



WINhouse

Third Party Fundraising Handbook

events@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 2023-2024, our shelters supported 398 residents including 188 adults and 210 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. Determine Personnel Needs

- ✓ Review this fundraising package and decide on the type of event you would like to plan.
- ✓ Assess the number of individuals needed for a successful event.
- ✓ Bring together friends, family, and co-workers, assigning roles based on their strengths to optimize your fundraiser planning.

2. Create a Comprehensive Plan

- ✓ Choose a fundraising method (e.g., registration fees, online, in-person) and acquaint yourself with tax receipting guidelines.
- ✓ Set a date, time, and location for the event.
- ✓ Develop a budget.
- ✓ Compile a detailed task list.
- ✓ Establish a realistic fundraising goal.
- ✓ Consider any necessary entertainment.
- ✓ If applicable, apply for licenses through AGLC or the City of Edmonton.

3. Get in Touch Early

- ✓ Submit your Fundraising Agreement Application Form for approval at least three to six weeks before the event.

4. Promote Your Event

- ✓ Familiarize yourself with our branding guidelines and obtain approval for any items featuring the WIN House logo.
- ✓ Promote your event using posters, social media, and word of mouth. Tag us on social media @winhouseshelter.
- ✓ Reach out to potential event sponsors/donors to solicit cash donations, prizes, auction items, etc.
- ✓ Consider drafting a media advisory and distributing it to the relevant media outlets.
- ✓ Distribute invitations and ensure your network is informed about how and where to offer their support.

5. Track Your Contributions

- ✓ Utilize the WIN House Donor Form to record information for individuals requiring tax receipts for donations exceeding \$20.00.
- ✓ Complete the WIN House Event Reconciliation Form.

These are included in the Toolkit.

6. Share Your Successes

- ✓ Express gratitude to your donors, volunteers, and attendees.
- ✓ Consolidate your Donor Forms, Event Reconciliation Form, and any collected funds; and submit them to WIN House within 30 days of the event.
- ✓ Schedule a cheque presentation to commemorate your fundraising success.

Tips For Success

Get in the Know

Clearly articulate why WIN House is important and why support is needed when seeking donations or volunteers. Visit our website for more information. <https://www.winhouse.org/>.

Know Your Audience

Tailor the size of events to a potential audience, to help narrow down suitable events and venues. This approach provides a better understanding of planning needs and promotion efforts.

Set Realistic Goals

Motivate team members by setting realistic fundraising goals. This not only gives supporters a clear target but also encourages generosity.

Don't Overcommit Yourself

Allocate sufficient time and enlist adequate help to ensure the successful completion of all event elements. Starting small and increasing in size in subsequent years as you gain experience can be a smart approach.

Have a Back-Up Plan

Develop a contingency plan, especially for events dependent on unpredictable factors like weather. Planning for a rain date or securing an indoor venue as a backup may require extra effort initially but ensures that your hard work isn't limited by uncontrollable factors.

Timing is Everything

Consider the timing of your event, as it often influences its success. Check for competing events on your chosen day or time. To enhance your event's relevance, align its theme with special days or occasions.

Event Guidelines

Consent

All planned events must receive approval from WIN House to ensure alignment with our vision and mission. Submission of a Third-Party Fundraising Agreement Form is required for approval. Your application must be endorsed by us before hosting or promoting the event. Please allow at least two weeks for the final approval of your proposal.

Logo Usage

Approval from WIN House is necessary for using our logo on all marketing collateral. Our logo should not be altered in any way.

Promoting Your Event

We encourage extensive promotion of your event through both digital and printed materials. Should you design promotional materials, ensure they are submitted to WIN House for approval before distribution. All promotional material must state that the event is “In Support Of” WIN House and not an official WIN House event.

Insurance and Licenses

Events on public property, may require public liability insurance. Confirm coverage requirements with your venue or municipality. 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 corporate sponsors, including information about their contributions. Approval of sponsors is managed by WIN House. It is important to note that WIN House does not solicit third party sponsors or provide contacts for sponsorship opportunities.

WIN House Representatives

Depending on staff availability, WIN House may arrange for volunteers or staff to be present on-site to accept donations. If a representative is required, please specify this in the "Third-Party Fundraising Application" at least two to three weeks before the event. All other staffing or volunteer needs are the responsibility of the event organizer.

TAX RECEIPTING

WIN House can provide tax receipts for donations of \$20 or more, following the guidelines set forth by the Canada Revenue Agency (CRA). To ensure compliance, all tax receipting procedures must align with WIN House policies and receive prior approval from our team.

What is required to issue a charitable tax receipt?

Transfer of Property:

For both cash and non-cash gifts (e.g., in-kind), WIN House requires receipt of the property before issuing a receipt.

Non-cash gifts must be in new condition, and a receipt must be provided.

Eligible Amount:

Charitable tax receipts can only be issued when there are no advantages provided to the donor. This means that no benefits, such as sponsorships, registration fees, or the purchase of auction items or merchandise, can be provided to the donor.

Voluntary Donation:

The gift must be made voluntarily.

True Donor:

An official donation receipt can only be issued to the individual or organization that made the gift (the true donor), not the person submitting the funds.

To issue a receipt, the name and address of the true donor must be provided. Individuals making donations need to provide their home address, and organizations must provide their business address.

Important note: All donations must be received before December 31st for the donors to your event to receive their tax receipt in the same calendar year.

Raffle Licensing

WIN House will only issue raffle licenses for events aiming to raise \$5000 and more.

As defined by Alberta Gaming, Liquor and Cannabis (AGLC), a raffle is a lottery event where the random draw of purchased tickets determines the awarding of prizes.

A raffle license is required if the following three elements are present:

1. Consideration: Tickets are sold.
2. Chance: There is a random draw to determine the winners.
3. Prize: Prizes are awarded.

If any of these three elements are not present, the event may not require a license. For example, events involving skill rather than chance, such as a Silent Auction, Jellybean Counting Contest, or Hole-in-One, may not need a license. Additionally, knowledge-based or skill-testing questions, like solving a mathematical equation (e.g., $5 + 3 \times 8 = \underline{\quad}$), do not require a license.

Third Party Event Support

WIN House appreciates all generous efforts in raising funds and awareness to support our mission. We are pleased to provide these benefits based on fundraising levels.

Up to
\$1000

One-on-One Guidance:

Receive support from an event lead who will provide support on CRA guidelines.

Letter of Endorsement:

Obtain an official Letter of Endorsement from WIN House to reinforce your fundraising efforts when soliciting donations or seeking sponsorship.

Fundraising Event Tool Kit:

Access a comprehensive Fundraising Event Tool Kit, which includes templates for pledge forms, donation forms, and logo usage, along with marketing materials.

Cheque Presentation:

Provide a symbolic acknowledgment of your fundraising achievements.

Social Media Support:

Includes sharing your Instagram content on our stories to actively promote your event.

Up to
\$5000

Items listed above.

Recognition in our Community Impact Report (CIR):

Acknowledgment in our CIR, showcasing your commitment to supporting WIN House.

Volunteer Recruitment Support:

If resources allow, WIN House will assist in recruiting volunteer positions for your event.

Personalized Stewardship Reports:

Receive personalized stewardship reports outlining the specific impact your event has made for the residents of WIN House.

Onsite or Virtual Appreciation:

Onsite WIN House staff presence or a virtual video expressing words of thanks.

Event Listing on WIN House Calendar:

Listing on the WIN House event calendar on our website, increasing visibility.

Scheduled Social Media Posts:

Pre-event and post-event posts promoting and recognizing your fundraising efforts.

\$5000

And Up

Items listed above.

Thank You Cards/Letters:

WIN House is pleased to send thank-you cards or letters to your event sponsors, speakers, committee members, and top fundraisers.

Gaming License Assistance:

We will assist in the application for a gaming license for your raffle or 50/50 draw.

Post-Event Debriefing:

An in-person or video conference for a thorough debrief and evaluation of the event. T

Day-of Event Social Media Post:

Day-of event social media post, highlighting the event.

Thank You Feature in Newsletter:

Enjoy a special thank-you feature in our bi-monthly newsletter, acknowledging your event's impact and recognizing the efforts of everyone involved.

Looking to support in other ways? Ask us!

FAQs

How do I track pledges or donations offline?

WIN House provides sample pledge sheets or general donation forms in the Event Toolkit. Once these are submitted, along with cheques (payable to WIN House) and cash donations, donors will receive a tax receipt by mail. Please advise donors to list the event name in the memo line when paying by cheque.

Can WIN House help cover costs associated with my event?

Regrettably, WIN House is unable to provide financial assistance for events, and donations cannot be used to cover costs. To offset expenses, consider implementing a registration or ticket fee, seeking sponsors to cover aspects of the event, selling items such as t-shirts, or organizing a silent auction. Consider sponsorship by reaching out to local businesses and individuals, as vendors often provide discounted rates when supporting charitable causes.

How can I recognize contributions and donors?

There are several options to recognize contributions and donors. Consider displaying signs at the event, incorporating sponsor logos on printed materials, making announcements during the event, sharing shoutouts and comments on social media, or sending handwritten notes or thank-you cards.

How do I apply for licensing?

Visit the Alberta Gaming and Liquor Commission website <https://aglc.ca/gaming/licences> for information on applying for licensing.

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

All cheques must be made out to WIN House. Donations can also be made online <https://interland3.donorperfect.net/weblink/weblink.aspx?name=E361740QE&id=4> or in person at our Edmonton office. Please include your event name 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.

Fundraising Ideas

Art Sales

This fundraising option can be customized for families or adults. To engage a younger audience, involve students in creating works of art and invite parents and friends to purchase their pieces. Alternatively, engage local community members to sell their art, with a portion of the proceeds contributing to your fundraiser. Enhance the event with light refreshments and snacks.

Bake Sales

Bake sales are widely recognized as one of the most popular fundraising activities due to their simplicity in labor and planning. Encourage participants to present their items attractively for gifting. Alternatively, consider taking orders for baked goods as another effective approach.

Barbecue

Minimize costs by asking local businesses to donate food or purchasing buns and meat in bulk or on sale. Host a barbecue at a community event or as a standalone event, complete with complimentary drinks and snacks.

Bingo

Charge an entry fee and divide the funds equally: allocate one half to the Bingo winner and add the other half to your event fundraising total. You can even invite the winner to donate their earnings for a charitable tax receipt.

Book Sale

Ask friends to donate used books for sale, with prices ranging from \$1 to \$5, depending on the title and condition.

Bottle Drive

Inform your neighborhood that you will be collecting empty bottles after events like New Year's Eve or Saint Patrick's Day. Collect the bottles and turn them in at the bottle depot.

Car Wash

Simple to organize, car washes require volunteers and space. Consider adding a barbecue alongside your car wash for added enjoyment.

Dinner

Host a themed dinner in a donated hall, with each team member contributing to the meal. Sell tickets and secure donated entertainment.

Goodie Basket Silent Auction

Select a theme for a gift basket and encourage friends/family to donate items. Supply paper and pen at each basket for guests to bid, with the highest bidders purchasing the baskets.

Live/Silent Auction

Securing donated items is crucial for an auction, which can be a standalone event or combined with another. Consider serving food and refreshments during the auction.

Pub Night

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

Sports Tournament

Raise funds through team registration, sponsorships, auctions, and a barbecue.

**Thank you for choosing to
support WIN House.**



WINhouse

Contact Us

Email: events@winhouse.org

Office Phone: 780-471-6709

General

Website: winhouse.org

Mailing Address: PO Box 20088 RPO Beverly,
Edmonton AB T5W 5E6