

FUNDRAISING TOOLKIT

For Community Events





Thank you for being a Difference Maker!

Thank you for fundraising for the Rick Hansen Foundation! We are deeply grateful for your commitment to creating an inclusive and accessible Canada. By 2036 it's estimated that 1 in 5 Canadians will have one or more disabilities. Your fundraising event today will help millions now and in the future. Thank you!

About the Rick Hansen Foundation

In March 1985, Rick Hansen set out on the Man in Motion World Tour which set the stage for his life's work – a journey that opened the eyes of the world to the potential of people with disabilities. The Rick Hansen Foundation (RHF) was established as a Canadian registered charity in 1988 dedicated to Rick's life-long goal of creating an inclusive world where people with disabilities are living to their full potential.

The Foundation fulfills this vision by developing programs and initiatives that raise awareness, change attitudes and remove physical barriers for people with disabilities in the places where we work, live, learn and play.

The results are tangible:

- Canada's first standardized accessibility audit and ratings program
- An accessibility auditor training program
- Partnering with government, business, educational institutions, and the public to find solutions for removing physical barriers in the built environment
- Partnering on accessibility grant programs to help non-profits, churches, businesses and other groups improve accessibility for the public
- Improved medical treatment for those with spinal cord and related injuries.



For more information about the Rick Hansen Foundation please visit us at www.rickhansen.com.

Hosting Your Own Community Fundraising Event

This fundraising handbook will help you plan a successful fundraising event. Inside you'll find everything you need including event ideas, fundraising tips, how to sign up for online fundraising, how to promote your event and much more!

Your fundraiser can be a personal fundraiser, a one-day event or an ongoing campaign – it's up to you... the possibilities are endless!

Once you've reviewed this handbook and decided how you would like to fundraise, the next steps are:

- Complete the RHF Event Registration form found on the our web site and email to fundraising@rickhansen.com for the Community Giving team to review and approve.
- Once approved, sign-up online, either as an individual or as a fundraising event.
- Set a fundraising goal.
- Review our Fundraising Tips to help make your fundraiser a success
- Have fun!



We're here to help! If you have questions or suggestion, call us via our Toll Free line 1-800-213-2131 and press 3 or email fundraising@rickhansen.com.



Planning Your Event

1 Develop an Event Plan

Brainstorm an idea. “Anything is possible” (to quote Rick Hansen) with a little imagination! Below are some suggestions that have worked for others in the past:

- Car washes
- Bake sales
- ‘a-thons’ (spin-a-thon, wheel-a-thon, walk-a-thon etc.)
- Yard Sales
- Tournaments
- BBQs
- Fitness challenges
- Galas
- Golf Tournaments
- Triathlon or marathon



Include the following in your plan:

- Date and time
- Venue
- Volunteers
- Participants or attendees
- Promotion in your community
- Fundraising goal
- Licenses
- Insurance
- Timeline
- Budget

2 Register to Fundraise Online

After receiving your event approval from the Community Giving team, sign up to fundraise online as an individual or event host by visiting www.rickhansen.com/fundraise. Including the option of fundraising online makes it easier for people to get updates and make a donation.

3 Finalize Your Event Details

Venue

Find a venue that would be appropriate for your event based on the number of people attending, the audience interests and ages, and of course the overall vision for your event.

Please note: all Rick Hansen Foundation fundraising activities should be inclusive and accessible to all participants and attendees. Here are general accessibility considerations for comfort, safety and dignity:

- Does your invitation include a section where attendees or participants can you let you know about specific disabilities and what they need in terms of accommodations?
- Can the event and venue accommodate service dogs?
- Is the venue accessible by public transit?
- For parking and drop off/loading zones, are there designated, wider parking stalls, close to the entrance of the main activity area and an area clearly marked for “passenger drop off/loading only”?
- Are the surfaces for major traffic flow hard, smooth, non-slip, level and clear of debris?
- Is signage clear and visible throughout the site? Do important signs include Braille?
- Are pathways clear of all hazards?
- Are the aisles at a dinner or reception wide enough to accommodate wheelchairs, scooters and walkers?
- Are some tables able to accommodate wheelchairs? Are other tables higher to accommodate those who can stand but not sit for long period of times?
- Are ramps being used for curbs, stairs and any areas where there is a lip or sharp rise? Are they safe? (Please also consider ramps for outdoor washrooms as well as first aid stations, stages and seating/viewing areas).
- Are the washrooms easy to get to and accessible?

- Will an interpreter be available for those who are deaf or hard of hearing?
- Are menus, guides, and programs written in large font for those with vision challenges?

Raising Funds

Set a fundraising target that you feel is attainable. Keep your event expenses as low as possible and where possible, ask individuals and/or local companies to donate supplies/ services or offer discounts for your event needs. Expenses should not exceed 20% of funds raised (e.g. for every dollar you raise, roughly twenty cents or under is appropriate to spend).

If you require a letter of endorsement for your sponsors, please contact us.

In addition to your main event, there are a number of other opportunities you can consider when holding your fundraiser to help generate additional dollars:

- Auctions – silent or live
- Ticket sales
- Partial proceeds from food and beverage sales*
- Sponsorships
- Raffles, bingo or 50/50 draws*
- Pledge-based activities (e.g. head-shave)



** Certain gaming and/or food & beverage service licenses may require provincial licenses (gaming) or food safety and food & beverage licensing (provincial and/or municipal). Please research this well in advance of your event to determine if you need any licenses and how long it will take to get them. Doing this work ahead of time will ensure you have all necessary permits, licenses and insurance in time for your event.*

Please note – the Rick Hansen Foundation **does not** approve of the following types of fundraising:

- Programs that involve a professional fundraiser, telemarketing, and/or an agreement to raise funds on a commission, bonus or percentage basis (with the exception of cause-related marketing programs developed with corporate partners)
- Events promoting the use of tobacco or alcohol
- Events involving promotion of a political party, candidate or appearing to endorse a political activity
- Directly soliciting funds door-to-door or through telemarketing (outside of close friends and family)

Recruiting Volunteers

Consider the various tasks required to make your event a success. Do you need helpers on the day, in advance, or even after the event to help organize and/or clean up? If so, consider recruiting volunteers to assist with your event – put out the call for volunteers to your friends and family, community message boards, local papers or perhaps simply through word of mouth. Make sure you provide your confirmed volunteers with an overview of their roles and responsibilities and, if applicable, any training required.

Recruiting Participants or Attendees

Write a list of people to invite – don't forget to include your friends, family, co-workers, neighbours, or whoever you think is appropriate for your event. Encourage them, if applicable, to spread the word and invite their friends, family, co-workers, and neighbours to increase attendance at the event. Communicate the call to action through email, social media, phone, community message boards, local papers, and of course, through word of mouth.

Sponsors

Securing sponsors is a great way to cover event costs while recognizing and promoting caring companies in your community. From the venue space, food supplies, or advertising and promotion, local businesses are great partners to have on board for your event and help to keep your overall costs down.



Promoting Your Event

There are a number of ways to promote your event in your community.

Social Media

Facebook

Create a Facebook page or a Facebook event with your fundraiser details. Remember to update your fundraiser details often as your event date gets closer.

Instagram

Capture your event as it unfolds! Photos help tell your story and can be a great way to raise awareness and encourage online donations from people who couldn't make it on event day.

Twitter

Tweet your event details and suggested ways your followers can be a part of the event. Let people know why you are doing the event and give progress updates to maintain interest.

Blog

Start a blog to share information on why you are doing the event and what the event is and share the link via email.

Local Community Media

If your event is open to the public, why not inform your local media about your fundraising initiative? Remember, when reaching out to the media, it's best to do the following:

- Be interesting and innovative to help get their attention.
- Be direct and concise – what key information do you want them to communicate on your behalf?
- Be clear about the “what, when, where, who and why.”

Please forward your draft press releases, draft media articles, and customized event materials, including event posters, ads etc. to us for review and approval prior to printing and distribution.

How Rick Hansen Foundation Can Support Your Event

- Online fundraising pages
- Background information on Rick Hansen and the Rick Hansen Foundation
- Donation forms for cheques and credit card donations
- 'in Support of' Rick Hansen Foundation logo for your event materials
- Rick Hansen Foundation social media promotion
- Event donation tracking form



Donations and Tax Receipting

Online donations made through your event online page are automatically receipted with digital donation receipts.

For other types of gifts, the Rick Hansen Foundation provides donation receipts in keeping with Canada Revenue Agency (CRA) guidelines. Please contact us at least four weeks prior to your event to find out if donations at your event are eligible for donation receipts and if you would like us to issue receipts. **Please note – tickets to fundraising events such as galas, dinners or golf tournaments usually don't qualify for donation receipts.**

The Foundation will issue donation receipts for eligible gifts of \$20.00 and up. If a donor makes a gift under \$20 and requires a donation receipt, please have them indicate this on the **Event Donation Form**. Eligible donations requiring a donation receipt must include the donor's full name, address, phone number, amount donated, and the payment type.

Please note – funds and donor information must be received by the Foundation before receipts are issued.

For donations not requiring a receipt, please collect all funds and write one cheque payable to the Rick Hansen Foundation for the total amount collected. **Please do not send cash.**

For more information about donation receipts, check out the Canada Revenue Agency website: www.canada.ca/charities-giving.

Event Day

This is it – the big day! The day when you bring the dream of a fully accessible Canada one step closer to a reality through your successful event! Remember that your efforts are helping to remove barriers for people with disabilities in the places where we work, live, learn and play. Thank you!

- 1 **Have fun!**
- 2 **Take pictures of your event to share with your attendees and with the Foundation.**
- 3 **Keep track of donors' names and contact information on the Event Donation Form.**

Post-event

Thank your event participants and attendees, your volunteers and sponsors by sending them an email or thank you card. Let them know how they helped to make the event a success.

Email or phone the Community Giving team with an update and provide photos! We'll thank you and your community on our RHF Facebook page!

Within 14 days of your event, send the Event Donation Tracking Form and the event proceeds to:

**Rick Hansen Foundation
ATTN: Community Giving
300-3820 Cessna Drive
Richmond, BC V7B 0A2**



Please do not send cash. For cash donations, please send one cheque made out to the Rick Hansen Foundation.

**Important note – after the event, event organizers must not retain any private donor information, including name, address, telephone number, donation amount, and payment information. Please send all records to the Rick Hansen Foundation.*

“I’ve learned that with the help of others, we all have the ability to accomplish great things. I am tremendously grateful to my friends and family – and to all Canadians – who have continued to support my journey.”

– Rick Hansen



Appendix — Fundraising Tips

- Familiarize yourself with the Rick Hansen Foundation (RHF) at www.rickhansen.com. Be prepared to answer any questions.
- Set a fundraising goal for yourself.
- Make a personal gift. People are encouraged to see that you are not only asking but that you are also giving.
- Share your personal story. Prepare a script which includes all your event details and why you are supporting (RHF).
- Sign up to fundraise online at www.rickhansen.com/Get-Involved/Fundraise.
- Personalize your online fundraising page to include your motivation for raising funds for the Rick Hansen Foundation, photos, and a call to action for support.
- Load up your address book. Include your co-workers, friends, family, team members, business associates and suppliers.
- Send in your cash/cheques if you are fundraising online and RHF will add these donations to your online fundraising total.
- Ask for a specific dollar amount.
- Ask, ask, ask!
- Connect with the Rick Hansen Foundation by calling 1-800-213-2131 or email fundraising@rickhansen.com, so we can promote your event online and help you in your fundraising efforts.
- Understand what payment options are available to the donor (cash, cheque, Visa & M/C).
- Encourage people to make a donation online through your online fundraising page as it is the easiest way to give and they will be issued an electronic tax receipt.
- Be prepared to answer the following payment questions:
 - Q. Will I receive a tax receipt?**

A. Yes – tax receipts will be issued for all donations of \$20.00 or more. If you give online, your tax receipt will be issued right away. Donations received by mail will be tax receipted within two weeks.
 - Q. Who do I make the cheques payable to?**

A. Rick Hansen Foundation

Q. Where do the funds go?

A. The funds raised will go towards spinal cord injury research, accessibility initiatives and quality of life programs for people living with a disability across Canada.

Q. Why are you fundraising for the Rick Hansen Foundation?

A. Be prepared to share your personal story on why you are fundraising.

- Ask a business, employer or co-workers to match the funds you raise or to donate a prize.
- Use social media to promote your event or personal fundraising page by using Facebook, LinkedIn or Twitter. Remember to post about your event on the Rick Hansen Facebook page.
- Tweet about your event using #RickHansenFdn.
- Connect with local media to get your event listed or promoted.
- Follow up on your asks and make it as easy as possible for donors to give.
- Thank your donors for their gift with a follow up email or phone call.
- Report back once your event or personal fundraising campaign is over. Share your success, remind your donors where the funds are going and thank them again for supporting your fundraising efforts.

Questions?

If you have questions or need additional information, please contact us at:

800-213-2131 (press 3)
fundraising@rickhansen.com



Rick Hansen Foundation

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