosted?
- What is a realistic achievable goal for this fundraiser?
- What are the expenses for this fundraiser?
- How will funds be raised prior to and at the event?
- How will the fundraiser be promoted?
- What help is required to make this event successful?

These questions will help you map out the steps and actions required to plan a successful fundraising event.

#2 - Set a Budget and Submit Application

Once you have answered all of the important questions and started to plan, it is time to set a budget to guide your event. This budget also provides you with information required for the application form.

All third-party fundraisers must be approved by NYWS. Submitting the application at least three weeks prior to your event will enable NYWS to provide support and guidance, if required. It will also provide NYWS to help promote the event and provide you with useful tools and resources.

The application form can be filled out online at www.nyw.ca on the Community Fundraising Events page (in Ways to Donate menu)

#3 - Fundraise!

- Depending on the type of event you may begin soliciting donations and pledges. Be sure to use the NYWS pledge form to keep track of donations and accurate receipting information.
- Consider using the NYWS Event Planning Checklist to help you through the planning and coordination of your event.
- Promote your fundraiser prior to and during the event online using the hashtags: #Shine4HER and #SupportNYWS
- Execute a great event – be sure to take lots of pictures!!
- Be sure to thank all of your donors, participants, and volunteers.



NYWS Third-Party Event Planning Checklist

Before the Event:

- Decide on the type of Fundraiser
- Pick a date
- Determine how many people you will need to execute the event
- Create a budget
- Submit an NYWS Third Party Event Application Form
- Check to see if your employer has a matching gift program
- Book a suitable location
- Reach out to volunteers and assign tasks
- Gather decorations and supplies
- Decide on food and beverages
- Set up online fundraising page or event ticketing page (You must do
- Promote the event
 - o Send emails, make phone calls, talk face to face, and post on social media
 - o Make and distribute posters
 - o Send out invitations or sell tickets
- Collect pledges and donations (Use the Donation Tracking Sheet)
- Keep everyone up-to-date on your progress

During the Event:

- Make sure volunteers understand their roles
- Have offline donation forms available
- Have a float in case donors or guests need change
- Take pictures and share them on social media (make sure you tag us!)
- Thank everyone for attending

After the Event

- Collect any outstanding pledges from participants and supporters
- Thank your donors, participants, guests, and volunteers
- Complete the Donation Tracking Sheet and send it – along with all donations – to NYWS within 30 days post-event
- Update the online fundraising page with a success story and event photo
- Complete a feedback form



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Budget Template

When developing a budget, you should aim to keep your expenses at no more than 20% of the gross revenue.

INCOME	
Ticket Sales/ Admission	\$
Sponsors	\$
Donations	\$
Other	\$
Other	\$
TOTAL GROSS INCOME:	\$

EXPENSES	
Venue/Location	\$
Supplies	\$
Food and Beverages	\$
Licenses/Permits	\$
Decorations	\$
Printing	\$
Other	\$
TOTAL GROSS INCOME:	\$

Total Gross Income: \$ _____
Total Expenses: \$ _____
TOTAL NET INCOME: \$ _____



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Fundraising Pledge Form

The information collected on this pledge form must be complete and legible in order to receive a tax receipt. Tax receipts will be issued for all donations over \$20. Cheques should be made payable to North York Women's Shelter.

Event Name: _____

Event Organizer: _____ **Event Date:** _____

Donor Name	Address	City/Province	Postal Code	Phone Number	Email	Donation Amount
						\$
						\$
						\$
						\$
						\$
						\$
						\$
						\$

We respect your privacy. The personal information that you share with us will be used to process your donation, provide you with opportunities to help women and children in need, and communicate with you about our work. It will not be sold, traded, or rented to any other organization.



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Event Summary Form

Please complete this form at the conclusion of your fundraising event.

Event Name: _____

Event Organizer: _____ **Event Date:** _____

	Amount Raised (\$)	Number of Donors
Cash and Cheque Donations that are receiptable		
Special Event Donations that are non-receiptable (i.e. ticket sales, sponsorships, etc.)		
TOTALS:		

Please ensure that you submit the pledge form with any receiptable donations. For more information on issuing tax receipts for donations, please refer to the tax receipt portion of the Toolkit.

By signing below you acknowledge that the information provided on this form, to the best of your knowledge is true and correct.

Signature: _____

Date: _____