



fundraising

small actions. big change.



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step-by-step guide to planning your fundraising event

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What follows is a step-by-step guide to help you plan a successful event. Every event is unique. Depending on the nature and complexity of your event, you may or may not need to use every step in this guide.

1. Choose your event idea

Pick one of the options listed below or come up with something new!

Auction
Battle of the Bands
Book Sale
Bowling Tournament
Car Wash
Craft sale
Donation in Lieu of Birthday

Gift Fashion Show
Flower Sale
Garage Sale
Golf Tournament
Run/Walk/Ride
Scavenger Hunt
Talent Show

Ticketed Event
Trivia Tournament
Wine Tasting
Work Event
Toy Drive

Ideas for Companies and Businesses

Matching gift challenge
(have your employer agree to match any donation made by their employees)

Spare change bucket
Donate one hour/one day's pay
Office Olympics
Donation with Purchase



2. Register your fundraiser with CityKidz

It's important to us that we know who is fundraising on our behalf so that we can help you be as successful as possible and so that we know how and where the CityKidz brand is being used.

Go to: <https://citykidz.ca/ways-to-give/fundraise/fundraise-application/> or call 905-544-3996 x 243 to get started.

3. Set Your Date, Time and Location and Create a Timeline and Budget

Depending on the type of event and where you choose to hold it, you may need to start planning, acquiring permits and booking your venue well in advance. Depending on the complexity of your event's logistics, consider creating a time line with notable deadlines, tasks and objectives to ensure all your pieces fall together on time.

Be sure to create and stick to a budget for any supplies you might need such as posters, permits, tickets etc. Please note that CityKidz will not reimburse you for any expenses you incur as part of your third party event.

4. Set a realistic fundraising goal

Having and advertising a set fundraising goal can help you to raise more funds as participants in your event seek to reach this goal. Be sure that your fundraising goal is realistic so that participants will feel capable and empowered to help you reach it.

5. Get the word out

Promote and share your event as widely as you can! Use social media, word of mouth and any other resources at your disposal to let people know what you are doing and how they can participate.

6. Fundraise!

There are many ways to collect donations. They can come from pledges, admission fees, silent auction bids or from selling goods or services.

7. Wrap it up

You're almost done! Your event was a tremendous success and now it is time to:

- Thank your donors, volunteers and fundraiser participants
- Update your online fundraising page with a success message
- Submit your funds to CityKidz



brand guidelines

CityKidz Logo

If you would like to use the CityKidz logo, 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

Please observe the following brand guidelines when using the CityKidz logo:

- Our logo clearly states CityKidz' name and it is important that our name is spelled consistently across all content: with a capital "C" and "K" and no space between "City" and "Kidz"
- DO NOT** use:
 - "City Kidz"
 - "CITYKIDZ"
 - "Citykidz"
 - "cityKidz"
 - "citykidz"
 - "City-Kidz"
 - "City Kids"
 or any other variation of our name.

Primary Colour

Black
C0 M0 Y0 K100
R35 G31 B32
Hex #231f20



Secondary Colour

Pantone 199 C
C7 M100 Y85 K1
R219 G0 B50
Hex #db0032



Printed

1 inch is the smallest the logo should be reduced to on printed items

city**i**kidz

← 1 inch →

Online

72 pixels wide on a standard vga screen

city**i**kidz

← 72 px →

***logo is also available in different variations for different coloured backgrounds.**

CityKidz Language

Talking About Child Poverty

People experiencing poverty often face harmful stereotypes and prejudices. We want our language to empower, respect and uplift, not reinforce negative stigmas.

Being 'poor' is not a character trait. People are more than their economic status. People have a history, talents, skills and interests. They have relationships and communities, strengths and weaknesses, dreams and aspirations.

When talking about our children, their families, communities and neighbourhoods, we at CityKidz wish to respect and celebrate their full dignity and humanity and we ask you to do the same.

Instead of these:

Poor children/families
Needy
Less-fortunate

Use these:

Low-income household
Experiencing poverty
Affected by poverty



CityKidz overview

About CityKidz

For over 25 years, CityKidz has nurtured relationships that matter and experiences that change lives. Children who attend CityKidz are more likely to stay in school, out of trouble and in pursuit of BIG dreams.

Mission

We exist to increase resiliency and inspire BIG dreams for Canadian children living in low-income communities by providing inspirational experiences and nurturing personal relationships, one child at a time.

Vision

Our BIG dream is that one day, in the not so distant future, we would see the end of child poverty in Canada and every child would have equal opportunity to thrive, to dream big and to reach their full potential.



Values

We are:

People of Faith

Our Christian faith compels us to respond to the needs of our children, focusing on those who experience the highest levels of adversity with the least amount of resources. As we respond to children's needs, we believe that God transforms lives in partnership with our actions.

A Community of Hope

We have a confident expectation that each child will rise to their full potential and realize God's purpose for their life. This inspires us to bring hope to children and to ignite their dreams.

Servants of Love

Because of God's love for us, we love all children regardless of race, creed, religion, ability or economic status. We believe that to increase resiliency and inspire dreams we must demonstrate unconditional love through nurturing personal relationships, one child at a time.



Our Work

Core Programs

What started in Hamilton as weekend drop-in session for a few dozen kids has grown into multiple programs and projects serving thousands of children and youth of all ages.

CityKidz programs are a stable force of love and support for kids from before they can read until well after they've written their final high school exam. We teach our kids that they matter, that they are loved and that they can change their future and with it, the world.

Each week, our big red buses pick up hundreds of kids at their homes and bring them to our downtown theatre for an interactive performance and a meal. Through songs and skits, our kids learn important lessons built on faith, hope and love that encourage them to believe in themselves, serve others and have hope for the future.

We continue to walk with our children through their teenage years with programming focused on giving them the tools they need to grow into confident, capable and caring adults. Our youth mentors offer wisdom and support and impart practical life skills to help resilient teens realize their dreams.



KinderKidz

KinderKidz is a unique program geared towards the young hearts and minds of children ages 3 to 5 years. It's where imaginations soar and big dreams take root.

[Learn More](#)



CityKidz Saturday

At CityKidz Saturdays, an otherwise ordinary theatre becomes a magical place where dreams take flight; where 6 to 12-year-olds can learn, dance, sing, dream and just be kids.

[Learn More](#)



CityYouth

This Wednesday evening program for youth aged 12 to 15 emphasizes faith, leadership and lifestyle. It's a chance for teens to connect in a supportive environment.

[Learn More](#)



Roadmaps to Dreams

Roadmaps is a mentorship program for 16 to 17-year-old CityYouth graduates. The program gives youth the skills, tools and strategies they need to transform their dreams into reality.

[Learn More](#)



Home Visits

Every week we visit over 1,600 children in their homes. Home Visits give us the opportunity to build a personal and nurturing relationship with each and every child who attends our Saturday programs.

[Learn More](#)

Core Projects

In addition to these programs, CityKidz operates 4 core projects that allow our impact to go even deeper:



Weston Family Scholars

The Weston Family Scholarship allows us to support CityYouth graduates who pursue post-secondary education. It provides yearly financial support to help offset the costs associated with their continuing education.



Operation Birthday Child

We like to make sure every child feels special and loved. That's why, once a month at CityKidz Saturdays, we celebrate all the birthday's taking place during that month by giving each child a cupcake and present.

[Learn More](#)



Summer to Remember

Summer to Remember works alongside local camps and activity centres to provide children with opportunities for new, life-changing and memory-making experiences.

[Learn More](#)



Gift of Christmas

Through the Gift of Christmas, our kids receive a warm Christmas meal, a festive party and a carefully-selected, hand-delivered gift by Christmas Eve.

[Learn More](#)

Our Impact

CityKidz Instills Resilience

From surviving to thriving, CityKidz children rise above their circumstances.

Resilience is what enables a person to come out of difficult circumstances unbroken and with a positive sense of self and hopeful outlook for the future. By cultivating insight and initiative, resilience empowers children to grow from adversity, cope with change and adapt to future challenges.

Many CityKidz children face tremendous obstacles and heartbreaking adversity in their daily lives. Resilience, for these children, is an imperative for survival. CityKidz knows this. That's why cultivating resiliency through nurturing relationships and inspiring experiences is at the core of our organization's mission.



Our Approach Works

An in-depth study from the Centre for Community Based Research affirmed that our program model is successful in fostering positive beliefs, attitudes and behaviours in children and youth.

What's more, this study found that CityKidz has had a positive impact on the Hamilton community, pointing to changes in schools and neighbourhoods as a result of children's participation in our programs.

Participation in CityKidz:

- 1) ***Increased Children's Personal Capacities***
- 2) ***Increased Positive and Supportive Influences in Children's Lives***
- 3) ***Increased Children's Vision for and Pursuit of Positive Activities***

By the Numbers

In 2018:







- 465 children attended summer camp
- 4,597 toys gifted to kids in our community
- Over 13,000 meals were served to hungry CityKidz children
- 10 scholarships were awarded for post-secondary education
- 65 teens from our youth program volunteered their time to help facilitate our programs
- More than 1,500 children and youth were impacted by our programs

Templates

Fundraisers can use the following templates to boost and track their efforts, leading to more fundraising success and less headaches.








Budget Template


Ticket Sales/Admission	\$		
Sponsors	\$		
Donations	\$		
Other	\$		
Other	\$		
Total Gross Income	\$		
			


Please submit all funds raised to CityKidz within
14 days of your fundraising event.


Venue/Location	\$	
Supplies	\$	
Food and Beverages	\$	
Licenses/Permits etc.	\$	
Decorations	\$	
Printing	\$	
Other	\$	
Printing	\$	
Total Gross Income: \$		
Total Expenses: \$		
Net Income: \$		

Fundraising Pledge Form Template

Event Name: 

Event Organizer: 

Event Date: 

Social Media Cheat Sheet

Social Media can be tricky. Here are some ready-made materials to help promote your third-party event on social media. We recommend using photos and visual media whenever possible.

Twitter / Facebook / Instagram

We're hosting a _____ to support @CityKidz.
Drop by to support children and youth in Hamilton's low-income communities.

Support Hamilton children and youth by attending our _____ in support of @CityKidz

We care about @CityKidz! Help us support their work with at-risk children and youth by visiting our _____.



Twitter / Facebook / Instagram Continued

We're at [LOCATION] doing [ACTIVITY] to support @CityKidz. Come and help us support their fantastic work with children and youth in our community!

We're collecting _____ for @CityKidz. Donate your items [LOCATION]




Help put an end to child poverty in Hamilton at our _____ in support of @CityKidz

Hashtags

#HamOnt #donate #DoGood #GoodToGive #DreamBig #CityKidz

Our Platforms

Tag us in your posts so we can help promote your event!

 @CityKidzHamilton
 @CityKidz
 @CityKidz

<https://www.facebook.com/CityKidzHamilton/>
<https://www.instagram.com/citykidz/>
<https://twitter.com/citykidz>

