

SILOAM MISSION FUNDRAISING KIT



**HOW TO RAISE MONEY FOR A CAUSE YOU
CARE ABOUT AND HAVE FUN DOING IT!**

ABOUT THE TOOLKIT

Siloam Mission's fundraising toolkit provides a step-by-step guide on how to organize a fundraiser that provides people with support and a path out of poverty and homelessness. Your contribution is vital to assisting the most vulnerable in our community. We cannot thank you enough!

WHAT IS A VOLUNTEER "THIRD-PARTY" FUNDRAISER?

An event organized by a volunteer, community group or company that is not an official Siloam Mission activity is considered to be a "third-party" fundraiser. Acting independently and with Siloam's approval, third-party fundraisers are an important resource to help address critical needs in the community. When you organize a third-party fundraiser, you're not only raising money to support Siloam – you are also raising awareness about poverty and homelessness and helping to build a stronger, healthier Winnipeg.

TIP: WHILE BEING CREATIVE IS AWESOME FOR RAISING MONEY OR COLLECTING GOODS, THERE ARE SOME IDEAS THAT ARE TRIED AND TRUE WHICH WE'VE SEEN WORK. HERE ARE OUR TOP 10 FUNDRAISING IDEAS TO GET YOU STARTED:

- **Work events** – dress-down days, bbqs, or departmental competitions – all are great team building exercises and effective fundraisers!
- **Lemonade stands** – a classic. Who can resist?
- **Donate your special day** – whether it's a wedding, birthday, or bar/bat mitzvah these are all opportunities to give back.
- **Raffle or auction** – in Manitoba we know how to throw a social and a critical part is prizing, so use your knowledge for a great cause!
- **Car wash**
- **Charity dinner or bbq** – good food, friends, and the chance to give back
- **Benefit concert or coffee house** – a small venue or a big name act, music has a way of bringing people together
- **Walk/run/bike-a-thon**
- **Food/clothing drive** – check out our urgent needs list and collect among your network, whether it's a class, friends, or coworkers!
- **Sporting event or tournament** – compete with your friends and kick back something to the community



HOW YOUR SUPPORT HELPS

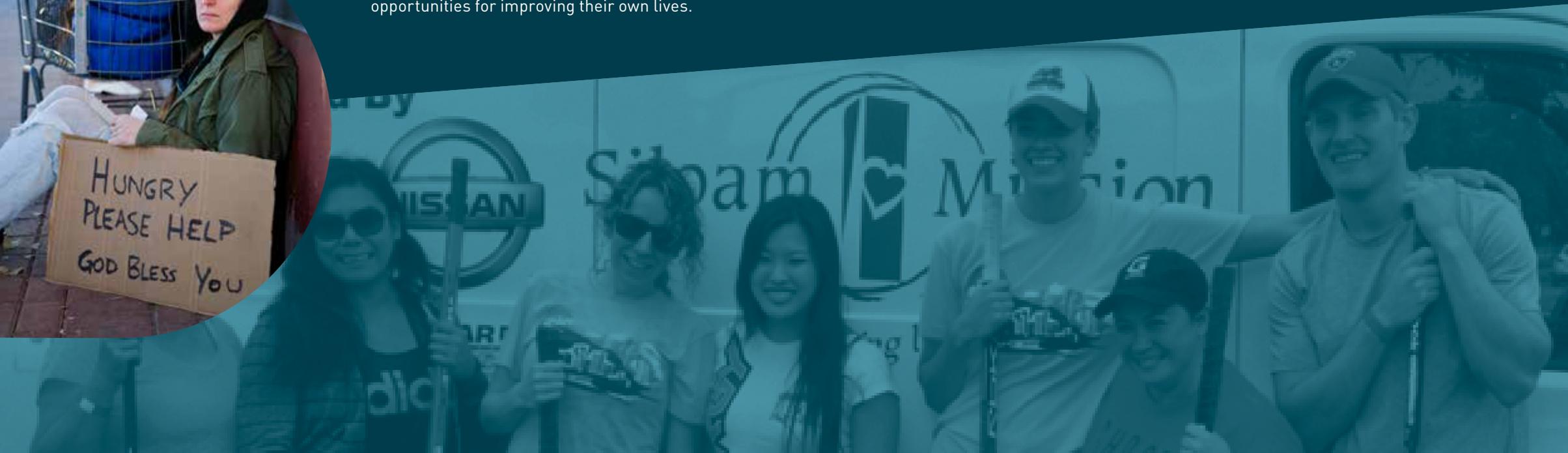
Your support benefits those in the community experiencing poverty and homelessness by creating housing opportunities, feeding people, providing employment training, simplifying social services, giving people access to health care, and much more. Because of your efforts and generosity, Siloam is able to do whatever is needed to create an environment where people can thrive and are treated with dignity and respect.

Your support helps meet the basic, urgent needs of people experiencing poverty and homelessness and gives them the tools they need to break the cycle of poverty and explore opportunities for improving their own lives.



YOUR FUNDRAISER – HOW TO BEGIN

- Come up with a great idea or one you want to talk more about.
- Fill out our online fundraising application at <https://www.siloam.ca/get-involved/fundraise/> – try to complete this 3 weeks prior to the start of your fundraiser so we can give you all the things you need to help with planning.
- A member of the Siloam Mission Development team will connect with you once we receive your application with advice and supplies to help you make your fundraiser a success!



PROMOTING AND PLANNING YOUR EVENT

Before you start planning here are some **IMPORTANT THINGS TO CONSIDER:**

- Why you are fundraising and what you are fundraising for? People are more likely to donate or volunteer to help if you clearly articulate why a cause is important and why you need their support.
- Know your audience. Who are you trying to attract as supporters? Tailoring to the size of your potential audience helps you narrow options and decide planning and promotion.
- Set realistic fundraising goals. This helps motivate your team members and gives your supporters something to work towards.
- Don't over-commit yourself. Give yourself enough time and help to ensure all the elements of your event can be completed successfully.
- Have a back-up plan. Especially if your event is dependent on unpredictable factors like the weather.
- Timing is everything. Check out whether there are competing events on the day or time you have chosen. For special relevance, schedule its theme to coincide with special days.



Spreading the word about your event is critical to its success. Here are some ideas for creating a buzz in advance of your fundraiser:

- Create posters and flyers
- Online promotion – use social media to your advantage
- Media – for large events try to connect with local media through press releases or involving them in the event

BE CREATIVE! Catch people's eye and share your passion in a new way

HERE'S A HELPFUL CHECKLIST FOR YOU TO PRINT OUT TO GUIDE YOU THROUGH THE PLANNING AND EXECUTION OF YOUR SUCCESSFUL FUNDRAISER!

Planning an event is easy if you're organized. Use this step-by-step checklist to ensure you don't forget anything that could help make your fundraiser a success!

BEFORE YOUR FUNDRAISER

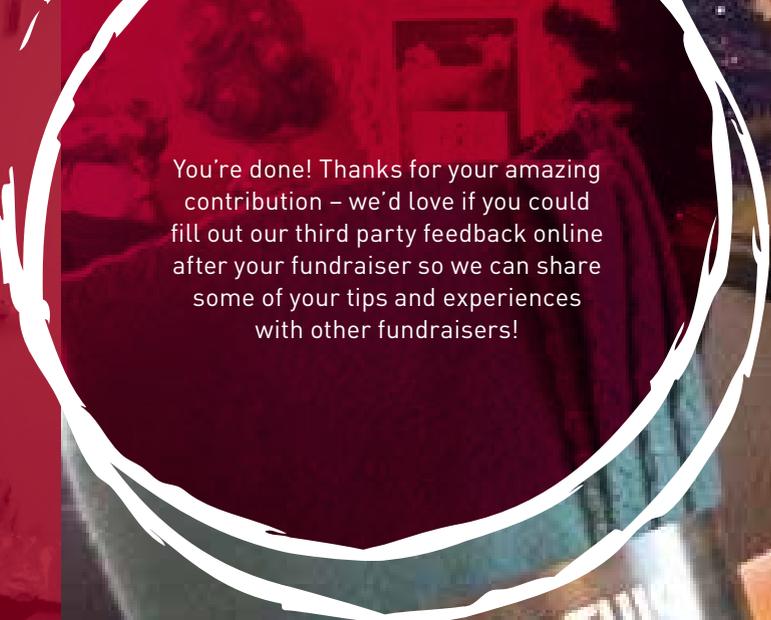
- Brainstorm fundraising ideas – refer to our event ideas to get started
- Let Siloam Mission know about your fundraiser by completing the third party application form and receive approval
- Determine how many people you will need to help you execute your plan and enlist volunteers
- Plan your budget
- Book required vendors for your event (venue, catering, photography, auction permit, audio-visual etc. if necessary)
- Figure out what you need from Siloam
- Promote your event, ensuring all materials with the Siloam Mission name/logo are approved prior to use

DURING YOUR FUNDRAISER

- Assign someone to be responsible for handling the donations
- Have a Siloam Mission fundraising financial reporting form handy for donations of \$25 or more
- Display and/or distribute Siloam Mission brochures

AFTER YOUR FUNDRAISER

- Collect the funds
- Thank your donors – you can use Siloam's acknowledgement letter template
- Complete the fundraising financial reporting form, compile all donation information and money collected, then come drop it off! (aim for within two weeks of event)



You're done! Thanks for your amazing contribution – we'd love if you could fill out our third party feedback online after your fundraiser so we can share some of your tips and experiences with other fundraisers!



HOW SILOAM CAN HELP

We'd love to hear about your idea and provide the support necessary to make your fundraiser a success. Here are the things that Siloam is able to provide to help with your fundraiser:

- Logo (high resolution to make your promotion materials awesome!)
- Social Media promotion
- Promotional materials (brochures, donation cans)
- Forms for donation management (financial summary form to collect donor information, donation envelopes etc.)

Connect with the Development team through the third party application form or at events@siloam.ca if you have specific questions about how we help with third party fundraisers.

ADDITIONAL RESOURCES

For more information, or to print off resources once your fundraiser has been approved, go to: <https://www.siloam.ca/get-involved/fundraise/>

Legal/Brand Guidelines
Fundraising financial reporting form
Sample acknowledgement letter

Third party application form
Siloam's website and social media
Fundraising feedback form

TIP: the easiest way to navigate charitable tax receipts

One of the most common questions we get from fundraisers is how to navigate charitable tax receipting during their event. Here are some tips to make this process easier:

- Any donation over \$25 can receive a charitable tax receipt*
- Receipts can only be issued if the fundraiser provides Siloam with the full name and address of the individuals who made donations (please use our fundraising financial reporting form!)
- Full tax receipts can only be issued when someone has not received an advantage (a product or tangible item) in return for their item*

***TAXES ARE TRICKY FOR EVERYONE – FOR MORE INFORMATION CHECK OUT OUR LEGAL/BRAND GUIDELINES DOWNLOAD ONLINE OR CONTACT A MEMBER OF THE DEVELOPMENT TEAM!**





Siloam Mission

MORE QUESTIONS?

Contact:

Siloam Mission
300 Princess Street
Winnipeg, MB
R3B 1M3

Phone: 204.956.4344

E-mail: events@siloam.ca

Connect with us

