



EST. 1899

United for Literacy  
Littératie Ensemble

formerly Frontier College

# Community Events Fundraising Toolkit



Charitable Business #10740 8445 RR0001

# Guidelines at a glance

## **United for Literacy can provide the following support once your event has been approved:**

- Guidance and expertise on event planning including checklists
- Issue tax receipts as applicable
- Promote your event on our digital platforms
- Provide United for Literacy name/logo for approved use
- Limited supplies, such as brochures and other resources

## **United for Literacy cannot provide the following:**

- We cannot share our donor or sponsor lists for privacy reasons.
- Funding or reimbursement for event expenses
- Guaranteed attendance of staff or volunteers at your event
- Application for gaming and other licenses (i.e. raffles, liquor, insurance)
- Prizes, auction items, awards

## **Tax Receipting:**

United for Literacy is permitted to issue tax receipts to individuals and companies that make a donation without receiving a benefit in return. We can issue tax receipts for financial donations of \$20 or more in the calendar year they are received. It is important you understand the rules about tax receipts before you plan and promote your event, to determine if tax receipt can be issued for your event.

In adherence to Revenue Canada's guidelines, United for Literacy cannot issue tax receipts for any of the following:

- Purchase of raffle tickets
- Event admission tickets
- Green Fees
- Live and Silent Auction items
- In-kind goods donated to an event
- Donated services for an event (i.e. entertainment, website support)
- Sponsorships
- Gift certificates donated by the issuer of the certificate

We can provide sponsors and other corporate contributors with a business gift letter that acknowledges their support and sponsors can then use to claim their sponsorship as a business expense.

- Gaming and lotteries including bingos, 50/50 draws, raffles or games of chance often have special considerations that require permits. Please visit the Alcohol and Gaming Commission of Ontario or your local commission website for more information.
- The event organizer is responsible to obtain all necessary permits, licenses and insurance for the event.
- United for Literacy reserves the right to withdraw the use of its name at any time and will not assume any costs that may be involved in doing so.
- We ask the event organizer to remit the proceeds from the event to United for Literacy within 30 days of the event taking place in order to ensure proper stewardship of donors.
- We ask the event organizer to submit all publicity (i.e. posters, invitations, etc.) for the proposed event to United for Literacy for approval prior to being printed or released.
- If the event is cancelled, please notify United for Literacy at minimum of one day prior to the event.

To begin your event planning reach out to:

**Jennifer Chow, Events Manager**  
**[jchow@unitedforliteracy.ca](mailto:jchow@unitedforliteracy.ca)**  
**1.800.555.6523 ext. 3342**

# 10-Step Guide to running your own fundraiser

## Step 1 – Get creative and set your goals

- ✓ Decide on an event that is simple and fun.
- ✓ Consider what type of event you'd like to host. Suggested ideas include:
  - Forming a book club. Ask members to donate to join or participate
  - Donating proceeds from a sale of goods
  - Host a bookfair/reading event/book-a-thon
  - Entering a charity marathon—as an individual or a group—in support of United for Literacy
  - Hosting a holiday or birthday party/ special celebration/neighbourhood get-together with donations in lieu of gifts
  - Hosting a dinner party or luncheon—show off your culinary skills or host a TV show-themed contest (e.g., *Master Chef*, *Great British Bake-Off*) and have attendees donate to attend or participate
  - Running a silent auction or rummage sale—ask your friends and family to donate goods and services, then promote to everyone you know
- ✓ If you are already running an annual event, brainstorm ideas on how you can add fun fundraising activities to support United for Literacy.

## Step 2 – Get volunteers!

Many hands make light work! Dividing tasks will make your event a success.

- ✓ Bring together like-minded individuals with a variety of skills and experiences to share the workload, and the fun!

## Step 3 – Set a date and venue

- ✓ Set a date and time for your event.
- ✓ Choose a location that is central and convenient.
- ✓ Research other events on the day(s) in your area to ensure there are no conflicting events.
- ✓ Consider weather, holidays, access to the event (e.g., parking or nearby transit), the number of participants, and any special permits you may require.

## Step 4 – Create a budget

- ✓ Have measurable financial goals (make sure you don't spend more than you raise). Having something to aim for always helps. 9 times out of 10 you'll end up doing better than you originally thought so aim high! Most supporters will set their personal fundraising goal very high to inspire themselves and their donors (i.e. friends and family). Normally, you set your goal when you register, but don't forget, you can go back and raise your goal as you start to see the fundraising dollars come in. Remember, you're raising money for a cause you care about. Push yourself to raise more than you ever thought you could.
- ✓ Brainstorm ideas on how you will raise the funds (e.g., ticket sales, sponsorships, promotional draws, etc.), and develop a budget to estimate expenses. Some of these costs may include venue costs, decorations, food, entertainment, rentals, etc.
- ✓ Please note: all event expenses are to be paid by the event organizers. United for Literacy cannot cover any event expenses.

## Step 5 – Connect with us

- ✓ Connect with you to help you get started, share any necessary materials, and answer any questions.

## Step 6 – Plan ahead

- ✓ Create a checklist and a schedule to help you stay on track with your planning.

Check out this sample event workbook to help you.

## Step 7 – Online fundraising opportunities

Online fundraising is an effective way to engage your supporters and is an easy way to collect donations for your event. If you would like to **set up a personal customizable online fundraising page**, please connect with your United for Literacy representative to discuss options for creating your personal fundraising page or group fundraising page. All donations of \$20 or more will receive an automatic tax receipt.

- ✓ Any cheques collected must be payable to United for Literacy.
- ✓ If you collect any cash donations, it is recommended that you send United for Literacy one cheque or use our online donation portal . If anyone who contributed cash requires a tax receipt, please check out our pledge form [\*\*HERE\*\*](#).
- ✓ All proceeds from your event must be received by United for Literacy no later than 60 days after the event.
- ✓ One effective way to make your event successful is to **make it as personal as possible**. People will donate because YOU are asking them to. Simple as that. They like you and respect that you're supporting a great cause. You have the space on your fundraising web page and in your emails to tell them why supporting this cause. Communicate your passion to your friends, family, colleagues and other potential donors. It's a critical part of your fundraising success.

## Step 8 – Promote your event

- ✓ Promote your event as much as possible to get the most out of your fundraiser
- ✓ Put together a list of friends, family, colleagues, work out buddies, etc. Do you have neighbours that might support you? Remember, it doesn't hurt to ask so build the biggest list you can by including everyone you can think of!
- ✓ Think about who you are targeting and how they will best receive the information for example, emails, facebook, twitter, posters, flyers or a combination. The more people talk about the event the more successful it will be.
- ✓ United for Literacy can actively help to promote your event on social media, including Twitter, Instagram, Facebook, and LinkedIn in addition to our website
- ✓ Consider hosting online giveaways or activities to engage your audience
- ✓ Connect with local media outlets to help spread the word of your event
- ✓ If you have community partners, colleagues, or others who may be interested, ask them to help spread the word

## Step 9 – Enjoy your event!

Take some time to enjoy all the hard work you have done to make your event successful!

- Take pictures of your event to remember the day and to use for future promotional purposes
- Thank your volunteers and committee members
- Thank everyone who contributes to your event

## Step 10 – Post-event wrap up

Once your event is complete, consider the following to help you wrap it up:

- Ensure you pay all your outstanding invoices and expenses. Complete your final budget and see if you have reached your fundraising goal
- Submit proceeds to United for Literacy within 30 days of your event
- Submit to United for Literacy the names and details of any individual who requires a tax receipt
- Host a debrief with your committee to see how you did and to discuss ideas/improvements for next time
- Thank your volunteers and donors who contributed and supported your event. Your guests will appreciate knowing that they have supported literacy initiatives in Canada.

**If you have any questions about how to run your own event in support of United for Literacy contact Jennifer Chow, Events Manager at [jchow@unitedforliteracy.ca](mailto:jchow@unitedforliteracy.ca)**

**United for Literacy looks forward to working with you!**

**Literacy changes everything,  
and it can start with you!**

# Give the gift of LITERACY

## Thank you for your interest in raising funds for literacy!

To get started, we have developed this easy-to-use fundraising toolkit; a step-by-step guide to help you plan and organize your event from start to finish! Community support is vital to our success and we recognize the efforts it takes to organize and host an event on our behalf.

We encourage you to read the following information carefully, and if you require further clarification please contact: **Jennifer Chow, Events Manager at [jchow@unitedforliteracy.ca](mailto:jchow@unitedforliteracy.ca) or 1-800-555-6523 ext. 3342**

When you support United for Literacy, you join a committed, passionate community of supporters who believe that literacy is a fundamental human right.

United for Literacy leads the effort in Canada to help people and communities reach their goals through the power of literacy.

United for Literacy recruits and trains volunteers to collaborate with community partners to deliver important, student-centered learning. Across Canada—in urbanized, rural, and remote location—we turn any place into a learning place. With over a century of frontline experience teaches us just how profoundly **literacy changes everything... for people and communities**. No other skill shapes the trajectory of a person's life more than the ability to read. Our services are free for learners. Our activities, programs, and our services are inclusive of any individual for whom our assistance is welcome and needed.

Low literacy skills are directly linked to poverty, poor health, and high unemployment. Our network of staff and volunteers provide effective, learner-specific programming to improve literacy in communities across Canada.

On behalf of all of us at United for Literacy, thank you for deciding to support literacy in Canada.

With gratitude,



Jennifer Chow  
Events Manager  
United for Literacy



# We are building the foundation for change.

Literacy is the foundation of all learning.



It changes lives, families, and communities. It feeds growth and unleashes potential. It empowers people with the capability and confidence they need to realize their goals.

Taking literacy into the community has never been more important than it is today.

**Everyone can learn, but not everyone can access the help they need.** We meet our learners where they are, in every sense.



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

*United for Literacy respects your privacy.  
We do not rent, sell, or trade the names of our valued supporters.*