



# Community Events Fundraising Toolkit

[food4kidswr.ca](http://food4kidswr.ca)

# Your event will help us fight child hunger in our community.

Food4Kids Waterloo Region's Third Party Fundraising Toolkit provides you with a step-by-step guide on how to organize and run an event that can make a huge impact on the kids we are helping each week in our community.

When you support Food4Kids Waterloo Region, you are joining a community of supporters who believe in a better future for children across Waterloo Region who are experiencing chronic hunger. Each week we deliver nutritious food packages directly to at-risk, vulnerable children when they are not in school and need our help the most.

It is estimated that at least 3,000 children in our community do not have access to the nourishment they need to thrive mentally, physically, or socially. School nutrition programs help, but these programs only exist during the weeks that children are attending school.

Our current funding allows for us to provide to 1,000 of these kids. Fundraisers like yours will help us close the gap and reach all children in our community who experience chronic hunger.

Lorri Detta  
Executive Director

# 10 Steps to Success!

## Step One - Brainstorm and set goals

### Questions to consider to get started with your brainstorming:

- What type of event would you like to host?
- What is your fundraising goal?
- How do you plan to do your fundraising?

### Example Third Party Events You Could Host

- Company barbecues or silent auctions
- Competitions/challenges (e.g. fitness or exercise, raising money for activities completed)
- Corporate or group events – invite us to join you and share our story
- Sales donations – a portion of your sales proceeds for a set period of time (e.g. restaurants or retail stores)
- Special events (e.g. private parties, concerts, comedy shows, trivia nights)
- Selling items in our honour (e.g. crafts)
- Car washes
- Loose change drives
- Lemonade stands/bake sales/flower sales
- Sports tournaments
- Donations in lieu of client gifts
- Birthday party/celebration alternatives
- “In honour of/In memory of” contributions

## Step Two - Form an Event Committee

Recruit your friends, co-workers, and family to share tasks and bring together varied skills and experience that will help you make your event a success.

## Step Three - Pick a Date and Venue

Set a date and time for your event. Before settling on a date, perform a scan of other events happening in your area to ensure there isn't a conflict for your attendees. When picking a location, keep in mind any holidays, potential weather issues, and the number of participants you expect to attend the event.

## Step Four - Create a Budget

Identify your possible sources of income for your event. This could include ticket sales, sponsorships, donations, sales, etc. You should also estimate all of your potential expenses. These could include your venue costs, decorations, food, etc.

*Please note that all event expenses need to be covered by the event organizer. Food4Kids Waterloo Region will not cover any event expenses.*

## Step Five - Tell Us About Your Event

Fill out our event proposal form that you can find on our website.

[www.food4kidswr.ca/host-a-fundraiser/](http://www.food4kidswr.ca/host-a-fundraiser/)

Once the form has been submitted, someone a team member from the Food4Kids Waterloo Region team will contact you to help you get started. We will talk to you about your events plan, share any promotional materials you may need (pull-up banners, brochures, business cards), and answer any questions that you may have.

## Step Six - Plan Ahead

Our sample planning checklist will help you ensure everything is ready to go for your event. Please note, choose only what is applicable for your event.

- Identify the type of event you will hold
- Establish a team/committee
- Choose a date
- Select a location
- Create a realistic budget
- Submit your event proposal form
- Identify and solicit partners and sponsors
- Set up your online fundraising page
- Determine rental needs
- Determine food/beverage needs
- Determine entertainment needs
- Create a “day of” agenda for your event
- Promote your event on social media
- Secure permits and insurance
- Remember to thank everyone!
- Celebrate your success!
- Wrap up your financials and submit them to Food4Kids  
Waterloo Region

## Step Seven - Fundraise

Food4Kids Waterloo Region makes it easy to fundraise online, offline, or both! Choose whichever option works best for you.

**Online Fundraising** - Food4Kids Waterloo Region uses Keela for online fundraising. We will help you create your own fundraising page. We'll discuss options and help you through every step of creating your online fundraiser.

**Offline Fundraising** - You can also collect cash or cheques at your event or leading up to it. Please ensure cheques are payable to Food4Kids Waterloo Region.

Please record your donations and donor information accurately if tax receipts are required. Collect all of your donations and bring these to Food4Kids Waterloo Region within 14 days of the event.

## Step Eight - Promote your event

Promote your event as much as possible to get the most out of your fundraiser. Think of the type of audience you want to participate, and the best ways to engage them. Here are a few things to consider:

**Social Media** - use your personal social media channels to promote your event and help get the message out across the community. If you have set up an online fundraising page through Food4Kids Waterloo Region, ensure that you link to that page through your social media posts. Make sure to tag us in your posts so we can help share the word!

## Step Nine - Have Fun at Your Event

Make sure that you take time to enjoy your event! Now that the day has arrived, your hard work and planning in advance have paid off. Celebrate your success!

## Step Ten - Collect Your Funds and Wrap Up

When the event is complete, it is time to start wrapping up loose ends, pay any outstanding invoices, and submit the proceeds to Food4Kids Waterloo Region.

Here are some items to include in your post-event wrap up:

- Invoices/payments
- Final budget - how much did you end up raising?
- Submit proceeds to Food4Kids Waterloo Region within 14 days
- Evaluate your event with your committee
- Thank your committee
- Thank your attendees and those who supported your event
- Start planning for next year!

## Thank You!

Thank you for your interest in supporting Food4Kids Waterloo Region through hosting a fundraising event. If you have any question, or want to discuss your event ideas, please contact us.

### Chris White

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