



Community Event
FUNDRAISING
TOOLKIT





Every Donation Makes A Difference



This resource-filled toolkit will help you plan a successful event.



Every donation we receive makes a difference. Vaughan In Motion has a vision of advancing health care with the best expertise and SMART technologies that can be accessible by all. We believe that fundraising can greatly help the advancement of better cancer care technologies, thus helping all cancer patients in our community. We hope that any fundraising events you are planning will come with great success!

This toolkit is an excellent way to get started. It is compiled with helpful tips for organizing, promoting, and running fundraising events, so your event will run smoothly. If you need more assistance with planning your event, please don't hesitate to reach out. We will make sure a Vaughan In Motion staff member can answer all your questions.

Thank you for choosing to support Vaughan In Motion! We know what the power of fundraising can achieve, and we look forward to seeing the profound impact your efforts will make on the community.



Peter Badali and Greg D'Orio
Founder and Co-Founder
Vaughan In Motion



Facts About Cancer In Canada

2 in 5

Canadians (44% of men and 43% of women) are expected to develop cancer during their lifetime.

Across Canada, cancer incidence rates vary due to differences in risks and early detection practices.

About
4 in 10

Canadian cancer cases can be prevented through healthy living.

About

1 out of 4

Canadians (26% of men and 22% of women) is expected to die from cancer.

In 2022, it was estimated that a total of

233,900

Canadians would be diagnosed with cancer.

Lung, breast, colorectal, and prostate cancer account for 46% of all new cancer cases in Canada.



Community Event Ideas

Here are some ideas that have worked in the past.



A-THONS

Walk-A-Thons, DanceA-Thons, Skate-A-Thons and more! These types of events are a great way to bring your family and friends together to participate in an activity you all love while supporting a great cause.



GAMES & TOURNAMENTS

Host a sporting event, golf tournament or board/video game competition and engage in some healthy competition. You can set up a suggested fundraising goal for teams to participate and a suggested minimum donation for friends and family who would like to observe.



ONE-TIME EVENTS

BBQs, lemonade stands, garage sales, bake sales, fashion shows, concerts and other social events are also a great way to fundraise and have fun! Invite your co-workers, neighbours and friends to participate.



SPECIAL OCCASIONS

Ask friends or family to make a donation in lieu of gifts for birthdays, anniversaries, graduations or special occasions.



WORKPLACE CAMPAIGN

From matching gifts to dress down days and employee fundraising, there are lots of ways to get involved with your co-workers and support Vaughan in Motion.



GETTING STARTED

Planning a fundraising event can feel like a big task. You may feel like you don't know where to start. Our step-by-step process will guide you to host your successful fundraising event

1

CREATE A PLAN

Things to think about: • What type of event do you want to host? • Choose a date (consider what will work for potential attendees and other events taking place in your community at that time) • How will you raise funds? • How will you promote your event? • Do you need a committee to help organize?

2

SET A FUNDRAISING GOAL & CREATE A BUDGET

All events have some expenses. Creating a budget will help ensure that you cover your expenses while keeping you on track to raise funds and successfully meet your goal.

3

REGISTER YOUR EVENT

Complete the event form at www.vaughaninmotion.com/create-your-own-event/#

4

COLLECT DONATIONS

Depending on the type of fundraising event you're planning, you can choose to have donation forms or pledge forms at your event. Collecting donor contact details is essential. Without them, Vaughan in Motion is unable to issue tax receipts.

5

CELEBRATE AND SHARE

Social channels like Facebook, Instagram and Twitter are great places to promote and celebrate the success of your event. This also encourages others to host events in support of Vaughan in Motion. Don't forget to tag us!

#VaughanInMotion
#Cancer
#CancerCare
#Charity
#Vaughan
#CortellucciVaughanHospital

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SUBMIT YOUR RAISED FUNDS

Please submit your event proceeds within 60 days of your event by mail in the form of a cheque or online for credit card payments or electronic funds transfer.

VAUGHAN IN MOTION
Attention: Peter Badali

MAILING ADDRESS
P.O Box 865
Maple, Ontario, L6A 1S8

All cheques must be payable to: Vaughan in Motion

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THANK YOUR DONORS & PARTICIPANTS

It's important to send a thank you note to your participants, sponsors and donors. Every donation counts.

IN SUPPORT OF



STANDARDS AND GUIDELINES

It's the event organizer's responsibility to communicate to sponsors, participants and the general public that Vaughan in Motion is the beneficiary of your event and is not conducting your event. Please be advised that Vaughan In Motion will not assume any legal or financial liability at a third-party event nor is it responsible for any damage, accidents to persons or property.

USE OF VAUGHAN IN MOTION LOGO

Once you've registered your event with us, we're happy to supply you with our logo as well as guidelines for its use. Vaughan In Motion must approve all promotional materials that host our logo and brand.

HOW VAUGHAN IN MOTION

CAN SUPPORT YOU

WE CAN DELIVER:

- A staff member to answer questions and help with fundraising and planning ideas
- Fundraising tools (solicitation letter, letter of support, donation forms and online fundraising pages)
- Communications support (Vaughan in Motion printable poster PDF, pull up banner and key messages)
- Promotional support (through our social media channels)
- Post-event support (thank you letter for event supporters and donors)
- A Vaughan In Motion representative (including staff or volunteers) will do their best to attend your event
- Issuing of tax receipts as outlined by Canada Revenue Agency guidelines.

THE EXTRAS:

Your responsibilities include:

- Funding (including purchase of tables, tickets or sponsorships) or reimbursement for event expenses
- Application for gaming licenses i.e. bingos or raffles
- Contacting the media
- Sourcing your distribution list (Vaughan In Motion does not share or provide our list of donors or media contacts)
- Securing prizes, auction items or awards



TAX RECEIPTING GUIDELINES

As a registered charitable organization, Vaughan In Motion must follow all Canada Revenue Agency (CRA) rules and regulations. As an event organizer, it's your responsibility to communicate tax receipting policies to the participants of your event. For more information on the latest rules and regulations for hosting a fundraising event, visit the CRA website: canada.ca/en/revenue-agency.html.



Tax receipting can be issued for community fundraising events for donations of \$50 and over if:

- A benefit hasn't been received for the value of the donation (benefits could include: food, alcohol, entertainment, auction, parking, etc.)
- Vaughan In Motion receives a statement showing all revenue and expenses from the community event
- Funds and a complete list of donor names, addresses and donation amounts are received within 60 days of the event
- Funds are received by December 31 in the same calendar year that the event was held

Vaughan In Motion can't issue tax receipts for:

- Purchase of admission tickets or green fees
- Purchase of an auction or draw item
- In-Kind goods and services donated to an event
- Sponsorship, when a tangible benefit of advertising and promotion is being received in return for payment

SOCIAL MEDIA GUIDE



FACEBOOK
[@VaughanInMotionCA](https://www.facebook.com/VaughanInMotionCA)

- "Like" the Vaughan In Motion page at <https://www.facebook.com/VaughanInMotionCA>
- When you reference Vaughan In Motion in your Facebook posts type @VaughanInMotionCA so we can also share your posts on our Facebook stories
- When uploading images and videos of your event, be sure to tag @VaughanInMotionCA



INSTAGRAM
[@vaughaninmotion](https://www.instagram.com/vaughaninmotion)

- Follow us @vaughaninmotion
- In your posts or stories, include @vaughaninmotion or #vaughaninmotion
- If you're using a unique hashtag, please let us know



LINKEDIN
[@VaughanInMotion](https://www.linkedin.com/company/VaughanInMotion)

- Follow us @VaughanInMotion or at <https://www.linkedin.com/company/vaughan-in-motion-to-cure-cancer/>
- When uploading images and videos of your event, be sure to tag @VaughanInMotion

READY. SET. PLAN!



QUESTIONS? NEED HELP?

We're always here to support you.

Peter Badali
President & Co-Founder
Vaughan In Motion

E vaughaninmotion@yahoo.com

vaughaninmotion.ca