



**DeafBlind**  
ONTARIO FOUNDATION

## Third Party Fundraiser **TOOLKIT**



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Success**



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Steps to  
Success

# HOSTING A SUCCESSFUL FUNDRAISER

Thank you for your interest in hosting an event in support of DeafBlind Ontario Foundation! Third party events are a great way have fun with family, friends or colleagues all while raising funds for individuals with deafblindness.

DeafBlind Ontario Foundation is a not-for-profit organization that helps individuals with deafblindness to increase their independence and improve their quality of life through specialized services. With programs across the province, our reach extends into a wide range of communities in Ontario.

Funds from your Third Party Event will help DeafBlind Ontario Foundation to operate specialized residential and community services programs. A Third Party Event is any activity by a non-affiliated group or individual where DeafBlind Ontario Foundation has no financial responsibility or staff involvement.

All events, whether large or small, take planning and work. This guide is designed to provide you with some helpful tips to ensure your event's success.

## STEPS TO SUCCESS

Step 1: Choose your fundraiser

Step 2: Register your fundraiser

Step 3: Create budget

Step 4: Create a plan

Step 5: Promote your event

Step 6: Collect and submit funds

### Step 1. Choose your Fundraiser

There are many ways that you can raise funds for DeafBlind Ontario Foundation in your community. Here are some great examples of community fundraisers:

***Have an idea not listed below? Go for it! This is by no means an exhaustive list.***

At Home	In the Workplace	In the Community
Afternoon Tea Barbeque Oscar Night Party Board Game Night Murder Mystery Night Scrapbook Event Super Bowl Party Haunted House Henna Party Garage Sale Birthday Party Fundraiser	Head Shave Ugly Tie contest Casual Fridays Bottle Drive Fitness Challenge Karaoke Party Pumpkin Sale International Food Fair Pancake Breakfast Balloon Pop Flower Sale Tournaments (e.g. golf, hockey, volleyball, bowling) "A-thons" (e.g. walk, bike, bowl, yoga, skate, dance)	Dinner-in-the-Dark Battle of the Bands Car Wash Local Talent Night Fashion Show Gift Wrapping Stand Dinner and Dance Scavenger Hunt Cook-off Motorcycle Ride Bathtub Derby Regatta Trivia Night Euchre Night

## Step 2. Register your fundraiser

Complete the Event Application Form and submit to [development@deafblindontario.com](mailto:development@deafblindontario.com) (see page 5).

## Step 3. Create a budget

How will your fundraiser raise money?

- Pledge based
- Donations
- Event registration fee
- Sale of items

Set a fundraising goal. Be sure to communicate your goal to all of your participants and volunteers.

What expenses will you have? Can these be minimized with community donations or sponsorship?

## Step 4. Create a plan

Enlist the help of others to help plan and organize your event. If you have a committee, give each person a specific task to be in charge of, such as:

- Promotion of your event
- Event day logistics and set up
- Ticket sales, pledge and/or registration collection

With the help of your committee, determine the

basics of your fundraiser:

- Date of the fundraiser
- Location of the fundraiser - Will you need to rent a space? Do they have a not-for-profit rate?
- Will you require special occasion permits, raffle licenses, or insurance? Review guidelines from the Alcohol and Gaming Commission of Ontario ([www.agco.ca](http://www.agco.ca))
- Check out online fundraising platforms such as Canada Helps (<https://www.canadahelps.org/en/fundraise/>) for an easy way to set up a personal fundraising page or Echo Age ([www.echoage.com](http://www.echoage.com)) to set up your fundraising campaign.
- Will you need additional volunteers or support?

## Step 5. Promote your fundraiser

Spreading the word about your event is critical to its success. Upon approval of your event, we will forward a copy of our logo for you to use for promotional purposes.

Here are some tips on promoting your fundraiser through posters, flyers, online and media activities.

### Posters and flyers

- Create posters ensuring you include all relevant event details to promote your event. Please send your poster to us for approval, so we can check it against our brand guidelines, before you display or distribute it.



## Posters and flyers Continued

- Local restaurants, grocery stores, community centres and cafes often have message/community boards that are great for posters.

## Online promotion

- Social media sites like Facebook and Twitter are all great ways to spread the word about your event. Also, check out online event calendars serving your community such as municipal or community center websites to see if they will accept a posting for your event.

## Media

- If you are planning a large event, you might consider sending a press release to local newspapers, radio and TV stations to try to get editors interested in doing an advance story, covering your event or taking photos. If a reporter does contact you, tell them about your event, what you have planned, why you're doing it, etc., but if a reporter has any questions about DeafBlind Ontario Foundation, please refer them to us directly at 1-855-340-3267 or by email at: [communications@deafblindontario.com](mailto:communications@deafblindontario.com).



## Fundraising Guidelines



## Tax Receipting

## FUNDRAISING GUIDELINES

1. Prior approval to hold a third party event is required. Approval is based on the type, theme and financial viability of the event. DeafBlind Ontario Foundation reserves the right to withhold the use of its name and logo from any event, initiative, promotion, performance or presentation it feels is inappropriate.
2. All promotional materials must state that your event is "in support" of DeafBlind Ontario Foundation.
3. Taking commission, for any purpose, on funds raised as part of a third party event is prohibited.
4. The third party organizer is responsible for

meeting all municipal/provincial or federal standards and fulfill all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. DeafBlind Ontario Foundation accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.

5. The third party event organizer will be responsible for all costs related to the event and will handle all monies until the official donation is submitted to DeafBlind Ontario Foundation. Event expenses are to be deducted before sending proceeds to DeafBlind Ontario Foundation. DeafBlind Ontario Foundation shall incur no costs unless otherwise agreed in writing prior to the event or promotion.

6. DeafBlind Ontario Foundation will not solicit or approach donors, sponsors, supporters or corporations on behalf of the Third Party event nor will we provide contact, donor or e-mail lists.

7. When tax receipts are requested, the third party event organizer is responsible for collecting the names, addresses and contact information of all donors, and is required to send the appropriate materials to DeafBlind Ontario Foundation within 30 days of the event. DeafBlind Ontario Foundation will issue official income tax receipts in accordance with Canada Revenue Agency guidelines. Refer to Tax Receipting section for details.

8. While DeafBlind Ontario Foundation will always try to accommodate requests for a representative or speaker to attend an event or cheque presentation, we cannot guarantee availability.

9. The third party event organizer agrees to ensure

that all materials borrowed are returned promptly and in the same condition they were received. The organizer agrees to accept responsibility for damage or loss of materials borrowed from DeafBlind Ontario Foundation.

10. DeafBlind Ontario Foundation will not be responsible for mailing materials to attendees/ participants or volunteers, other than the mailing of applicable tax receipts.

11. The third party event organizer agrees to handle all monetary transactions for the event and to present the proceeds to DeafBlind Ontario Foundation within 30 days of the event.

Cheque can be sent to:  
DeafBlind Ontario Foundation  
17665 Leslie Street, Unit 15  
Newmarket, ON L3Y 3E3

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## TAX RECEIPTING

DeafBlind Ontario Foundation will provide a tax receipt for the following:

- Direct personal or corporate donations of \$20 or over (unless otherwise requested by donor)
- In-kind donations where the value is documentation is provided by the original donor/business
- Tickets (sporting events, theatre, ballet, etc.) where the value is either noted on the ticket or a payment receipt is provided

DeafBlind Ontario Foundation cannot provide a tax receipt for the following:

- Gifts of promises or pledges (i.e., gift certificates donated by the issuer, hotel accommodation)
- Payment of basic fee for an event
- Gifts where the value or benefit of the donation cannot be determined
- Lottery or raffle tickets
- Name of true donor(s) cannot be determined - one person cannot benefit from gifts made by multiple donors
- Sponsorship

***Thank you for raising funds for DeafBlind Ontario Foundation.  
We would love to hear about your event.  
Please share your successes, challenges and pictures!***



**Application  
Form**

**Please see page 5 to complete and submit  
your Event Application Form.**



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## EVENT APPLICATION FORM

Event Name: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Location: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Fundraising Goal: \_\_\_\_\_ Expected # of Attendees: \_\_\_\_\_

Description:

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How are you planning to raise revenue:

Ticket sales ☐ Donations/pledges ☐ Silent auction ☐

Other ☐ (please specify):

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Will your event require tax receipts? Yes ☐ No ☐

*NOTE: Please see Toolkit for more information about tax receipting.*

How will you promote your event? Which types of materials do you plan on developing:

Poster ☐ Flyer ☐ Social Media ☐ Website ☐ Other ☐ (please specify):

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I am requesting usage of the DeafBlind Ontario Foundation logo: Yes ☐ No ☐

**Submission:**

**Please note: this application must be submitted to DeafBlind Ontario Foundation for review and approval. We will contact you to confirm approval and review any details within 2 business days.**

**Submit to:** [development@deafblindontario.com](mailto:development@deafblindontario.com)

Organizer(s) signature: \_\_\_\_\_

Date submitted: \_\_\_\_\_

***Thank you!***

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**Office Use Only**

Received by: \_\_\_\_\_

Approved by: \_\_\_\_\_