



United Way
Leeds & Grenville

Third-Party Fundraising Guide





Thank you for your interest in running a third party event in support of United Way Leeds & Grenville (UWLG).

Third-party fundraisers are events or initiatives organized by individuals, businesses, or other organizations that are not official UWLG events but still support the vital work we do, the people we assist, and the programs we provide. These fundraisers play a key role in raising funds and spreading awareness about UWLG.

Operating independently, with UWLG's approval and support, third-party events allow us to broaden, strengthen, and maintain our services to better meet the needs of residents in Leeds & Grenville.



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Steps for success

Choose your event idea. What type of event do you want to host? Where will the funds be designated (where the need is greatest, to youth or mental health programs)? Who can help you organize the event? How much time can you put towards this work?

Contact UWLG to “register” your event. Contact our Director, Resource Development - Melissa Hindman at (613) 342-8889 or email at melissa.hindman@uwlg.org.

Pick a date, time and location for your event. Decide where and when you will hold your event. Pick a back-up location and date if necessary.

Create a budget. Determine a fundraising goal, and ensure that your event revenue and expenses will support you meeting this goal.

Create a work plan and timeline and set deadlines for tasks. A thorough plan will make hosting your event that much easier and more enjoyable. Don't forget to designate tasks to team members, you can't do it all alone.

Promote your event. Make sure to find ways to get the word out about your event. We can help!

Enjoy your event. The day of the event, make sure you take time to enjoy all the hard work you have dedicated to its success.

Share your success. Make sure to let event attendees, supporters and sponsors know of your success. Arrange for a photo with UWLG to include in a media release about the event.



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How can we support your event?

United Way Leeds & Grenville is able to provide:

- Access to use of our logo and guidelines that outline its usage (our logo is a registered trademark and cannot be altered in any way).
- Event promotion on our social media channels.
- Promotional materials such as signage, posters or brochures.
- Tax receipts, subject to Canada Revenue Guidelines.
- Attendance by a UWLG representative where appropriate and available.
- A letter of support to validate the authenticity of the event and its organizers, which will include our Charitable Registration Number.
- Advice and support on how to organize your event.

United Way Leeds & Grenville is unable to provide:

- Mailing lists of corporate partners, donors, sponsors or volunteers.
- Guaranteed media presence or coverage of the event.
- Funding or reimbursement for expenses.
- Tax receipts if the donor is receiving a benefit (for example - event ticket, meal or entertainment).

**Please submit all fundraised
dollars to UWLG within 30
days of your event.**



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Third-party event ideas

Community-focused events

Bake sale	Pancake breakfast	Spaghetti dinner
Movie night	Bingo	Flower sales
Trivia night	Craft show	Gala event
Car wash	Sport tournament	Karaoke
Garage sale	Silent auction	Paint night
Walk/bike/run-a-thon	Games night	Corporate event
Golf Tournament	BBQ	Percentage of sales

Personal fundraisers

Declutter and Sell: Donate or sell unwanted items and donate the proceeds to your cause.

Special Occasion in lieu of gifts: Ask friends and family to donate to your cause instead of giving gifts for your birthday, graduation, etc.

Use Your Skills: Offer services like tutoring, gardening, pet sitting, or cleaning and donate a portion of the earnings.

Memorials and tributes: Collect donations in memory of a loved one.



Hope starts with you—thank you for considering planning an event that could create lasting change and make a meaningful impact in Leeds & Grenville.

**Contact: Melissa Hindman,
Director, Resource Development
melissa.hindman@uwlg.org | 613-342-8889**

Visit us at www.uwlg.org



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