

# Community Fundraising Guide

Here are a few event ideas to get you started!



**United Way**  
Guelph Wellington  
Dufferin

# Thank You!



When you run a community fundraiser, you are bringing your peers together, inspiring them to make an impact, and joining other local organizations in creating ripples of positive impact. Along the way, you'll meet new people, build your network, learn new skills, and hopefully have a lot of fun!

- Planning a fundraiser is fun. Plan something that holds special meaning for you.
- It's flexible. You can fundraise on your own time, and in your own unique way.
- And it's super easy. Essentially, any fundraising proceeds go to community programs that support individuals and families who need it most.



## Taking Action for Change.

This guide is designed to help support you, your business, community group, professional association, and the like, to organize a fundraising initiative, that aligns with your passions and interests in support of community programs that are funded by United Way Guelph Wellington Dufferin (UWGWD).

# Why United Way

UWGWD works to create lasting, positive change by making measurable impact on priority social issues in our community

We work collaboratively with our community partners to understand root causes, develop strategies to address issues, bring together the local resources and partners, and support change with financial support made possible by our generous community

UWGWD focuses on building emotional wellbeing and resiliency, ensuring people are connected to supports to help build connection and belonging and helping individuals and families stabilize and recover by aligning supports for food, housing, and financial security. In addition, we will work to address the inequities that equity and rights seeking groups experience by offering dedicated funding to support their unique needs.



## How to Get Started

- Think of a fundraiser concept you'd like to plan.
- Contact [holly@unitedwayguelph.com](mailto:holly@unitedwayguelph.com) to let UWGWD staff know what you are planning and find out how they can help.
- Whether the fundraiser is an in-person, live event or virtual, check out our UWGWD events fundraising platform here: [Fundraise for UWGWD](#)
- Rally the support of your friends, family, and community networks to help you put on a great event!

# SILENT AUCTIONS

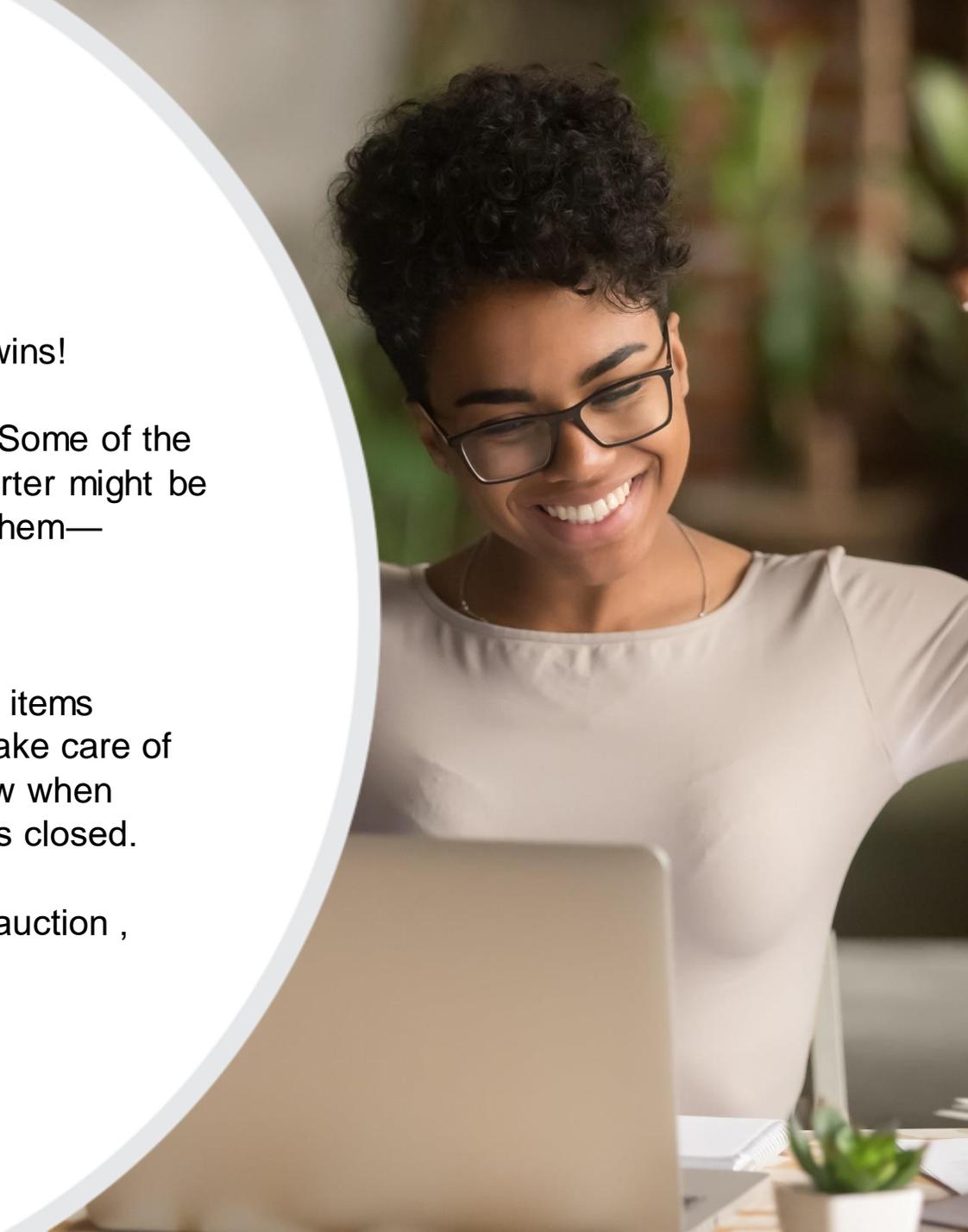
Launch an online auction! The concept is simple: the highest bid wins!

Prizes can include a variety of goods, services, and experiences. Some of the most popular items are things that can be hard to buy but a supporter might be willing to donate. Most participants will bid on things that interest them—especially if it's in support of a good cause!

## How it works:

- Reach out to your friends, family, or local businesses to donate items
- Manually sort and track bids or use silent auction software to take care of most of the work for you. It will accept bids, let supporters know when they've been outbid, and accept payment when the auction has closed.
- Promote the silent auction
- UWGWD can provide a letter to validate the authenticity of the auction , which will include our Charitable Registration Number.

Use our [event platform](#) to host your auction.



# Celebrating Milestones

- Make a difference this year with a birthday/anniversary/reunion fundraiser for your friends & family OR mark a business milestone celebration with a fundraiser for UWGWD.
- Invite guests to make a donation equivalent to the cost of a dinner out or gift on your behalf to UWGWD.
- For business milestones create an anniversary item where proceeds are gifted to UWGWD



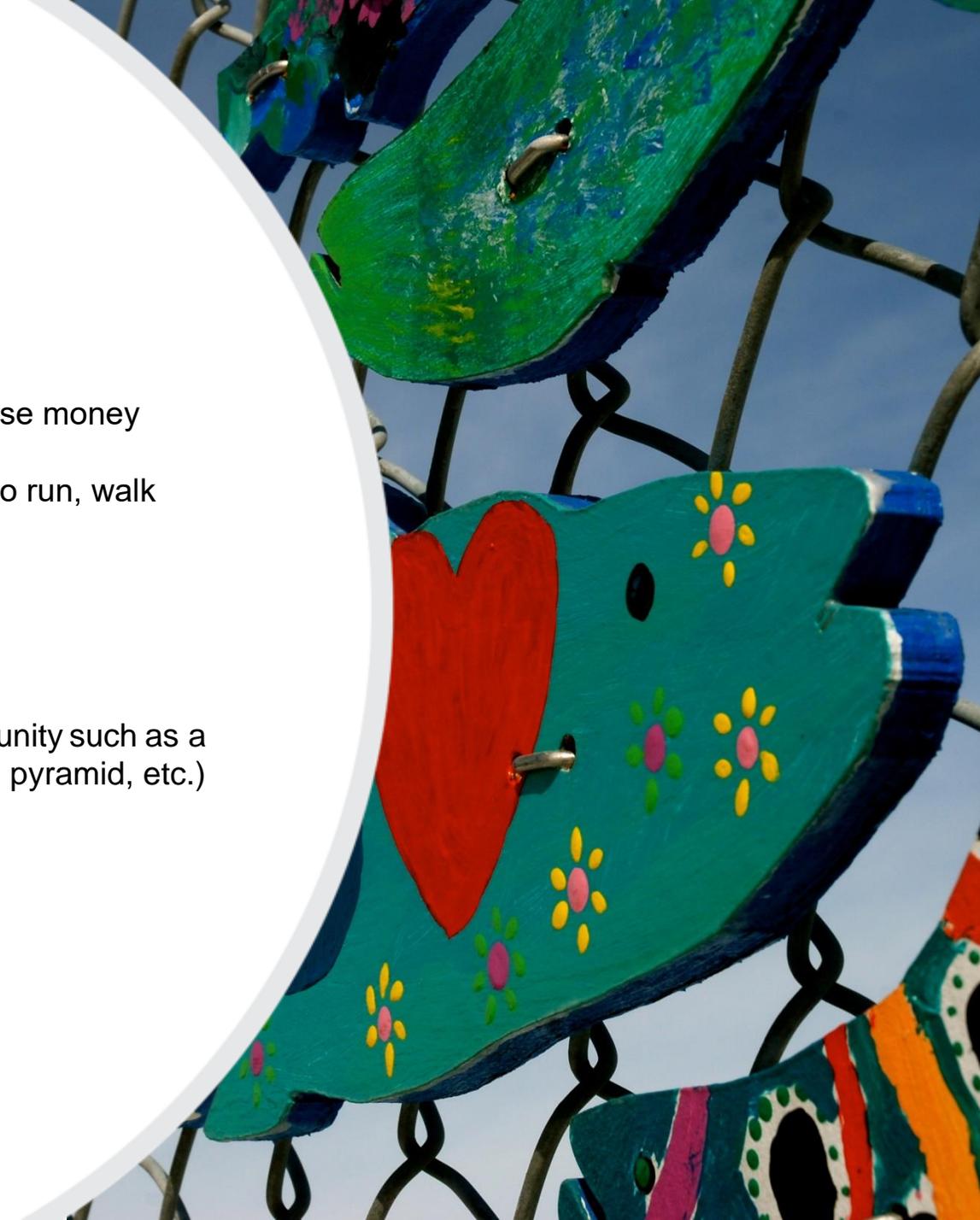
# Peer to Peer Event

## Classic edition:

- Golf, soccer, baseball or other sports tournaments are fun ways to raise money
- Or how about an “A-Thon” event.
- Ask family members, neighbours and friends to sponsor participants to run, walk spin, bowl, read, or practice aerobics or yoga etc. to raise money.

## Photo Challenge edition

- Challenge teams with a list of pictures to be taken across their community such as a photo with an executive, famous landmark, pyramid (can be a human pyramid, etc.)
- For each photo you get a point; teams with the most points win
- Have people choose a team name, wear matching t-shirts, etc.
- Have participants involve their whole family!



# 21 in 21 Challenge

To connect to community, neighbours & friends and improve your well-being while raising funds to support mental health programs funded by UWGWD complete a **21-Day Acts of Kindness** and **21-Day Wellness Challenge**.

- Make it Social - tag, share, donate a \$1/day for 21 days
- Check out the **Mental Health Activity Card** as a more flexible challenge throughout the month!



# Professional Services

How it works:

- Offer a “predetermined number” of professional service(s) that will, not only profile your business in the greater community as a “Community Mobilizer for Good” but raise funds for UWGWD, fueling change in our community. All proceeds from the identified number of services will be donated to UWGWD by the business/firm.
- As a lawyer consider offering Will preparation, Dentists: dental cleaning; Accountants: filing personal taxes, Landscaping: grass cutting or spring or fall landscape clean-up, Pool business: open/close your pool; Real Estate Agents/Brokers: a % of so many sales; House/Office cleaning, etc.
- You can take this idea out to your professional network/association/local union and ask them to participate as well. Make it fun and social by creating a friendly challenge among your business associates. This could become an annual tradition that brings you together in a friendly challenge.

## Donate a Portion of Sales

Do you have a business?

Donate a portion of sales for a specific product in your business or a percentage of all proceeds on a certain day, week or month!



# TRIVIA

Offered online, trivia is a great way to increase knowledge, inspire some competition, and have fun. Participants Pay to Play. Consider having a prize donated for the winner.

Trivia ideas:

- United Way
- Jeopardy (United Way themed or regular)- knock out rounds
- Family feud
- Who wants to be a millionaire
- Hollywood
- Guelph's (or your Community's) history
- Your organization's history

Online tools like [Kahoot!](#) can help with running virtual trivia.



# BOTTLE DRIVE

Ask your friends, family and network to save their empty bottles to refund at your local beer store. Donate the proceeds to the United Way!

How it works:

- Announce your bottle drive 1-2 weeks ahead, asking your network to save their bottles for you.
- It is helpful to have a drop off spot, where friends can drop their bottles off to you at their convenience.
- You can also have a pick up day where you and other volunteers pick up bottles from your participants.
- Sort and Organize your bottles to make your return quick and easy.
- Return bottles to your local beer store. If you have a lot of bottles it is a good idea to call the bottle depot ahead of time to let them know you are coming.
- After you collect your refund, you can donate to the United Way by cheque or [online](#).



# Fitness Challenge



Can't run in groups outside? No problem! The idea here is for supporters to pledge to run or walk any number of kilometers or a number of consecutive days, whether by themselves outdoors, with their family or their dog, or on a treadmill or stationary bike at home.

How it works:

- Set up a fundraiser using [Strava integrated fundraising tool](#) and invite walkers, runners, and/or bikers to join as individuals or teams
- Participants fundraise in support of their individual kilometre goal and your organization's campaign
- Find ways to recognize your supporters, such as social media shout outs or prizes for reaching a minimum.

## OTHER TIPS:

You can substitute another activity in place of running, walking, or biking. Consider yoga, crafts, meditation, jump rope, or spin.

Add inspiring messages and share fundraising tips to help participants succeed!

Contact your United Way staff partner to help set up your event on our Event Platform.



# Book or Garage Sale

Have your coworkers or friends bring books or other household items to sell that they no longer use.

Allow people to buy these items and donate the proceeds to UWGWD.



# MORE FUN IDEAS

**Bake / Food Sale:** Have friends volunteer to bake items and donate them to be sold. Proceeds donated to the United Way. (Please ensure all Public Health Protocols are being followed)

**Social challenge:** challenge colleagues to do something and share it on social media, tagging your organization to raise awareness of your campaign, your organization, and to have a lot of fun!

**Drive thru:** Drive thru BBQ, pancake breakfast, pizza, or coffee. Have your team take part and serve!

**Online classes:** Jane Fonda / Richard Simmons workout classes, cooking, mixology, feng shui, learn a new skill, etc.

**Wellness or gratitude bingo:** use [our template](#) or create your own to do virtual bingo; entry fee of \$10 and offer prizes related to health (yoga, massage, etc.)



# WELLNESS BINGO TEMPLATE

Physical wellness	Intellectual wellness	Emotional wellness	Overall wellness
Take a 1 hour walk/bike/run	Listen to a TED talk	Do a random act of kindness	Try a new healthy recipe
Take a free fitness class	Listen to a podcast	Purge your closet and donate clothes you don't need	Get 8 hours of sleep
20 squats a day for a week	Watch a documentary	Keep a gratitude journal	Ten minute meditation
10 push-ups a day for a week	Read a book	Leave a book in free library	DIY craft or art project
Try a new physical activity	Learn something new	Reach out to your neighbour or someone in need	Eliminate one bad habit



# To help make your fundraiser a success, UWGWD can support you in planning.

Thank you for helping the many people that get support from United Way Guelph Wellington Dufferin and our partner community agency programs. We know there is a lot of time and effort that goes into fundraising, and we appreciate your energy and hard work!

- Contact [holly@unitedwayguelph.com](mailto:holly@unitedwayguelph.com) to discuss your event idea, for more information or if you have questions.
- If your fundraiser event/activity will be virtual or you would like to sell tickets online, we can assist with getting your online page set-up on our event platform.
- Provide 'How to' and 'Best practices' support.



# How We Can Help!

- Issue donation receipts to donors
- UWGWD can provide donation tracking forms to help record cash contributions. As a registered charity, UWGWD can also issue tax receipts for donations of \$20 or more. Please provide donor names and mailing addresses to have tax receipts issued. Please note that the United Way Guelph Wellington Dufferin closely adheres to Canada Revenue Agency (CRA) guidelines for tax receipting. If a donor receives something in return for their money, it is considered a purchase, not a donation, and is not eligible for a tax receipt.
- It is the CRA's view that where the coordinator of a fundraiser collects funds from the public and pays the amount to a registered charity, the coordinator is not entitled to a charitable donation receipt. The coordinator of the fundraiser acts as an "agent" for the persons (donors) from whom the funds are collected. The property transferred to the charity is the property of the donors on the understanding it would be given to the charity. Those persons are entitled to a charitable receipt within the guidelines of tax receipting rules applicable to events.
- Provide UWGWD logo artwork and branding guidelines to use in fundraiser promotion
- Provide a letter of support to validate the authenticity of your fundraiser, which will include our Charitable Registration number.
- Promote your fundraiser on UWGWD social media platforms
- Offer promotional materials and templates (i.e. impact videos, online posters pdf's, community impact facts)



# Guidelines

Below are some guidelines to help make your fundraiser run smoothly:

- Complete and submit a [UWGWD Third-Party Fundraiser Application](#) for review and feedback to [holly@unitedwayguelph.com](mailto:holly@unitedwayguelph.com) well in advance of your fundraiser timeline.
- The organizer agrees to handle all monetary transactions for the fundraiser and is solely responsible for paying for all expenses.
- Cheques for sponsorship to be used to cover expenses should be made payable to your event or organizing group/committee.
- Promotional material must state “In support of the United Way Guelph Wellington Dufferin” and be approved by UWGWD prior to distribution.
- The fundraiser organizer is responsible for all aspects of the initiative including volunteers, advertising, ticket sales, sponsorship and all expenses incurred.
- If you are submitting funding requests, where you must apply on behalf of UWGWD and use its charitable registration number, these must be reviewed with the United Way Development Director &/or Executive Director before they are submitted.
- If the support of UWGWD staff, volunteers or other support is needed, the organizer will contact United Way Development Team Member Holly Freeman at [holly@unitedwayguelph.com](mailto:holly@unitedwayguelph.com) with ample notice. Support will be given on the basis of availability and is not guaranteed with the signing of a UWGWD Third-Party Fundraising Agreement.

