



Fundraising Toolkit

Contents

Who is the Cerebral Palsy Association of BC?	3
Our Vision	4
Our Mission	4
Where does the money go?	6
Third party fundraising guidelines	8
How to: Step-by-step	9
Event ideas	10
Promotion	11
Don't forget	12
Third Party Fundraising Application	13
Budget Template	14
Financial Form	15
Offline Donation Form	16
Sample Sponsor/Donor Request Letter	17
Sample Thank-You Letter	17

This document is based on the template from the Ontario Federation of Cerebral Palsy www.ofcp.ca



Who is the Cerebral Palsy Association of BC?

The Cerebral Palsy Association of British Columbia (CPABC) was started in 1954 by a group of parents who wanted to assist their children living with cerebral palsy to reach their maximum potential within society. Today we are an independent charitable organization governed by a volunteer Board of Directors. We provide support, education, and information throughout BC.

Vision & Mission

To create a Life Without Limits for people with disabilities.

1 To **Raise awareness** of cerebral palsy in the community

3 To work to see those living with cerebral palsy **Realize their place** as equals in a diverse society

2 To assist those living with cerebral palsy to **Reach their maximum potential**

We will accomplish our vision by becoming the **recognized leader** in providing information, support and guidance to children, families and adults living with CP in our province.



Each year we receive more than 6,000 requests for information from individuals and organizations across our province. Most of the calls we receive are from parents of children with CP.

Adults with CP, other family members, care providers, educators and medical professionals also turn to the CPABC for information they can't find anywhere else – information on topics ranging from treatment, funding and housing options to human rights, advocacy and special needs education.

People whose lives are touched by CP know they can count on us to be here when it matters most.

We will accomplish our mission through:

- » advocacy;
- » encouraging networking;
- » educating members of the public;
- » government relations; and
- » programs for individuals with CP.



Where does the money go?

Every dollar raised goes directly to help create a **life without limits** for people with disabilities across British Columbia. We accomplish this through our various programs and services.



Recreation

- » **Adapted Yoga** – People with physical disabilities practice meditative breathing and movement.
- » **Art Without Limits** – Children and youth with disabilities express themselves through art.
- » **Dance Without Limits** – Children with physical disabilities learn about and explore dance.
- » **Self Defense Without Limits** – Participants learn effective self-defence and personal protection skills.



Financial Resources

- » **Camperships** – Financial assistance to help people with disabilities attend a special needs camp of their choice in BC.
- » **Equipment Assistive Devices** – Financial assistance for the purchase of adapted devices and technology.
- » **Education Bursaries** – Grants for students with CP in BC wishing to attend an institution of higher learning.

Support & Referrals

- » **Family & Individual Support** – Access support for individuals and families relating to diagnosis, assistance for funding applications, education, crisis, advocacy and referrals.
- » **Navigator for Youth** – Specialized information and referral resource for youth aged 14 to 25, their parents and members of their Transition Support Teams.
- » **Youth Without Limits** – A support group for youth and young adults.
- » **Pre-employment program** – Employment related skills development in both workshop and practical settings, as well as a practicum placement.

Resources

- » **Lending Library** – Collection of books and resources available through lending library located at our downtown Vancouver office.
- » **Publications** – Publications for teachers, parents, health care workers, and anyone affected by CP.
- » **Legal Resources** – Learn to navigate a complex system of rights and access opportunities.
- » **Disability Awareness Presentations** – Speakers can provide a glimpse of life with CP to schools, community groups, and businesses.

Third party fundraising guidelines

For CPABC to work with a third party on a fundraising event, the third party organizer must be in agreement with the following terms and conditions. The third party organizer must:

- » Submit the Third Party Fundraising Application form on page 13 at least 10 business days prior to the event. This form can be:
 - Completed online at <http://bccerebralpalsy.com/support-us/third-party-fundraising/>
 - E-mailed to events@bccerebralpalsy.com,
 - Faxed to **604-408-9489**, or
 - Mailed to **330 – 409 Granville St, Vancouver BC V6C 1T2**.
- » Seek CPABC approval for any promotional material that features CPABC name and/or logo.
- » Obtain CPABC approval to host the event and confirm the details of the event. CPABC has the right to refuse the use of its name and/or logo, if the event is not aligned with CPABC values, mission and/or vision.
- » Agree that the third party is strictly prohibited to take any proceeds raised as a part of a third party event.
- » **Agree that CPABC is not responsible for any financial or legal liability in relation to this event. The event organizers are obligated to support all costs. CPABC will not sustain any costs in relation to this event.**
 - » Agree to use suitable financial controls and ensure funds are submitted to CPABC within two weeks following the event.
 - » Acknowledge that CPABC will, at its discretion, issue official income tax receipts in accordance with the guidelines set by the Canada Revenue Agency. Refer to cra.gc.ca/charities and below for details.
 - » Coordinate with CPABC employees, in advance of the event, the staffing levels required to host the event, acknowledging that any staffing commitment will be at the discretion of the CPABC Executive Director. Depending on event circumstances and the availability of staff, any involvement of CPABC will be the decision of CPABC.
 - » Ensure insurance and any required licenses are obtained prior to event and copies are submitted to the appropriate parties, including CPABC, prior to the event.
 - **For example:** If you're planning to host a walk-a-thon, you will need to obtain licenses/permits from the city. Events involving alcohol or gambling require licenses from the province.

Tax receipt information

CPABC will issue official receipts for income tax purposes upon request. All gifts must meet the conditions defined by Canada Revenue Agency (CRA) to qualify for an official receipt.

- » Official receipts can only be issued to event participants when the organizer provides CPABC with a list, including the names and addresses, of the individuals who made donations. Donations of \$20 or more will receive a tax receipt. Use CPABC Offline Donation Form (page 16) to compile this information.
- » CPABC will not issue donation receipts for donated services.



How to: Step-by-step

1. Determine the type of event you want to host.
2. Read through the Third Party Fundraising Guidelines.
3. Decide main logistics of the event (name, venue, date & time, locations, etc.)
4. Fill out the Third Party Fundraising Application form online or offline and email to events@bccerebralpalsy.com, fax to 604-408-9489, or mail to:
Cerebral Palsy Association of BC
330 – 409 Granville St
Vancouver BC V6C 1T2
5. Wait to be contacted by an CPABC team member regarding the status of your application.
6. Plan event & create budget (see the template on page 14).
7. Promote your event.
8. Fundraise & host event.
9. Send gratitude notes (see Thank You Letter on page 17) & share your success!
10. Forward offline donations & feedback form to CPABC within 2 weeks following event.

Event ideas

Get creative! Remember, this is your event. Use your talents and expertise to host a fundraiser that best suits your personality and abilities.

To help you create the best event for you and your community, here is a list of ideas:

- » Auction
- » BBQ
- » Bake Sale
- » Bowl-a-thon
- » Car Wash
- » Dog Wash
- » Join a Charity Challenge
- » Games Night
- » Garage Sale
- » Karma Classes
- » Lemonade Stand
- » Luncheon
- » Movie Night
- » Picnic
- » Green (for CP) Day
- » Run a Marathon
- » Clothing Drive
- » Trivia Night



Promotion

The success of your event will rely on your promotional efforts.

CPABC will be happy to provide you with promotional material/handouts. We will also help promote your event by posting it on our social media and website. Here's how you can get started:

1. Send out an email to your entire contact list with your event graphic and details of the event. Ask them to forward it to their friends and help spread the word for a great cause!
2. Facebook, Twitter, and Instagram are fantastic for promoting your event online! Create an event on Facebook and invite your friends – even out of town friends can sponsor your event! Post regularly about the event on your own personal Facebook, Twitter, and Instagram accounts. Make sure you post the text with an image and a link to your online fundraising page and our website.
3. Check out your city's website and local event listings where you will be hosting the event. Reach out to ask them if they would be interested in promoting your event on their website. Remind them that it's for a really awesome cause! When you're passionate about something, people can feel this magic and are often compelled to assist you in your efforts!
4. If you're planning a larger event, you can send a press release to media. This will entice journalists into writing about your event or even attending the event to take photos. Most newspapers and radio stations have email addresses or contact forms on their websites for their journalists. It can sometimes help to follow up an email with a phone call to make sure your email got through. Don't forget to send it to any popular local bloggers or people on social media.

You may not hear a response as the media outlets receive hundreds of requests every day. If you do hear back from someone, let them know the Who, What, Where, When, and Why of your event. If they have questions about CPABC, please refer them to us at 604-408-9484 or info@bccerebralpalsy.com.

You can also submit an advisory to media. This is an alert that let's them know the details of your event. Send a note with all event details for the media more than one week in advance and try to get media promotion on their events calendar! Follow up with all outlets a few days prior to event and confirm the event will be posted on the calendar.

It's great to use personal stories and photos from CPABC members to illustrate just how much of an impact the donations can make!

Don't forget

1. Research all safety/legal and permit issues.
2. Ask your friends and family to be volunteers.
3. Budget.
4. Do your best to promote your event in every way possible.
5. Have one person responsible and accountable for ALL donations.
6. Use CPABC material for hand outs.
7. Collect funds at the end of the event.
8. Thank everybody after the event is over.
9. Submit the offline donation form and all collected funds.

“It was amazing for her to have the experience to go away. We wouldn't have been able to afford it otherwise.”

– Mrs. Chappell, parent of a child with cerebral palsy.

Third Party Fundraising Application

By submitting this application form, we can promote your event and allow you to use our name and logo. You may complete this form online at <http://bccerebralpalsy.com/support-us/third-party-fundraising/>, or send it to us by:

- » Email: events@bccerebralpalsy.com
- » Fax: 604-408-9489 or
- » Mail: 330 – 409 Granville St, Vancouver BC V6C 1T2

First Name: _____ Last Name: _____

Mailing Address: _____

Email Address: _____

Telephone: _____ Fax: _____

Event Name: _____

Event Date and Time: _____

Venue Name: _____

Venue Address: _____

Fundraising Goal: \$ _____

- By checking this box, you understand and agree to send all promotional material to CPABC for approval prior to printing and/or distribution.
- By checking this box, you understand and agree to CPABC Fundraising Guidelines.
- By checking this box, you agree to submit donation within two weeks following event date.

Applicant Signature _____ Print Name _____

Date _____

Budget Template

This will help you keep track of your income and expenses during the planning, execution and aftermath of your event. Remember: The more sponsors you can find to donate items, the bigger the impact of your fundraising event!

Income

Ticket sales \$ _____

Donations \$ _____

Sponsors \$ _____

Other \$ _____

\$ _____

Total income \$ _____

Expenses

Food and beverage \$ _____

Supplies \$ _____

Venue \$ _____

Licenses, permits, etc \$ _____

Printing \$ _____

Decoration \$ _____

Other \$ _____

\$ _____

Total expenses

Total income \$ _____

Total expenses \$ _____

Net profit \$ _____

Financial Form

To be submitted to CPABC along with Offline Donation Form on page 16 and the funds collected from the event. Use this form to summarize all of your finances.

You're awesome! On behalf of all members, staff and the board of directors at the CPABC, we would like to thank-you for all of your hard work.

Please fill out this form and submit it with the offline donation form on page 16, as well as event proceeds, and mail it to CPABC within 2 weeks of the event.

Remember: Please do not send cash in the mail. Instead, please make out a cheque for the amount. Ensure you enter the donor names and contact info on the online pledge form. Cheques should be made payable to **Cerebral Palsy Association of BC.**

	Amount (\$)	Donors (#)
Donations Receiptable ONLY – ex cash or cheque		
Sponsorships, small donations, ticket sales, etc (non-receiptable)		
Totals		

Signature _____ Print Name _____

Date _____

Contact Us

The Cerebral Palsy Association of British Columbia

330-409 Granville Street, Vancouver, BC V6C 1T2

Telephone: (604) 408-9484

Toll Free in BC: 1-800-663-0004

Fax: (604) 408-9489

Charitable Registration: BN 10690 4204 RR0001

Facebook: Cerebral Palsy Association of BC

Twitter: @CerebralPalsyBC