



HOST A FUNDRAISER TOOLKIT



Thank you for choosing Food Banks Canada as a beneficiary of your fundraiser!

This toolkit will provide you with key guidelines and tips for hosting a fundraiser for Food Banks Canada.

Once you are ready be sure to submit your idea [here](#). A Food Banks Canada team member will then connect with you within 3 business days to discuss your idea, next steps and help to answer any questions that you may have.

Please know that some fundraisers may require you to sign our Third Party Event Policy and Guidelines before you begin.

Friendly Reminder

Food Banks Canada cannot accept funds from your fundraiser if they are to be directed to a local food bank or provincial food bank association. If you wish to raise funds for a local food bank, please connect with them directly to learn about their policies. You can find your local food bank [here](#).

Food Banks Canada Host a Fundraiser Toolkit

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1. Thank You: How your fundraiser helps reduce hunger today

Be it a car wash, bake sale, holiday dinner or other special occasion- you are helping your neighbours in need. All the funds that you raise will help support over 850,000 people that require food bank assistance each month, 1 of 3 of whom are children.

Your support will go towards national initiatives that assist Canadians in need of essential food and household products, programs, services and helping to find longer-term solutions to hunger. This includes our work of acquiring and distributing food through our National Food Sharing System, conducting original research on food bank use in Canada, and engaging in public policy change to address the root causes of hunger.

2. How Food Banks Canada Can Help:

Let's Talk

We understand all fundraisers are different. We encourage you to submit your idea to us [online](#) before you begin to discuss what you are planning directly with a Food Banks Canada team member. A team member can give you deeper insight into the points outlined in this toolkit. They can also ensure that what you are planning complies with Food Banks Canada's Third Party Event Guidelines and Policies.

We can provide you with tools for:

- **Online Donations:** A customized and unique online donation form can be created for your fundraiser with the help of a Food Banks Canada team member. This will allow you to solicit donations online from your friends/family/participants of your fundraiser. You will be able to share this link to whomever you wish. Our online donation forms also have the capability of producing automatic tax receipts that are sent to the respective donor after the donation is made (please see section 4 on page 6 for more information on tax receipting).
- **NEW! Online Fundraising (team and personal pages)** – You can create a customized fundraising webpage. This webpage will be your platform where people have the option of making a donation to your efforts or joining in themselves. People can join in by creating their own personal fundraising page or team page in support of your fundraiser. You will be able to set an overall goal and watch your thermometer rise as donations come in. You will have a login and can set a target goal for your fundraiser, personalize your page and blog, and communicate with others who have joined your team. **For more information on this option, please speak with a Food Banks Canada team member.**

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- **Offline Fundraising:** Donation/pledge forms can be emailed or delivered to you to be handed out at your fundraiser. Once donations are received at your fundraiser you can send the pledge forms and donations back to Food Banks Canada for processing (please see section 4 on page 6 on tax receipting for more information about mailing in/dropping off cheque and cash donations)
- **Promotional Materials and Messaging:** We can provide you with informational brochures, copies of our *HungerCount* research report, key statistics and messaging and more. A team member at Food Banks Canada can provide you with more details on these materials and the quantities we can provide to you
- **Social media:** Food Banks Canada can at times help to recognize and celebrate your fundraiser through our social media channels on Facebook and Twitter. Please note that we cannot guarantee this type of assistance in the promotion of your event.

You are responsible for (Food Banks Canada is not responsible for):

- Any expenses incurred by third party events
- The selling of tickets, securing sponsorship or assuming any responsibility for fund generation required for the event
- Damages or injury as a result of third party events
- Obtaining the appropriate insurance and/or permits
- Coordinating the delivery or pick-up of any food or consumer products raised at your fundraiser. It is up to third party event organizers to plan the coordination of these types of donations with the local food bank that you are supporting.

Using the Food Banks Canada logo and messaging:

- All promotional materials that mention Food Banks Canada should clearly indicate our relationship is as a beneficiary of funds derived from your fundraiser. Please refrain from using other words such as “partner” when describing the relationship between your fundraiser and Food Banks Canada
- Food Banks Canada logo use is usually not permitted for third party fundraisers. However, if you wish to use our logo please discuss the opportunity with a Food Banks Canada team member. All logo use must be approved by Food Banks Canada
- All messaging (i.e. printed materials and online content around your fundraiser) that mention Food Banks Canada must be approved by a Food Banks Canada team member prior to the messaging going public

3. Hosting a Fundraiser

Hosting a fundraiser is a fun way to support Food Banks Canada and we want to help you so that everything goes as smoothly as possible with your event. Here are some things to think about as you begin.

Start to Plan:

What activity will your fundraiser be? Who do you want to attend your fundraiser? Brainstorm some event ideas that you think you and your guests will be interested in participating in or attending. Set a fundraising goal and a budget for your event.

The more the merrier. To spread the workload around and help to manage stress for yourself, create a fundraising committee. Make sure you have people with a variety of skill sets and talents that they can bring to the table. Don't forget to have people who are enthusiastic about the fundraiser so that they can get people pumped up to attend.

Tell us about your idea:

Once you have decided on a fundraiser, [submit your idea online](#). Once you have submitted, a Food Banks Canada representative will review your proposal and contact you within 3 business days and let you know if your proposal has been approved.

Promote:

Figure out who your audience is and what methods of promotion would most attract them. If you have a fundraiser in your community, perhaps put posters up around town and get on air at your local radio station (refer to logo guidelines).

Social media is a great way for inexpensive promotion of your fundraiser. It is a powerful tool that helps you share information to a large group of people that might have an interest in similar things to yourself. Four primary social media tools are [Facebook](#), [Twitter](#), [YouTube](#) and [Instagram](#). You can create events on Facebook and invite all your friends, by keeping the event public, it will allow your friend's friends to see it and join the event as well. Create videos, share fun photos, be creative!

Fundraising Tips:

- **Make a donation first!** Leading by example is a great way to engage your friends and family
- **Ask!** Don't be afraid to ask people directly to donate to your fundraiser. You will never hear a "yes" if you don't ask
- **Make it personal!** Make asks to people one-on-one or in an e-mail to a smaller number of people. Avoid mass messaging and be specific with what you are asking for. Asking for a specific amount always helps people know what expectations are. This way people will know you are

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asking them directly and that their gift is important. They will feel more compelled to give you a response and not forget about your ask. Make sure that you also let them know why you are so passionate about the cause. If they are able to relate to your reasons and see your passion, there is a higher chance that they will want to donate.

- **Make donating easy for people!** By creating an online donation form or webpage for your fundraiser (with the help of a Food Banks Canada team member) you are allowing people to give from anywhere. You can customize your page and send people the direct link to it through e-mail
- **Say thank you!** And say it again. Letting people know the impact of their gift and how grateful you are is important. People will remember how good you made them feel while helping others. This will get people excited to give again at your fundraiser the next year.
- **Remember Attitude Matters!** Remain positive as you may hear some no's along the way. The more passionate and excited you are for your project, the more everyone else will be too

Say thank you:

Make sure that you thank everyone who organized and attended your fundraiser. Let them know the total funds raised and provide them with impact statements on how they have helped with food insecurity in Canada.

4. Tax Receipting:

Food Banks Canada is a registered Canadian charity. We are happy to issue tax receipts to donors who support your fundraiser where applicable. However, not all transactions are eligible for a tax receipt.

Important

Before you promote receipts to any of your donors of your fundraiser, we encourage you to talk with a Food Banks Canada team member.

Who can receive tax receipts?

Food Banks Canada issues tax receipts in accordance with the receipting guidelines outlined by the Government of Canada through the Canadian Revenue Agency (CRA). For these guidelines in full you can view the CRA website [here](#) . A few of the key points are summarized below:

A tax receipt can be issued when:

- The donation was made freely by the donor with the intent of the funds going to Food Banks Canada
- The full contact information of the donor and transaction information is provided (full name and address of the donor, donation amount and donation date)
- There was no advantage/benefit received when the donor made the gift (i.e. the donor is not receiving something in return for the gift. Examples of this, and what is not eligible for a receipt, is explained next)

Tax Receipts may not be issued (or get a bit more complicated) in situations where the individual at your fundraiser is receiving a benefit or advantage. This type of scenario may involve, but is not limited to:

- Payment of admission to an event or program
- Payment for a ticket with a chance to win a prize
- Donations given in exchange for sponsorship/promotion
- A donation where in return a benefit is received (i.e. auction prize or if a donor is purchasing an item where a % of the cost from is being donated)

If you plan to undertake similar activities found in the section above (i.e. host an auction or charge admission to your event), please be sure to mention this to your Food Banks Canada team member. They can advise you in more detail what is eligible for a receipt.

How are tax receipts generated to donors from your fundraiser?

Tax receipts for donations made online

- Donations made online through the Food Banks Canada website receive an automatically generated tax receipt through e-mail shortly after the donation is made. Our online donation forms accept both credit card and banking information
- Food Banks Canada can create a customized online donation page specific to your fundraiser and provide you with a unique link. Donations made online through your form will receive an automatically generated tax receipt through e-mail shortly after the donation is made. Your online donation form would be able to accept both credit card and banking information

Tax receipts for donations made offline (cheques/cash)

- Food Banks Canada can provide tax receipts for cheques/cash that are received at a fundraiser that are made out to *Food Banks Canada*. The donor's full name, address, donation amount and date of gift is required to be issued a receipt
- To ensure your donors receive their tax receipts in a timely manner we require that you drop off or mail us your donations of cheques/cash you received from your fundraiser within 14 days after you receive them

Important note on receipts

Tax receipts for donations made offline:

Please send us your donations (cheques/cash) within 14 days. This way we can mail donors their tax receipts in a timely manner. We advise you do not send cash in the mail – please courier or drop it off directly to our office if possible.

Please mail your donations to:

**Attention: Development Coordinator
Food Banks Canada
5025 Orbitor Drive, Building 2, Suite 400
Mississauga, Ontario L4W 4Y5**

5. Contact Information

Thank you again for choosing Food Banks Canada as a beneficiary of your fundraiser. If you have any questions, or would like to speak with someone before you [submit your event online](#), feel free to reach the team anytime.

By Phone

You can call us at 1-877-535-0958. Dial 0 to reach reception and ask to be directed to a Development Coordinator to discuss fundraising opportunities.

By E-mail

Send an e-mail to info@foodbankscanada.ca with “Host a Fundraiser” in the subject line. A Development Coordinator will respond to you within 3 business days.

Thank you and good luck with your fundraising efforts!