



THIRD-PARTY FUNDRAISING T O O L K I T



ABOUT THE CONCERNED KIDS CHARITY OF TORONTO

The Concerned Kids educates children about important social issues through the uniquely engaging art of puppetry, and empowers young people to make smarter and kinder choices in all areas of their lives. The Concerned Kids strives to support schools and communities in fostering safe and healthy environments where children are free to learn, live and play.

Since 1989, TCK has been using interactive puppet performances to educate elementary school-aged children about serious and sensitive social issues that affect their daily lives. During our highly successful 2017/18 school season, we delivered over 500 presentations to more than 17,000 students at 77 schools in the Greater Toronto Area. In 2018, we were accepted as a Toronto District School Board partner, allowing us to broaden our reach within the school board.

We have an inventory of 60+ life-sized puppets that represent a diverse group of ethnicities, abilities, and gender-expressions, proudly reflecting Toronto's multiculturalism. TCK currently presents 13 grade-specific programs that deal with a variety of important issues including bullying, consent, physical safety, autism awareness, mental health awareness, peer pressure and substance abuse, as well as cyberbullying, gender expression and family diversity.

Our scripts are developed by professional writers, educators and industry professionals, and our performances are both educational and interactive. Each show runs about 30 minutes long, with time allotted for children to interact with the puppets or for follow-up discussions after the presentation. After each performance, students receive activity sheets with supplementary information about the topics presented to encourage further conversation in the classroom, with their peers, and at home.

TCK's goal is to arm students with the necessary skills for healthy social development, and to empower young people to fulfill their potential as successful and contributing adults. Our programs are designed to foster safe and inclusive school environments that support and inspire children to lead healthy, active lives. For more information on The Concerned Kids, please visit us online at www.theconcernedkids.com

"I know how it feels to be bullied because I was bullied last year when I was in Grade 4. A girl in my class would always pull my hat down and throw it on the floor. Once she did it for a month. After watching the show, I was able to tell my bully to 'STOP.' When I did, she said 'SORRY,' and I said, 't's OK' so we became best friends. I loved the puppet show. It was amazing! I remember, "Treat people the way you want to be treated. Don't bully people because of their looks, gender, or country." It's great that we have the Concerned Kids, so it teaches kids important things like what to do when you get bullied and why not to bully!"

Samira, grade 4 student

Thank You!

Thank you for your interest in planning an event to benefit The Concerned Kids Charity. We are deeply grateful for the generous support of our friends in the community who share our commitment to providing students with the necessary skills for healthy social development, and to empowering young people to fulfill their potential as successful and contributing adults.

The Concerned Kids is fortunate for the great generosity and support of people and organizations throughout our region. Often, people spend their own time, money and effort organizing a fundraiser to benefit our work. These fundraisers vary in type and size.

If you are interested in organizing and hosting your own event to benefit The Concerned Kids, please do not hesitate to contact us at:

Daven Seebarran
2333 Dundas Street West, Suite 206
Toronto, Ontario, M6R 3A6
416-636-1656

Your energy and financial support will give children the skills needed to thrive.



What are third party events?

A third party event is a fundraising initiative brought forward by an individual, community group, service club or business external to The Concerned Kids that wishes to raise money through a planned activity that is designed, managed and financially resourced by the external participants.

Fundraising Opportunities

There are two type of fundraising opportunities. First, a group or individual can host an event and make The Concerned Kids the beneficiary. For example, an organization hosts a golf tournament and gives The Concerned Kids a cheque for the proceeds.

Another way to raise funds to benefit The Concerned Kids is by “piggybacking” on an existing event. Simply add a third-party fundraising element and receive donations produced from that element. For example, a company has an annual party and asks their employees to make a financial or perishable food donation to The Concerned Kids.

Before you get started

Before you start planning your event, please take a few minutes to review the Fundraising Guidelines. If, after having read the Guidelines, you and/or your group feel that hosting an event for The Concerned Kids would be a mutually beneficial endeavour, we’d love to hear from you. Please read the Third Party Fundraising Toolkit and complete the Application.



10 EASY STEPS FOR A SUCCESSFUL FUNDRAISER

Decide on your Idea!

Do you have an idea for an event that excites you? Would you like to help raise funds to support The Concerned Kids? Would you like to make a difference in the lives of children in our community?

The first step is to come up with a fundraising idea. Looking for ideas? Consider this list of events, but feel free to exercise your creativity, only you know your strengths, interests and resources! Great ideas for all of these can be researched online. Be sure to look at examples to raise funds.

Form a Committee

Organizing a successful event takes time, hard work and planning. An organizing committee helps to oversee the management of your event. Recruit a team of volunteers with different skills and types of experience that can help you with the various components of your event and give their perspective and support to your efforts.

Get Your Event in Our Calendar

We would like to know a bit more about your event. Once you have decided on your event concept, please complete a Third Party Fundraising Event Application and submit it to us. This way we are able to support your event and possibly help make it an even greater success.

Set a goal and budget

Set a fundraising goal for your event and plan how you expect to reach your goal. Create a budget to manage all expenses like rental equipment, fees, decorations, etc. and estimate the potential income from your fundraising activities. Determining your budget will help you to decide whether your fundraising target is realistic. Remember to always monitor your expenses and plan a small amount as a contingency. A budget template is included in this toolkit.

Determine your target audience

Understanding who will support and attend your event is crucial to its success. Identify your target audience for promotion and participation. This can include age groups, community groups, and types of people i.e. golfers, business people etc. Make sure you have access to your desired audience in the numbers you need to make your event a success.



Auction
BBQ
Bingo Night
Bowling Tournament
Casino Night
Car Wash
Carnival/Festival
Concert/Play
Concession stand
Craft Sale
Dinner Party
Donations in Lieu of Gifts
Face Painting
Food Drive
Gala Dinner
Golf Tournament
Prize Raffle
Run/Walk/Ride
Scavenger Hunt
Sporting Events
Sponsor a day
Trivia Night

Set the date and location

Schedule your event for a day, time and a location that is convenient for those who will be attending. Don't forget to take a look at events that are also going on in your community and what groups they are targeting, trying not to conflict with any similar events. Book your venue in advance.

Create a workplan with deadlines

Attention to detail is essential to the success of every event. Be sure to consider all aspects of your events, including staffing, volunteers, and key milestones. We have created an event workplan template to make this easier for you.

Promote, Promote, Promote!

Flyers, posters and other promotional materials will help make your event a success. Ensure your promotional materials clearly state the date, time and location of your event and price. It is also a good idea to indicate where the event proceeds go. Use a variety of platforms to promote your events. Here are some great ways to promote your event:

- Flyers and Posters
- Postcards
- Create a Facebook Page
- Create a hashtag
- Promote your event on social media
- Create a contest to increase awareness
- Connect with local media



Collect Donations

All donation cheques should be made out to The Concerned Kids and can be mailed to:

2333 Dundas Street West, Suite 206
Toronto, Ontario, M6R 3A6
416-363-1656

The Concerned Kids is a registered charity and will issue charitable tax receipts provided that event organizers fill out the Third Party Event Application Form and submit it to The Concerned Kids 15 days prior to the event date. Some Canada Revenue Agency conditions apply for issuing charitable tax receipts. No receipts are given for amounts paid for goods, services or for which a direct benefit is derived by the purchaser.

For offline events, The Concerned Kids issues tax receipts for donations of \$20 or more, and in accordance with Canada Revenue Agency guidelines. Only monetary donations are eligible for tax receipts. To meet the Canada Revenue Agency guidelines, donors' names, addresses and donation amount must be provided before receipts can be issued. For additional information regarding tax receipts, visit the Canada Revenue Agency web site: www.cra-arc.gc.ca/tax/charities.



Saying Thank You!

Donors cannot be thanked enough. Let those who participated know how much you appreciate their support. Thank individuals, sponsors, attendees and anyone providing services or gifts to your event. Tell them how much money was raised and what that means to The Concerned Kids and the children they serve.

Thanking You!

We want to thank you for your hardwork and helping support TCK. We will recognize your contribution in the following ways:

- Feature story on the you as well as logo recognition in the organization's newsletter, which is distributed to over **3000 subscribers**, including school board educators/principals, patrons, stakeholders, sponsors, board members, donors and volunteers
- Logo placement on the programming guide. This is sent to every school in the GTA and shared on the TDSB mailing list to all teachers in their system.
- Logo recognition on charity's website sponsor page with a link to your website.
- Promotion of your support through our social media accounts, and our board members' social media accounts, reaching more than **100,000 followers**.
- Logo recognition on all Student Activity Sheets distributed after each performance - approximately **25,000 activity sheets/booklets are distributed annually**. These reach more than **20,000 families**.
- Name recognition in TCK's Annual Report reflecting your support.
- Where possible, logo recognition at our Fundraising Events.
- Invitation for your team to attend an Interactive Educational Puppet Performance.

Do you Need a License?

Check with the City, Police and/or Alcohol and Gaming Commission in your community to determine if you need any licenses and how long it takes to get them. There may be long lead times in processing some permits. As well, if you are serving or selling alcohol, a special occasion permit is likely required. Application forms can be obtained from your local LCBO.



TAX-RECEIPTING

The Concerned Kids is a registered charity and can issue tax-receipts. We adhere to the Canada Revenue Agency (CRA) Income Tax Act when issuing charitable tax receipts. To learn more about charitable tax receipts, please visit <http://cra-arc.gc.ca>.

Under CRA guidelines, a “gift” is a:

Voluntary Transfer of Property with a conscious desire to make a gift (as distinguished from giving something for nothing by mistake or under pressure).

- Voluntary – given of free will (not compelled, not court ordered, etc.)
- Transfer – from donor to charity/qualified done (complete transfer)
- Property – cash or gifts in kind (not services)

The Concerned Kids will provide a tax receipt for the following:

- Direct personal or corporate donations of \$() or over (unless otherwise requested by donor)
- In-kind donations where fair market value is easily determined
- Tickets with a determined face value
- Gifts of artwork provided the artwork has been appraised by a third party appraiser – appraisal must be included with the donation
- Gifts of shares
- Bequests
- Life insurance premiums
- Monthly donations (donor will receive one cumulative income tax receipt at the end of the calendar year)

The Concerned Kids cannot provide a tax receipt for the following:

- Gifts of promises or pledges (i.e., gift certificates donated by the issuer, hotel accommodation)
- Payment of basic fee for an event
- Gifts where the value or benefit of the donation cannot be determined
- Lottery or raffle tickets
- Funds or gift in kind is from another qualified donor (gifts from other registered charities, or \ non-profit organizations)
- Name of true donor(s) cannot be determined (for example, bottle collection from several parties, donation bins, etc.) – one person cannot benefit from gifts made by multiple donors
- Court ordered donations (donations made as a condition of parole)
- Gifts intended for another organization
- Sponsorships

FUNDRAISING GUIDELINES

Thank you for helping us. Third Party fundraising events are a very important component of the fundraising activities at The Concerned Kids. In addition to funds raised, these events help create awareness and bring new support to our organization. Below are a few guidelines; please make sure to read them before you complete the application form

1. We encourage fundraising events that are compatible with our mission, vision and values. Prior approval to hold a third party event is required. Approval is based on the type, theme and financial viability of the event. We reserve the right to withhold the use of its name and logo from any event, initiative, promotion, performance or presentation if deemed inappropriate or outside our values. Please note The Concerned Kids reserves the right to withdraw our support at any time from any third-party event which we believe conflicts with our mission, values and/or policies.
2. Please complete the form at least 15 days before your event or activity for approval. For larger events and activities, please allow for at least 30 days. Once the event/activity is reviewed by The Concerned Kids staff, The Concerned Kids will contact you. Please note that submission of the application does not guarantee approval.
3. If you would like to use The Concerned Kids' name or logo on any event or activity materials, including advertising and media releases, please contact The Concerned Kids for written approval prior to production and/or before they are distributed to the media. All promotional materials must state that your event is "in support" of The Concerned Kids and is not an official The Concerned Kids event.
4. If you would like The Concerned Kids' involvement (both staff and volunteer) in the event or activity, please notify us of the time commitments required. Please note we cannot guarantee volunteer or staff time.
5. The third party organizer is responsible for meeting all municipal/provincial or deferral standards and fulfill all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. The Concerned Kids must not be party to any liability coverage without prior knowledge and/or approval. The Concerned Kids accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.
6. Please note that the organizing individual/group/company is required to handle all monetary transactions for the special event or promotion and to present the proceeds to The Concerned Kids within 30 days of the completion of the event or as agreed in writing with The Concerned Kids.
7. The third party event organizer will be held responsible for all costs related to the event and will handle all monies until the official donation is submitted to The Concerned Kids. Event expenses are to be deducted before sending proceeds to The Concerned Kids. The Concerned Kids shall incur no costs unless otherwise agreed to in writing prior to the event or promotion.
8. When tax receipts are requested, the third party event organizer is responsible for collecting the names, addresses and contact information of all donors, and is required to mail the appropriate materials to The Concerned Kids within 30 days of the conclusion of the event.
9. The Concerned Kids issues official income tax receipts in accordance with the Canada Revenue Agency guidelines. Refer to Tax Receipting section for details
10. We require that the company/individual/group organizing the event or program demonstrate that they are using satisfactory financial controls. The financial records and bank information for the event must be available to The Concerned Kids, upon request.
11. The Concerned Kids agrees to provide the sponsoring organization/group with appropriate recognition as set forth in our Donor Recognition Policy.

BUDGET TEMPLATE

Income	Estimated Income	Actual Income	Notes
Total Income			
Expenses	Estimated Expense	Actual Expense	Notes
Total Expenses			
Revenue/ Loss			

Sources of Income

- Sponsorship
- Ticket Sales
- Raffle
- Silent Auction

Venue Costs

- Room Rentals
- Decor
- Silent Auction
- Parking

Audio-Visual

- Sound
- Lighting
- Technician
- DJ

Catering

- Food
- Beverage
- Servers
- Centerpieces

Other

- Permits
- Printing
- Entertainment
- Photographer



WWW.THECONCERNEDKIDS.COM