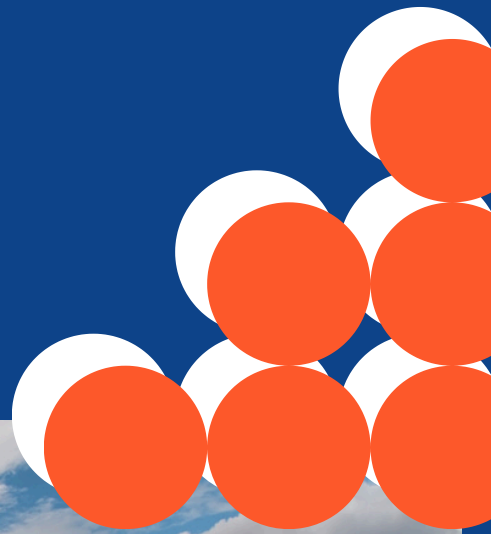
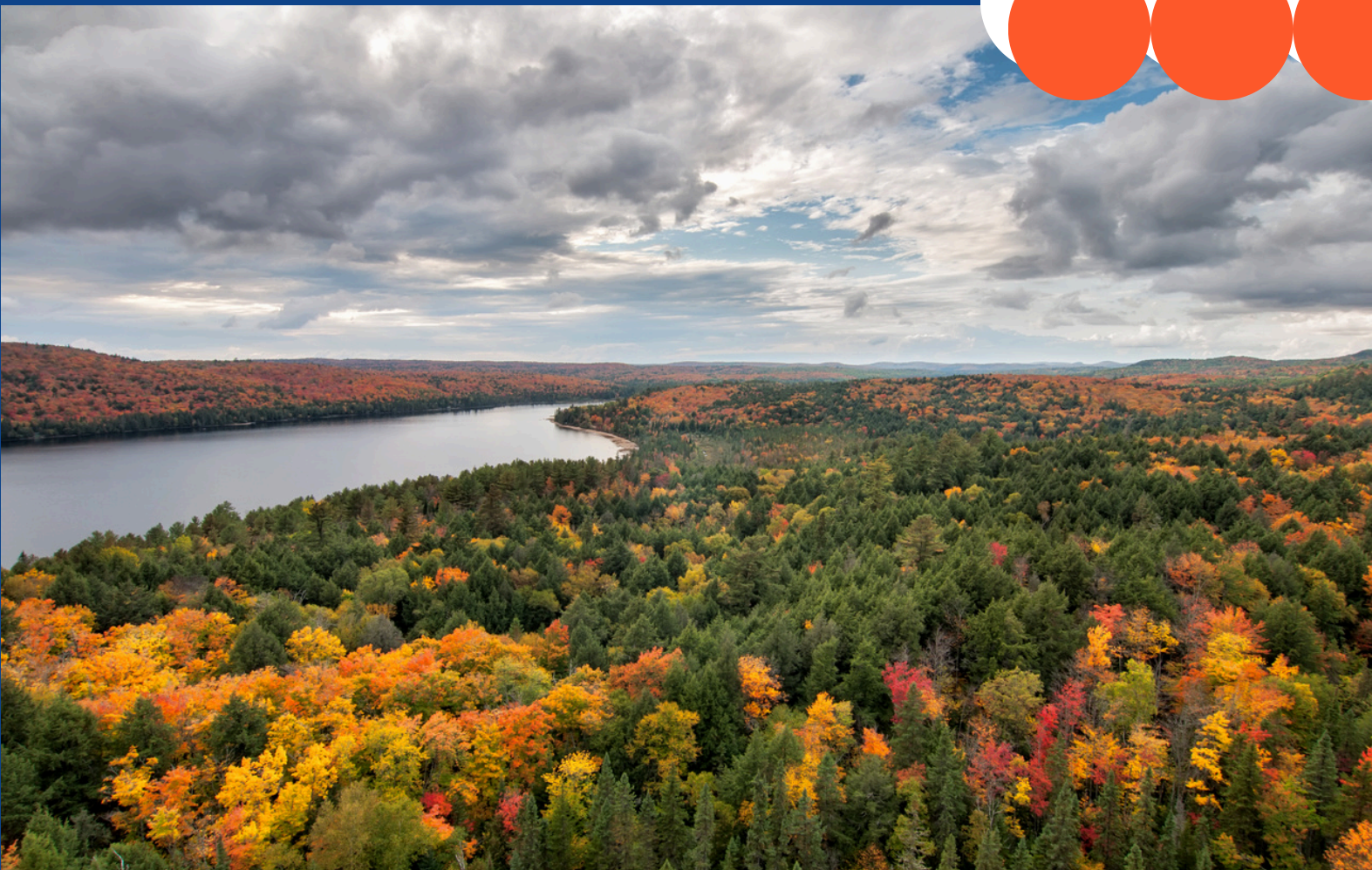




Fundraising Toolkit

A guide to planning a successful fundraising event in support of YWCA Muskoka



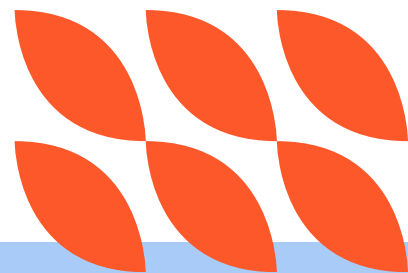
Thank-you for your interest in supporting YWCA Muskoka with an Event!

Thank you for your generosity and interest in hosting a fundraiser to support YWCA Muskoka. As a charitable organization that runs based on fundraising and project grants, teaming up with individuals and organizations on third party events is an important part of enhancing YWCA Muskoka's ability to serve the community.

CHAMPIONING POSITIVE CHANGE, TOGETHER.

YWCA Muskoka envisions all girls, women and gender-diverse people thriving in a safe and equitable society. We provide education, leadership and advocacy grounded in four core pillars:

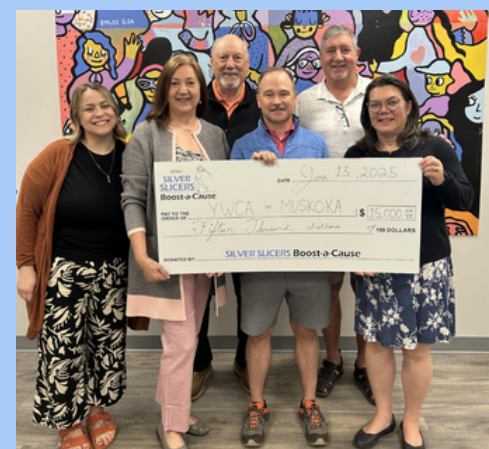
- **Promoting mental health and wellbeing**
- **Preventing gender-based violence**
- **Cultivating economic resilience**
- **Building relationships and social inclusion**



YWCA Muskoka Core Values

- ✦ **Collaboration** – We actively work with community partners to challenge our assumptions and further common goals.
- ✦ **Dignity** – We treat people as they wish to be treated, respect their choices, and encourage their human development.
- ✦ **Inclusion, Diversity and Equity** – We will embrace the diversity of all peoples. We will be open-minded and curious, with a goal of deepening our understanding and compassion.
- ✦ **Celebrating Women** – We celebrate women, their achievements and their aspirations for a better world. YWCA Muskoka is inclusive of Two-Spirit, transgender and gender diverse people.

These core values guide the work of YWCA Muskoka in order to create a safe and equitable society for all. Our expectation is that our partners align with and support YWCA Muskoka's core values.



Fundraising Basics for Third Party Events



How does a third party fundraising event work?

Typically, the revenue raised (or a portion of it) minus the expenses is designated to YWCA Muskoka. This allows the host (you!) to plan your event logistics, manage your event expenses and run an event of your choosing that will best fit with your needs and goals.



Using the YWCA Muskoka Logo.

Your event may require the use of YWCA Muskoka's logo to advertise that YWCA Muskoka is the designated recipient of your event proceeds. Copies of our logo can be provided by YWCA Muskoka upon request - please do not use a logo uploaded from the internet. In addition to the logo, our team will send you guidelines about how to use the YWCA Muskoka logo in your marketing materials.



YWCA Muskoka's attendance at your event.

YWCA Muskoka will, wherever possible, have representation available to attend a portion of the event. We are happy to deliver brief remarks to thank you and your attendees for your support, take a photo, and provide informational materials about YWCA Muskoka. While the YWCA does have a volunteer board and volunteers who help in programs, we do not have a large pool of volunteers who can provide the labour for large events.



Help with promoting your event.

Whenever possible, YWCA Muskoka can help promote your event to our network using our organization's social media channels. When promoting your event, remember to tell your guests why you chose YWCA Muskoka, what our organization means to you and how their money will help support the work of YWCA Muskoka. Don't forget to tag @ywcamuskoka in your social media posts so we can share it!



Other considerations for planning your event:

- What type of event are you going to host?
- Where will the event be held?
- What date(s) will you host it?
- What is your fundraising goal? How will you raise funds? You may choose to collect donations before, during and after the event.
- What is your expense budget? What costs will be incurred?
- How are you going to promote your event?
- Do you need help with this? (form a committee, ask friends and family, recruit volunteers)

Tax Receipt Standards and Guidelines

- YWCA Muskoka can issue an Acknowledgement Receipt for your third party event.
- YWCA Muskoka will work with you to determine if your event attendees qualify for a tax receipt, working within the Canada Revenue Agency's guidelines for charities.
- Please note: tax receipts can only be issued to individuals who donate directly to the charity for donations of \$20 or above (minus any advantage).
- For tax receipts we require a list of donor names, addresses, and donation amount(s).
- All cheques should be made payable to YWCA Muskoka.

Ready to plan an event together?

Our team is happy to answer any questions you may have about partnering with YWCA Muskoka.

If your event is already planned, please fill out an event form and sign the event agreement, and someone will be in touch to discuss next steps.



Connect with us:

Laura Sundy
Director of Community Engagement
lsundy@ywcamuskoka.com

205 Manitoba Street Unit 4
Bracebridge, Ontario

705-645-9827
www.ywcamuskoka.com



**Scan the QR Code or
Click the link to fill out
our event form online.**

Thank you for supporting YWCA Muskoka!

Get social!



Tag us in your photos and posts @YWCAMuskoka

Event Agreement



I have read the YWCA Muskoka Third Party Event Toolkit and Guidelines and understand my role as an event organizer. My organization and this event align with YWCA Muskoka's mission, vision and core values. I understand YWCA Muskoka's and the CRA's tax receipting guidelines as they relate to this event and have spoken to a YWCA Muskoka representative if necessary. I agree to submit funds raised within 90 days of the event along with a Tax Receipt Form (if applicable) as tax receipts cannot be issued to individuals without this full accounting. I agree that all publicity materials (including media releases, print and online promotional materials, etc) for the proposed event must be approved by YWCA Muskoka prior to being printed and released. YWCA Muskoka has the right to request that the Third Party Event cease use of the YWCA logo in connection with the event and the Third Party shall comply with such request.

It is understood that YWCA Muskoka in no way endorses any products or services used in connection with the event and shall not be held liable for any damages, costs, injury to the person or property or any other loss from the event. YWCA Muskoka will not be held liable for any financial losses incurred by the event.

The Third Party will indemnify, defend and hold YWCA Muskoka harmless from all claims, causes of action and damages of any kind arising out of or in connection with the community event, including but not limited to property damage of personal injury or other cause of action of any kind arising out of or in connection with the event. This event does not represent a joint venture or partnership.

Signature:

Date:



Acceptance Form

SCAN HERE

Want to fill this out online?



TELL US ABOUT YOU:

Name:	
Organization Name:	
Address:	
Phone:	
Email:	
Social Media Handle	

EVENT DETAILS:

Name of event:	
Description:	
Partners:	
Date and Time:	
Location:	

FUNDRAISING AND MARKETING:

Fundraising Goal \$		Website URL (if applicable):	
How will you publicize the event?		Would you like to use YWCA's logo for promotion?	
Would you like a representative from YWCA Muskoka to attend your event?		Additional resources you will need from YWCA Muskoka?	

Type of fundraising (eg. portion of registration fees; pledged or online donations to YWCA Muskoka; silent auction, etc):

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Note: please run publicity materials by YWCA Muskoka before making them public.