



**CHILDHOOD
CANCER CANADA**
FOUNDATION

My FUNraising Toolkit

Your guide to planning a successful event and helping kids with cancer



BE A HERO

Do something big for someone small

Thank you for choosing to fundraise for Childhood Cancer Canada. The money you raise will help us to create victories for Canadian children with cancer through investment in national, lifesaving research, and empowering education and support programs.

Currently only 5% of cancer research funding is directed to childhood cancer research. This needs to change.

By working together, we can help to make the future brighter for every child with cancer, from diagnosis to recovery and beyond.

Thank you for getting involved to make a difference.

Have fun!

Liz Gill
CEO & President
Childhood Cancer Canada



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About Childhood Cancer Canada

HELP US CREATE MORE VICTORIES

Forty years ago childhood cancer survival rates were less than 60%. Today, they're over 82% - but that still means that one in five children do not survive.

In addition, two out of every three survivors will suffer long-term effects from treatment. We need to invest more money into research and clinical trials to find new cures, and make treatments less dangerous for young and growing bodies.

Childhood Cancer Canada is there for families throughout their cancer journey. Our empowering education and support programs help families after they receive a diagnosis, help build community for families with children who have cancer, and provide opportunities for childhood cancer survivors.

Did you know?



In Canada, more children die of childhood cancer than AIDS, asthma, cystic fibrosis, congenital anomalies and diabetes **combined.**

THE DIFFERENCE YOU CAN MAKE

We need your **help** to continue to fund **research**, along with **vital education and support programs** for children and families



Research - We fund life saving, national childhood cancer research.



Survivor scholarships \$1,500 and \$5,000 scholarships available for all Canadian childhood cancer survivors.



emPower Pack Program - A personalized toolkit for children and their families to navigate their cancer journey.



Amazing Adventures - Helps children and their families by creating joy and respite through various events across Canada.



Benevolent Fund - Helps families honour a child they have lost to cancer by helping to pay for the cost of the funeral.

HOW TO RUN A FUNraising Event

Fundraising should be FUN! Here are some quick and easy tips to make the most of your **FUNraiser**.

1

What to do?

There are many ways to raise funds – from head shaves to gala dinners! Take a look through this booklet for ideas, and brainstorm to see which activities fit best with your interests. You can always give us a call if you are feeling stuck! Once you have finalized the details of your event, send us your **Event Agreement Form**. See Appendix A.



Keep in mind
For any additional
guidelines and
donation info– see
our “Fundraising
Guidelines”



2

Promotion

Promote your upcoming event on a poster, through social media, in a newsletter or face-to-face! Letting people know about the event in advance will really help with participation. Start an online FUNraise page here: <https://childhoodcancerCanada.crowdchange.co/>

4

Event day

Recruit friends, colleagues or family to support you during your event. Keep your supporters updated on how you are doing against your target – and most importantly, have fun!

3

Materials

We’ve got plenty of purple to go around! Contact us for balloons, t-shirts, stickers, posters and fundraising buckets. All of these materials help create a buzz and let people know you are FUNraising for some amazing kids and their families.

5

A job well done!

Thank everyone for coming to your event, and share how much you have raised so they know how much they have helped! Please get in touch with us so we can share your successes as well. Don’t forget to send us your **Event Proceeds Report** along with the funds collected. See Appendix B.

EVENT IDEAS

Special Occasion

Set up an online FUNraise page and collect donations in lieu of gifts for celebrations such as birthdays, weddings, anniversaries etc....

Community/School Fundraiser

Garage sales, BBQs, concerts, food stands, or car washes. Plan something fun and invite your community.

Head Shave

Recruit as many people as you can to shave their head or cut their hair if they reach their fundraising goal. Plan a party on "Shave Day" and raise awareness for CCC.

A-Thon

Walk-a-thon, bowl-a-thon, dance-a-thon... the possibilities are endless. Revolve an event around something you are passionate about and pledge donations for every half an hour!

Workplace Fun

Coffee mornings, Casual Fridays, payroll deductions, corporate matching, jail break (ask us about it!) all make it easy to fundraise at work.

Tournament

Sports, board games, trivia...you name it! A little friendly competition for a great cause is always a great idea.

EVENT CHECKLIST

What fundraiser works best for you?

Brainstorm which activities fit best with your interests.

Call us!

Call CCC at any point in the process to let us know of your plans, to get help brainstorming, or if you need any assistance.

Recruit your committee

There is strength in numbers. Identify the roles that need to be filled and let friends and family know of the opportunity to get involved (ex. securing sponsorship, designing promotional materials, etc.).

Work out the logistics

Determine the date, time, place, fundraising goal, budget, required licenses, etc. Leave yourself time for planning depending on the complexity of your event.

What's your plan to raise money at your event?

How will you achieve your fundraising goal? Will you charge an admission/registration fee? Encourage discretionary donations? Hold a silent auction? Will you charge for food? Consider all your options!

Submit your Event Agreement Form (Appendix A)

Make sure to send us your completed form (included in this package). Once received, someone from CCC will reach out to provide resources and assets to help you.

Sponsors! Sponsors! Sponsors!

Sponsors are a great way to up your game and generate even more support. Reach out to local businesses and make sure to let them know of the benefits you can offer them (ex. logo on event materials, company info on display desk, etc.).

Spread the word

Develop a strategy to promote your event. Share your online FUNraise page, send out emails to friends and family, post on social media, put up flyers, submit a press release to local media, etc.

Collect donations

Aside from your online FUNraise page, you can collect donations at, or before, your event with donation forms or pledge forms.

Celebrate and share your success

After your event, remember to thank your sponsors and supporters. Share your successes and photos with us and on your social channels.

Submit your Event Proceeds Report and funds collected (Appendix B)

Submit your Event Proceeds Report along with your event proceeds and donations to CCC within two weeks of your event (some exclusions may apply).

Promoting Your Event

Online FUNraise Page

Start a FUNraise event page online! Go to:
<https://childhoodcancerCanada.crowdchange.co/>

You can customize your individual page and/or start a team page. You'll have access to fundraising tools, including email templates to send to your family and friends. All online donations show up on your "thermometer" instantly, and your supporters receive automated tax receipts. Ask 10 people to donate to you, online and/or face-to-face.

Social Media



Facebook.com/childhoodcancerCanada



Twitter.com/ChildhdCancerCan



Instagram.com/ChildhoodCancerCanada

Like and follow us on social media. When you mention us or your event make sure to tag us in your posts and include any unique hashtags. We'd love to share your progress!

Promotional Materials

Put up posters, flyers, invitations etc. at school, work, and/or around your community. Also, take advantage of free advertising, such as in local community magazines.

Media

Consider sending a press release to local newspapers, radio and TV stations. Ask if one of their editors might be interested in doing a story, either in advance, at the event, or by taking photos. **Please contact us if you need media talking points, help preparing a press release, or if the reporter has questions about CCC.**

Fundraising Guidelines

Thank you for your interest in getting involved with CCC. Before you begin planning your event it is important to review the following guidelines.

Terms and Conditions

Prior approval to hold a third-party event is required. CCC reserves the right to withhold the use of its name and logo from any event that is not considered to be in alignment with the mission, vision and values of the organization.

- An **Event Agreement Form (Appendix A)** must be submitted and approved before your event.
- All promotional materials must indicate that your event is “in support of” Childhood Cancer Canada. Publicity should not imply that CCC is involved as anything other than the beneficiary.
- Funds generated from your event must be issued to CCC within two weeks of your event (some exclusions may apply).
- CCC assumes no legal or financial liability associated with your event. Nor are we liable for any injuries sustained by volunteers or participants related to your event.
- Where applicable, insurance , alcohol and gaming licenses must be obtained.

CCC cannot provide the following:

- Funding or reimbursement for event expenses. Nor can expenses be extracted from tax-receiptable donations.
- Donor or sponsor lists.
- Guaranteed attendance of staff, volunteers, or speakers to your event.
- Application for any required licenses , permits and insurance.
- Prizes, auction items and/or awards.

Fundraising Guidelines

Tax Receipting

As a registered charity, CCC adheres to all Canada Revenue Agency (CRA) rules and regulations. For more information, please visit

www.cra-arc.gc.ca.

Official tax receipts can be issued for donations of \$20 or more if:

- Complete donor/company information is provided (full name, address, and donation amount).
- Funds are received in the same calendar year the event was held.
- A benefit has not been received for the value of the donation (for ex. dinner, alcohol, auction, entertainment).
- CCC receives an **Event Proceeds Report** (Appendix B- accounting summary of event).

CCC cannot provide tax receipts for the following:

- Purchase of admission or participation tickets
- Purchase of draw or auction items
- In-kind goods and services donated to an event*
- Sponsorship if a tangible benefit of advertising and promotion is being received in return for payment*

**Sponsors and in-kind donors may be provided with an acknowledgement letter as proof of contribution upon request.*

Funds can be sent to or dropped off at:

Childhood Cancer Canada
Attention: Third Party Events
21 St Clair Ave East, Suite 801
Toronto, ON M4T 1L9

All cheques must be made payable to Childhood Cancer Canada

Additional Resources

To access the resources listed below please visit: www.childhoodcancer.ca
or email: info@childhoodcancer.ca

Online FUNraise Page: Create an online donation page with CCC. This resource will give you the ability to track your progress, email your contacts and invite them to support you. It makes collecting donations instant and easy. Just share the link with your network! Start your page here:

<https://childhoodcancerCanada.crowdchange.co/>

Fundraising Tools: Donation forms, pledge forms, goal sheets, tips.

Promotional Materials: Posters, stickers, banners, invitations, sponsorship forms, T-shirts, bracelets, buckets, stickers, pens, pins, and head bands.

Communications Support: Acknowledgement letters, CCC supporter logo, event listing in our newsletter, key messages for press releases.

Videos: Check out our YouTube channel and feel free to share our videos with your network of supporters

<https://www.youtube.com/user/ChildhoodCancerCan>

Post-Event Support: Thank you letters to your supporters, and event recognition/certificates.

CCC Staff: We are just an email or phone call away! Contact us with any questions, or help you may need while planning your event.

FAQ

Will CCC help me plan my event?

CCC can help guide and support you in your third-party event planning. Call or email us!

Is CCC able to support any event expenses?

It is the responsibility of the event organizer(s) to create a budget and manage it accordingly for all expenses. Please consider asking local businesses to sponsor your event and/or provide in-kind donations to alleviate costs.

Can CCC provide any volunteers for my event?

It is the responsibility of the event organizers to recruit, train and manage any volunteers.

Can CCC provide sponsorship contacts to support my event?

CCC cannot solicit sponsors or provide sponsor/donor lists for third-party events.

Who is responsible for all liability and legal risks associated with my event?

CCC will not be responsible for any damage or accidents to any persons or property; we will not assume any legal or financial liability caused before, during or after any third-party event.

Will CCC help promote my event?

Yes, upon request, we can include it in our monthly newsletter, and promote it via our social media channels.

How do I send the proceeds of my event to CCC?

Funds raised should be made payable and turned into Childhood Cancer Canada (in person or via mail) no later than two weeks after the event, along with any corresponding pledge and/or donation forms, and an **Event Proceeds Report**. Please make cheques payable to Childhood Cancer Canada.

Do you give tax receipts for donations?

Yes for donations of \$20+. We require the full name, address and donation amount of the donor. Please call us if you have any questions regarding receipting. www.cra-arc.gc.ca

Can CCC help me get items for my silent auction?

It is the event organizers responsibility to solicit prizes for their event. We can provide a letter authenticating your event to support your solicitation efforts.

Can CCC provide print and promotional/display materials?

Yes, CCC can provide materials upon request. These will be sent to you via Canada Post or if you prefer you can pick them up at the Foundation office. We kindly ask that you return any unused items.

Can I get a photo taken with a BIG cheque?

Yes, we are happy to organize a cheque presentation at our Foundation office.

Have more questions?

Give us a call at 1-800-363-1062 or email us at info@childhoodcancer.ca



Event Agreement Form (Appendix A)



Childhood Cancer Canada is proud to be your charity of choice. Please complete this form and email it to info@childhoodcancer.ca

Contact Information:

Name _____ Organization (if Applicable) _____

Address _____ City _____ Province _____

Postal code _____ Phone _____ Email _____

Event Information:

Name _____ Date(s) & Time _____

Location _____ Detailed Event Description _____

Estimated donation to Childhood Cancer Canada \$ _____

What type of support would you like to see from us? _____

Agreements:

Do you agree to submit donations along with your Event Proceeds Report to CCC within two weeks of your event? YES NO

Do you understand and agree to CCC's Fundraising Guidelines? YES NO

Printed Name

Signature

Date



Event Proceeds Report (Appendix B)



Event name _____ Event Date _____

Event Organizer

Cheque Summary (please check one):

- Cheques are included in this package.
 NO CHEQUES are included in this package.

Cash Summary (please check one):

- I will turn in all cash in person at the Childhood Cancer Canada offices.
 Cash was exchanged for a bank draft, money order, or cheque and is attached to this form.
 NO CASH was received at the event.

EVENT REVENUE	Amount	Notes	EVENT EXPENSES	Amount	Notes
Registration			Venue Rental		
Auction Proceeds			Food & Beverages		
Sponsorship			Advertising/Promotion		
Donations			Printing		
Other			Other		
TOTAL			TOTAL		

Total proceeds to Childhood Cancer Canada \$ _____

All event costs must either be paid directly by the organizer, sponsors, or come out of the event proceeds.

CCC Reserves the right to audit the records pertaining to any event to ensure compliance with the CRA.

I declare that the above information represents the true accounting from the event.

Signature _____ Date _____

Get in touch with us...



Tlf: 416-489-6440
Toll free: 1-800-363-1062
Fax: 416-489-9812



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info@childhoodcancer.ca



[Instagram.com/
ChildhoodCancerCanada](https://www.instagram.com/ChildhoodCancerCanada)



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ChildhdCancerCan](https://twitter.com/ChildhdCancerCan)



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ChildhoodCancerCanada](https://www.facebook.com/ChildhoodCancerCanada)

Be a hero



Charitable Registration Number: 13189 7654 RR0001