



fundraising

small actions. big change.



thank you

Thank you for choosing to give your time and talent towards hosting an event in support of CityKidz!

We know how busy life can get and we are so grateful that you are taking time to support programs and opportunities that give vulnerable children the chance to dream big, overcome barriers and break the cycle of poverty.

By choosing CityKidz, you are making an investment in incredible children and youth from Hamilton's low-income neighbourhoods. You are making a difference in their lives and the life of this city.

Thank you!



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fundraising guidelines

Before you get started with your amazing fundraising event there are a couple of things we would like you to know about fundraising on behalf of CityKidz. Please review the following fundraising guidelines before getting started.

1. CityKidz reputation in the community is important to us. We want to ensure that any independent event that uses our name has the same values and understands the importance of our reputation. CityKidz encourages fundraising events aligned with our mission to inspire big dreams for children living in low-income neighbourhoods. We do not want to be associated with events in conflict with our mission, vision and values.

2. You must obtain approval from CityKidz Marketing and Communications Department prior to holding your event. CityKidz reserves the right to withhold the use of our name and logo from any event, initiative, promotion, performance or presentation it deems inappropriate.

3. Any organization wishing to use the CityKidz name or logo on any materials, including advertising, must receive prior approval from CityKidz.

4. To build awareness and support for the CityKidz mission, we ask that all promotional materials your fundraising event clearly indicate that it is 'in support of CityKidz' to avoid confusion with official CityKidz events. **Please do not say your event is 'partnering with' or 'supported by' CityKidz.**

5. Taking commission, for any purpose, of funds raised as part of your fundraising event is prohibited.

6. Fundraiser organizers are responsible for meeting all municipal, provincial and federal standards, and must fulfill all legal authorizations, permits, licenses, precautions and/or general liability insurance required to organize the event. You are responsible to acquire and demonstrate proof of all licenses, insurance and permits.

7. The sponsoring organization agrees to handle all monetary transactions for the special event and to present the proceeds to CityKidz within 14 days of the event or as agreed in writing with CityKidz.

8. The event organizer will be responsible for all costs associated with the event and will handle all money until the official donation is submitted to CityKidz.

Event expenses must be deducted before sending proceeds to CityKidz. Event expenses must be less than 25% of the total amount raised. **CityKidz will not reimburse organizers for the purchase of goods for their event.**

9. If tax receipts are requested, the event organizer is responsible for collecting names, addresses, individual donation amounts and contact information of donors, and to mail these appropriate materials to CityKidz within 14 days. **CityKidz issues official income tax receipts in accordance with Canada Revenue Agency guidelines.**

10. Involvement of CityKidz' staff and volunteers will be at our discretion and based on availability, location and nature of the event.

11. The event organizer agrees to ensure that all materials borrowed are returned promptly and in the same condition they were received. The organizer agrees to accept responsibility for damage or loss of any materials borrowed from CityKidz.

12. Cheques should be made payable to: CityKidz Ministry.

13. CityKidz reserves the right to withdraw our name from your event at any time.

14. If your event is cancelled for any reason, please let CityKidz know as soon as possible.

tax receipting

CityKidz adheres to the Canada Revenue Agency Income Tax Act when issuing charitable tax receipts. Issuing inappropriate charitable tax receipts can put our charitable status in jeopardy.

CityKidz will provide tax receipts for:

- Direct personal or corporate donations over \$10
- In-kind donations where a fair market value is easily determined. (i.e. sports tickets)

CityKidz will not provide tax receipts for:

- Payment of basic fee for an event
- Gifts where the value or benefit of the donation cannot be determined
- Lottery or raffle tickets
- Gift certificates donated by the issuer or hotel accommodations
- Funds or gifts in-kind from another registered charity or non-profit
- Donations of services or loans of property



frequently asked questions

Will CityKidz help organize my event?

When possible, we will provide consultation and support. However, our priority is to focus our limited resources on our core programs and projects.

Will CityKidz help promote my event?

Yes, depending upon the nature of the event we can assist with event promotion through our website and social media platforms. All additional promotion is up to the event organizers. Any event publicity you create, including web content, press releases, and printed materials, should first be approved by CityKidz. Please forward all content for approval to communications@citykidz.ca

Is CityKidz able to support any of my event expenses?

No, CityKidz will not assist with expenses associated with third-party. It is the responsibility of the event organizers to create and manage a budget for all expenses.

Can CityKidz provide volunteers for my event?

Depending on the size and scope of the event, as well as availability, CityKidz may be able to provide volunteer or staff support and attend events. However, it is your responsibility to recruit, train and manage all volunteers.

Who is responsible for all liability and legal risks associated with my event?

CityKidz will not be responsible for any damage or accidents to any persons or property; we will not assume any legal or financial liability caused before, during or after the event. Depending upon the nature of the event, CityKidz may require the organizer to submit proof of general liability insurance in the amount of \$1,000,000 or such other amount which covers any damage or accidents to persons or property arising out of the third-party event.

How do I send the proceeds of my event to CityKidz?

Funds raised from your third-party event should be made payable and turned into CityKidz within 14 days (two weeks) of the event.

It is preferred that all funds raised are deposited into one account and a cumulative cheque is written to CityKidz Ministry. Cash funds should be turned into the agency as soon as possible in a sealed envelope, counted, with a count sheet detailing the funds included.

Can I use the CityKidz logo and how do I get it?

Yes. Please complete the appropriate check box on the Third Party Event Application Form and the logo will be emailed to you along with instructions for its use. Or, contact us by email at communications@citykidz.ca

Will I have access to CityKidz media contacts?

No. It is the event organizers' responsibility to promote their own event.

Can CityKidz provide print and promotional/display materials?

We can potentially provide PDF documents that can be printed at your expense. We may also be able to provide banners depending on their availability. Please email all requests for CityKidz materials to: communications@citykidz.ca at least ten days before your event.

If you wish to create visual and/or graphic design pieces (i.e. posters, web banners, flyers) but are unsure how to start, we recommend using canva.com. It's a free, online, easy-to-use graphic design tool. Canva has hundreds of free templates to create professional-looking designs using simple drag and drop features.

you're making a difference

While CityKidz is fortunate and grateful to receive funding from corporate, foundation and individual donors, we also rely on the generous support and creativity of people like you.

When you raise funds for CityKidz, we can continue delivering exciting, interactive, educational and inspiring shows to children; provide youth with meaningful mentorship; nurture supportive personal relationships; and recruit and train the volunteers who administer these life-changing programs.

You are welcome to direct the funds you raise towards a specific CityKidz program, or you can let us apply the funds where they are most needed. Either way, the money you raise will make a difference in the lives of Hamilton children and youth!

