



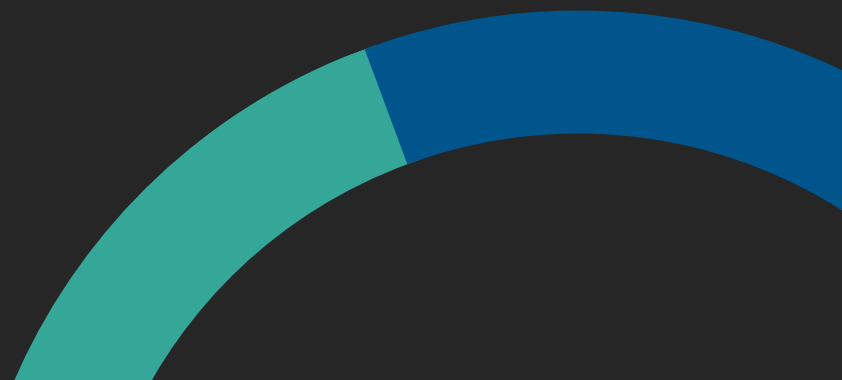
Fundraising for Toronto Cat Rescue

A guide to making your event successful



Who We Are

TCR is a non-profit, registered charity with all donations going directly to help cats in need. Unfortunately our expenses are more than the resources we currently have. As a result we require your assistance to help raise funds needed to support the cats you would like to help. Our mission is to rescue and find homes for abandoned, sick or injured cats from situations of abuse, neglect or imminent euthanasia. Our vision is for Toronto to be a city in which no adoptable cat is killed and rescue organizations such as Toronto Cat Rescue are no longer needed.



Contact Information



Toronto Cat Rescue:

416-538-8592

info@torontocatrescue.ca

Registered charity #:

7208-84691-RR-0001

Fundraising Support:

Third Party Fundraising Coordinator

fundraising@torontocatrescue.ca



Event Ideas



Community Fundraisers:

Garage sales, yard sales, bake sales, candle parties, BBQ's, car washes, school events, and lemonade stands, any of these can be turned into a fundraiser. Invite coworkers, classmates, friends and neighbours to participate and contribute to your event. Incorporating kids can help teach them philanthropy and compassion.

A-Thons:

Walk, hike, bowl, and skate-a-thons, marathons are all a great way to bring people together. Raise money by having your friends and colleagues sponsor TCR when you participate in these events. Online fundraising pages are a great resource to support these events.

Tournaments:

Do you play in a baseball, soccer or volleyball league? Golf or play poker? Why not organize a tournament to raise funds for TCR. Tournaments are a great way to raise funds and awareness.

Birthdays/Special Occasions:

A great idea is making charitable donations in lieu of wedding gifts or birthday presents. An online donation page is easily set up through CanadaHelps.

Workplace Campaigns:

Collect money from employees for Casual Fridays. See if your employer offers corporate matching programs where they may match charitable donations made by employees. Host a BBQ, bake sale, promotional draw, potluck lunch. Whatever idea you have run it by your employer to get them onboard for helping!

Other Great ideas:

Facebook pages, websites, email and Twitter campaigns. Art auctions, raffle tickets, prize packs and silent auctions. Craft and knitting clubs where crafts made are later sold. Fundraising parties, neighborhood campaigns, concerts, pub nights, comedy nights, and any other local events.

Event Planning Checklist

Planning an event can seem scary. Here are a few helpful tips to make your event successful

Things to consider:

- The type of event you are going to host ?
- Choose a convenient date
- Where will you host it ?
- What is your financial goal ?
- How will you raise money?
- How are you going to promote your event ?
- Do you need help?
- Does your event require any licenses? (Bingo, Raffle, Alcohol)

Create a budget:

- You will most likely incur expenses for your event. Creating a budget will help ensure your expenses are covered while raising funds for TCR.

Set a fundraising goal:

- Consider setting a fundraising goal. Having a goal allows donors to connect with our cause.

Post Event

Tell us about your event:

- Complete the event form at torontocatrescue.ca/donate/fundraise TCR is happy to provide resources and support to help you raise money.

Collecting Donations:

- Depending on the type of fundraiser you are planning, you can set up an online fundraiser page customized for your event. Remember to thank your participants, sponsors and donors.

Post-Event

- We want to hear about your event. Share your success and photos with us. Social media 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 TCR.



How We Can Support You

Make sure to let us know about your event through the event form. Whether you are just beginning or have it all figured out already, we are here to help you every step of the way.

A few of things we can provide you are:

- Dedicated fundraising coordinator to answer questions and provide fundraising and event planning support
- Promotional materials that show the impact of your fundraising efforts
- Assistance with online fundraising pages
- Proud Supporter logo and a public profile on our online event listing as well as social media listings



USE OF TCR PROUD SUPPORTER LOGO:

To use the official Proud Supporter logo you must register your event with TCR. TCR must approve all public facing materials that host our logo and brand.

Online Fundraising Page

Online fundraising at TCR is simple and can help you multiply donations. Using a CanadaHelps Fundraising Page allows you the ability to tell your fundraising story and keep track of your progress. Using email, social media and more you can share your page for celebrations, simple or team fundraisers with everyone you know bringing increased awareness and funds. Each time an online donation is received your supporters will automatically receive a tax receipt.



Rules and Regulations

STANDARDS & GUIDELINES

- It is the event organizer's responsibility to communicate to sponsors, participants and the general public that TCR is the beneficiary of the event and is not conducting your community event.
- All promotional materials created by the event organizer must be submitted and approved by TCR prior to being printed or released to public audiences.
- The event organizer is responsible for obtaining all necessary permits, licenses and insurance for their event.
- TCR will not assume any legal or financial liability at a third-party community event. TCR is not responsible for any damage, accidents to persons or property at such an event.

TCR CANNOT PROVIDE THE FOLLOWING:

- Funding or reimbursement for event expenses.
- Promotion or advertising of your event except in the online event listing.
- Guaranteed attendance of staff, volunteers or attendees at your event.
- Application for gaming licenses ie: bingos, raffles, liquor or insurance. Prizes, auction items or awards.
- Tax receipts for cash or in-kind goods that were not directly received by TCR.

Social Media Guide

Facebook:

- Like our Facebook page
- Upload and tag us in your pictures of your event

Instagram

- Follow us
- Tag us in your Instagram photos

Twitter

- Follow us
- Include us in your tweets so we can find them
- Use #Hashtags to track conversations