



WINhouse

Third Party Fundraising Handbook

community@winhouse.org





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Thank you for choosing to fundraise in support of WIN House.
The money raised at your event goes directly to funding our programs, services, and shelters in support of residents fleeing violence.

About WIN House

Our Mission:

WIN House exists to further non-violent relationships and environments for women and non-binary individuals with or without children.

Our Vision:

Women, non-binary individuals, and children are safe and free from abuse in their environments and relationships.

Our Values:

WIN House is people focused and forward-thinking, without exception.

The WIN House Impact

Across our three shelters, WIN House can accommodate up to 70 residents at any given time. In 2022-2023, our shelters supported 535 residents including 247 adults and 288 children who entered shelter with their guardians.

Shelters

Emergency Shelters: Our two Emergency Shelters provide a crisis response to those who need a place to stay. Residents can stay up to 30 days.

WIN 1

WIN 2

Second-Stage Shelter: Our one Second-Stage Shelter provides long-term support to those who have precarious immigration status or those who are survivors of sex trafficking. Residents can stay up to 2 years.

WIN 3

Event Checklist

1. Gather a Team

- ✓ Read through this fundraising package and determine the type of event you would like to plan.
- ✓ Determine how many people you will need to ensure you run a successful event.
- ✓ Bring your friends, family, and co-workers together and assign roles to take advantage of their strengths in planning your fundraiser.

2. Create a Plan

- ✓ Choose a method of fundraising (i.e. registration fees, online, in person, etc.). Be sure to familiarize yourself with tax receipting guidelines!
- ✓ Set a date, time, and location.
- ✓ Create a budget.
- ✓ Outline a detailed list of tasks.
- ✓ Set a realistic fundraising goal.
- ✓ Consider any entertainment you may need.
- ✓ If relevant, apply for Licenses via AGLC or the City of Edmonton.

3. Get in Touch

- ✓ Submit your Fundraising Agreement Application Form for approval at least 3-6 weeks prior to your event.

5. Promote Your Event

- ✓ Ask about our branding guidelines and request approval for any items that use the WIN House logo,
- ✓ Promote your event through posters, social media, and word of mouth. Be sure to tag us on social media @winhouseshelter!
- ✓ Contact potential event sponsors/donors to solicit cash donations, prizes, auction items etc.

- ✓ Consider writing a media advisory and distributing it to the appropriate media.
- ✓ Sent out invitations and be sure to let your network know exactly how and where to support you.

6. Track Your Contributions

- ✓ Use the WIN House Donor Form to track information for those requiring tax receipts for donations over \$20.00.
- ✓ Fill out the WIN House Event Reconciliation Form.

7. Share Your Successes

- ✓ Thank your donors, volunteers, and attendees.
- ✓ Compile your Donor Forms, Event Reconciliation Form and any money collected, ensure you send it to WIN House within 30 days of the event.
- ✓ Schedule a cheque presentation!

Tips For Success

Get in the Know

People are more likely to donate or volunteer to help if you can clearly articulate why WIN House is important and why you need their support. Visit our website to learn more.

Know your Audience

Who are you trying to attract to your event? Tailoring the size of your event to the size of your potential audience helps you narrow options for suitable events and venues and will give you a better idea of how much advance planning and promotion will be required.

Set Realistic Goals

Setting a realistic fundraising goal helps motivate your team members and gives your supporters something to work towards. This often encourages them to be more generous to ensure you achieve your goal.

Don't Overcommit Yourself

Give yourself enough time and enlist adequate help to ensure all the elements of your event can be completed successfully. You might consider starting with a small event and, as you gain more experience, work your way up to organizing larger events.

Have a Back-Up Plan

Make sure you have a contingency plan, especially if your event is dependent on unpredictable factors like the weather. Setting a rain date or arranging an indoor venue as a backup may take a bit of extra planning up front but it will help ensure that the results of your hard work aren't limited by factors you can't control.

Timing is Everything

The timing of your event often determines how successful it will be. Check out whether there are competing events on the day or time you have chosen. To give your event special relevance, schedule its theme to coincide with special days.

Event Guidelines

Consent

All planned events are subject to approval by WIN House. This is to ensure the theme and nature of the event is consistent with our vision and mission. A Third Party Fundraising Agreement Form must also be submitted for approval. Your application must be approved by us before holding or publicizing your event. Please allow at least two weeks' notice for final approval of your proposal.

Logo Usage

WIN House must approve the use of its logo on all marketing collateral. Our logo and other assets are available to download here. These must not be altered in any way.

Promoting Your Event

We encourage you to promote your event as much as possible using both digital and printed materials. If you decide to design promotional materials, be sure to send to WIN House for approval prior to distribution. Please note that all promotional material must state that your event is “in support” of WIN House and not an official WIN House event.

Insurance and Licenses

If you’re holding your event on public property, you might require public liability insurance. Be sure to check with your event venue or municipality to make sure you’re covered. Please note that all event expenses (e.g. insurance, license fees, overhead costs, transportation, etc.) are the sole responsibility of the third party organizer, and not of WIN House.

Sponsorship

Please provide WIN House with a list of any corporate sponsors of the event, including a description of their contribution and the value. WIN House will have final

approval of sponsors. Please note that WIN House will not solicit sponsors on your behalf, nor will we provide contacts for sponsorships.

WIN House Representatives

Dependent upon staff resources, WIN House may be able to provide volunteers or staff on-site to accept donations. To request a representative, please ensure you outline this in the “Third-Party Fundraising Application” at least 3–6 weeks prior to your event. All other staffing or volunteer requirements are your responsibility as the event organizer.

Tax Receipting

WIN House is able to issue tax receipts for donations of \$20 or more. Our tax receipting policies are governed by the Canada Revenue Agency. WIN House policies must be followed when issuing tax receipts, in accordance with the CRA. Tax receipts must be pre-approved by WIN House.

What is required to issue a charitable tax receipt?

- 1. Transfer of Property:** For cash and non-cash gifts (e.g. in-kind), the Alberta Cancer Foundation must receive property before a receipt can be issued.
**For non-cash gifts, the item must be in new condition and a receipt must be provided*
- 2. Eligible Amount:** To issue a charitable tax receipt, there must not be any advantages to the donor. No benefit of any kind may be provided to the donor as a result of a gift. This means no charitable tax receipts are issued for sponsorships, registration fees and the purchase of auction items or merchandise.
- 3. Voluntary Donation:** The gift must be made voluntarily.
- 4. True Donor:** A registered charity can only issue an official donation receipt to the individual or organization that made the gift (the true donor), not the person who submits the funds. Name and address of the true donor must be provided in order to issue a receipt. An individual donation is required to give their home address and organizational donations need to provide their business address.

Important note: We must receive all donations prior to December 31st for the donors to your event to receive their tax receipt in the same calendar year.

Raffle Licensing

WIN House will only provide raffle licenses for events raising \$5000 and up.

According to Alberta Gaming, Liquor and Cannabis (AGLC), a raffle is a lottery event in which the random draw of purchased tickets leads to prizes being awarded.

If the following three elements are present, a raffle license is required:

- 1. Consideration:** Tickets are sold
- 2. Chance:** Random chance to win
- 3. Prize:** Prizes are awarded

If any of the three elements is not present, the event may not require a license:

For example, if a skill is involved rather than chance such as a Silent Auction, Jelly bean counting contest, or hole in one. A knowledge-based or skill testing question will not require a license. (i.e. $5 + 3 \times 8 = \underline{\hspace{2cm}}$)

Third Party Event Support

WIN House is grateful for your generosity in raising funds and awareness to support women and non-binary individuals with or without children as they flee violence. To best support your event and effectively utilize our resources, we have provided the following benefits based on your level of fundraising.

Up to \$1000	<ul style="list-style-type: none">○ One-on-one support from an event lead who will provide expertise on CRA guidelines for tax receipting and to assist you with ideas.○ Letter of Endorsement: to support fundraising efforts when asking for donations or sponsorship.○ Fundraising Event Tool Kit: includes templates for pledge forms, donation forms, and logo use, and marketing materials for your event.○ Cheque presentation.○ Social media support including the sharing of your Instagram content to promote the event on our stories.
Up to \$5000	<ul style="list-style-type: none">○ Items listed above.○ Recognition in our Community Impact Report.○ If resources are available, WIN House will help promote and recruit volunteer positions.○ WIN House will send personalized stewardship reports to the event organizer outlining the impact your event has made for our residents.○ Onsite WIN House staff or virtual video to provide words of thanks.○ Event listing in WIN House event calendar on our website.○ Scheduled pre-event and post-event social media posts.
\$5000 And Up	<ul style="list-style-type: none">○ Items listed above.○ WIN House can send thank you cards/letters to your event sponsors, speakers, committee members, and top fundraisers.○ We will apply for a gaming license for your raffle or 50/50.○ In-person or video conference to debrief the event and discuss opportunities for improvement for next year's event.○ Scheduled day-of event social media post.○ Thank you feature in bi-monthly newsletter.

Looking for support in other ways? Ask us!

FAQ

How do I track pledges or donations offline?

We will provide sample pledge sheets or general donation forms in the Event Toolkit. Once you submit these forms with all cheques (payable to WIN House) and cash donations, your donors will receive a tax receipt in the mail. Please advise donors to list the event name in the memo line in paying by cheque. If you intend to offer tax receipts, this must be PRE-APPROVED by WIN House.

Can WIN House help cover costs associated with my event?

WIN House is unable to provide any financial assistance for the event, please note that donations cannot be used to cover costs. To help cover your expenses consider implementing a registration/ticket fee, finding sponsors to cover portions of your event, selling items such as t-shirts, or hosting a silent auction.

*Hint: to secure sponsorships, contact local businesses and individuals. Many times, vendors will provide discounted rates upon hearing about the cause. You can then promote your sponsors!

How can I recognize contribution and donors?

You can have signs at your event, have logos on print materials noted as a sponsor, make announcements during the event, post shout outs and/or comments on social media, or send a handwritten note/thank you card.

How do I apply for licensing?

Visit the Alberta Gaming and Liquor Commission website [here](#).

Who do I address the cheque to and mail the donations to?

All cheques must be made out to WIN House. Donations can be also made online here or in person at our Edmonton office. Please have your event name referenced in the memo line of each cheque. Cheques should be mailed to:

WIN House
PO Box 20088 RPO Beverly
Edmonton, AB T5W 5E6

**Please do not mail cash*

Toolkit

Event Reconciliation Form

Donor Forms

Third Party Fundraising Agreement

Third Party Event Guideline

Logos

Fundraising Ideas

Art Sales

This one can be geared towards families or adults. For a younger audience, have students create works of art and invite parents and friends to buy back their pieces. Alternatively, invite local community members to sell their art with a portion of the proceeds going towards your fundraiser. Light refreshments and snacks will help to elevate the event!

Bake Sales

One of the most popular fundraisers, bake sales require minimal labor and planning. Ask for items to be wrapped attractively so they can be given as gifts. An alternative to this is to take orders for baked goods!

Barbeque

Ask local businesses to donate the food to lower the cost or buy buns and meat in bulk and/or on sale. Hold a barbecue at a community event or on its own — complete with complimentary drinks and snacks.

Bingo

Charge an entry fee and then split the money you raise in half- give one half to the Bingo winner, and the other half can go towards your event fundraising total. You can even ask the winner to donate their earnings to your fundraising total for a charitable tax receipt.

Book Sale

Ask friends to donate used books to sell from \$1 to \$5, depending on the title and condition.

Bottle Drive

Let people in your neighbourhood know that you will be coming around to collect empty bottles the day after New Year's Eve, Saint Patrick's Day, etc. Collect the bottles and turn them in to the bottle depot.

Car Wash

Car washes are easy to plan — you just need to find volunteers and space. Host a barbecue to complement your car wash.

Dinner

Host a theme dinner. Get a hall donated and have each member of your team prepare part of the meal. Sell tickets and get some entertainment donated.

Goodie Basket Silent Auction

Have someone pick a theme for a gift basket and encourage friends/family to donate an item for the basket. Supply paper and pen at each basket so each guest can bid. Highest bidders buy the baskets.

Live/Silent Auction

The most important aspect of an auction is the ability to secure donated items. An auction can be done on its own or in conjunction with another event. It's always a good idea to serve food and refreshments during the event.

Pub Night

Contact a local band and a local pub to host a pub night.

Sports Tournament

Raise money through team registration, sponsorship, auctions, and a barbecue.

Thank you for choosing to support WIN House.



WINhouse

Contact Us

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Email: community@winhouse.org
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General

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