

School Fundraising

Getting Started Guide



GEORGE HULL CENTRE
FOR CHILDREN & FAMILIES

Changing the
trajectory of children's
mental health.

georgehullcentre.ca

Thank you for your support!

Thank you for choosing to raise funds for the George Hull Centre for Children & Families! Your efforts and the money you raise play a significant role in improving the quality of life for children and families struggling with mental health issues. GHC is extremely appreciative of the caring and committed volunteers who give their time and talents to organize a Community Fundraising event to benefit our mental health programs and services.

Our Mission

Through clinical excellence and a continuum of mental health services, our mission is to reduce suffering, provide hope and enhance the quality of life of infants, children, youth and families.

Who We Are

The George Hull Centre is a leading children's mental health centre in Toronto, serving thousands of children and families each year. We help kids from infancy to 18, together with their families, achieve mental wellness. We provide a continuum of innovative, evidence-based and evidence-informed mental health services from prevention and early intervention programs to treatment services that include a community clinic, residential and in-home programs, and specialized day treatment classrooms for elementary and secondary students.

Our multidisciplinary team of experts provides help and support to children whose lives are impacted by mental health issues, many in very complex ways. We are highly regarded as a centre of clinical excellence in children's mental health and are proud to be a teaching centre for the University of Toronto.

We help children with mental health issues live a better childhood and a brighter future.

What is a Fundraising Activity or Event?

Activities and events are organized and executed by an individual, group or organization independent of the charity, and some or all the proceeds benefit the charity, its mission and its goals. The charity has no fiduciary responsibilities and limited staff involvement.

KEYS TO RUNNING A SUCCESSFUL FUNDRAISING EVENT

1. **Toss Around Ideas:** Brainstorm with friends and family about great fundraising ideas that get you excited. Would you give up time and money to go to this? Would your friends, family and colleagues want to?
2. **Form a Committee:** It takes a lot of time and energy to plan an event no matter how big or small, so form an event committee of hard-working, dedicated volunteers, be sure to delegate tasks, and set clear expectations.
3. **Know your Audience:** Make sure the event you have chosen to put on will appeal to the audience you have in mind – based on age, tastes, comfort level, theme, etc.
4. **Set a Budget:** To determine your financial goal, you need to prepare a budget which includes projected revenues, expenses, and net funds. This will help your committee plan and stay on budget for your fundraising event.
5. **Set a Date:** Schedule your event for a date and time that people will be available, and be sure to note any statutory or religious holidays, school PA days or breaks, etc.
6. **Critical Path:** Planning an event is a very detail-oriented job with many steps along the way. Make sure you and your committee work with a checklist or workback schedule to identify all planning needs for your event and set them against a timeline.
7. **Promote Your Event:** Promotion is the key to success. There are many ways to do this – word of mouth, email, social media, posters/flyers, evites, etc. Please remember that use of the George Hull Centre's name or logo on any of your materials, including, print, advertising and all social media platforms, must be approved by GHC prior to use.
8. **Collect the Funds:** Please collect and submit all the funds raised for the George Hull Centre within 30 days of your event.
9. **Say Thank You:** You cannot say thank you enough to your volunteers, sponsors, guests and other supporters. Saying thank you also keeps the door open for your next fundraiser.

How can we help with your event?

The George Hull Centre can provide:

- A letter of support to validate the authenticity of the event, including GHC's charitable registration number. This letter can be used to secure sponsors.
- GHC branded materials including brochures, annual reports and banners.
- Promotion of the event on GHC social media channels (Twitter, Facebook and Instagram).
- Use of George Hull Community Supporter logo on your promotional materials
- A Donation tracking template a form that helps track the name of donors, their address, amount of donation which allows us to provide a receipt and so you can track income from your fundraiser.
- Access to Canada Helps Fundraising Platform, an online site that allows you and your supporters to fundraise and communicate with each other.
- GHC Speaker or past client for events with an attendance of 75 guests or more, or with projected minimum net proceeds of \$10,000 or more, at the discretion of GHC.
- Tax receipts in accordance with Canada Revenue Agency and The George Hull Centre's Community Fundraising charitable tax receipt guidelines in this document.
- Recognition in GHC's newsletter, website and on our various social media platforms.

The George Hull Centre cannot provide:

- Logistical support such as ticket sales, locating venues, set-up/take-down and so forth.
- Access to donor mailing lists.
- Funding or reimbursement of expenses related to the fundraising event.
- A guarantee of staff, board member or volunteer presence.
- Prizes, rewards or merchandise.
- Apply for gaming license (i.e., raffles & lotteries).

Liability:

If you are conducting raffles, lottery sales or any other type of activity that involves selling to the public, you may require a special license or permit. Please make sure you take the necessary steps to obtain these.

The George Hull Centre will not provide licenses or permits for Community Fundraising activities or events and will not be held liable should your event or activity be found in violation of these rules and guidelines. Please visit Canada Revenue Agency website for more information:

<https://bit.ly/2rK9FPp>

The George Hull Centre cannot provide any insurance coverage for Community Fundraising events or activities. Event organizers must take the necessary steps to obtain proper insurance.

The George Hull Centre, its employees, volunteers are not liable for any accidents or injuries, damage or theft to individuals or property and cannot assume any type of liability for your event/activity, participants, volunteers or employees.

Event Promotion and Use of the George Hull Centre Community Supporter Logo

- All promotional materials with our logo must be submitted to the GHC for approval prior to distribution. High resolution files of the GHC logo are provided upon request.
- All promotional materials should clearly state that the activity or event is "In Support of" or "Proceeds to" followed by the George Hull Centre name and Community Supporter Logo.

Event Expenses

- Any expenses incurred for conducting the event are the responsibility of the hosting volunteers and organizers of the event. GHC will not be liable for any costs or expenses and is unable to reimburse organizers for the purchase of goods or services for a Community Fundraising event.
- To reduce event expenses, try to secure donated goods and services. You can always negotiate or request a charitable rate. (Please refer to charitable tax receipt guidelines in this document).

Event Revenue

- The event organizers are responsible for maintaining all accounting for the event.
- All donation cheques must be payable directly to The George Hull Centre Foundation.
- Only donations made out directly to The George Hull Centre Foundation, and cash donations clearly labeled with the donor's information, will be provided with a tax receipt in accordance with CRA guidelines and regulations and GHC's charitable tax receipt guidelines attached.
- Within 30 days following the event, organizers should submit proceeds, payable to the George Hull Centre Foundation, and appropriate documentation from individuals and/or businesses regarding their financial donation if they would like a charitable tax receipt. For GHC to adhere to CRA's guidelines, GHC must receive the donation(s) in the year that the event is hosted and/or in the year donations are received.



Charitable Tax Receipt Guidelines – Community Fundraising:

The George Hull Centre must adhere to strict regulations laid out by Canada Revenue Agency, Charities Directorate in order not to jeopardize our status as a registered charity. If you have any questions regarding tax receipting for your event, please contact us at foundation@georgehull.on.ca.

Individual Donations

- Charitable tax receipts will be issued for monetary donations of \$20 or more made out directly to The George Hull Centre Foundation.
- The George Hull Centre issues donation receipts for qualifying monetary donations.
- If an individual has donated, the receipt will be issued in the name of that individual at their home address.
- An individual cannot receive a charitable tax receipt for monetary donations made by other parties. For example, an individual or organization cannot receive a receipt for the total proceeds of an event or activity (as monies were donated by multiple parties).
- If you desire a charitable tax receipt to be issued to eligible participants of your event or activity, you must:
 - Include the George Hull Centre Foundation's charitable number (#88864 7740 RR0001) on all promotional and public-facing materials;
 - State on materials that "Charitable tax receipts will be issued for donations of \$20 or more, in accordance with CRA regulations."
 - Within 30 days following your event or activity, provide the George Hull Centre with an excel spreadsheet clearly listing the names, mailing addresses including postal code, and as available phone number and email address, method of payment and donation amount of each gift to be receipted. GHC is happy to provide a donation tracking template upon request.

Corporate Donations

- Corporations and businesses that sponsor an event will receive an official business receipt upon request and a thank you letter from the George Hull Centre that would enable them to claim back the full amount of their sponsorship as a marketing expense (when applicable).
- If a corporation makes a direct donation to GHC and a charitable tax receipt is requested, the receipt will be issued in the company's name at the corporate address.

In-Kind Donations

- The George Hull Centre will generally not issue charitable tax receipts for in-kind donations of products (e.g., food or merchandise). However, depending on the scope of the event or size of the in-kind donation, GHC will consider issuing an in-kind tax receipt in accordance with Canada Revenue Agency regulations.

Event Tickets

If you choose to hold an event and charge a price for tickets, only part of the ticket price can be receipted.

- Charitable tax receipts can only be issued for a portion of the admission price and only when tickets or entrance fees exceed the cost per person required to put on the event. Receipts can only be issued for the portion of the admission price exceeding Fair Market Value. When the Fair Market Value of the event is more than 80% of the ticket price, we cannot issue a receipt in accordance with Canada Revenue Agency. Final Fair Market Value and amount eligible for a tax receipt will be determined by GHC's Director of Fundraising and Director of Finance and Operations.
- For a donation to be eligible, it must meet with criteria of Canada Revenue Agency guidelines.
- Please visit Canada Revenue Agency website for more information: <https://bit.ly/2rK9FPp>

Non-eligible Items

- As per Canada Revenue Agency guidelines, the purchase of raffle or lottery tickets, general admission or entrance tickets, golf green fees, etc., are not eligible for a charitable tax receipt in accordance with Canada Revenue Agency's definition of a "gift."

Should you have further questions about holding an event or activity, please contact us at foundation@georgehull.on.ca.

[Click here to tell us about your event](#)

FUNDRAISING IDEAS



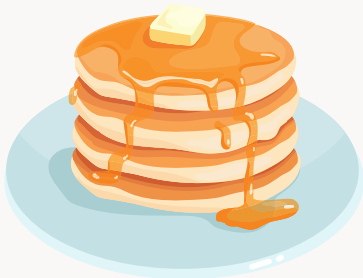
TWONIE TWOSDAY

ENCOURAGE EVERY STUDENT TO BRING IN \$2 OR A TWONIE DURING ONE TUESDAY - OR IT CAN BE A MONTH LONG GOAL E.G. EVERY TUESDAY DURING MAY WHICH IS MENTAL HEALTH MONTH IN CANADA.



WALKATHON/EXERCISEATHON

ORGANIZE FOR STUDENTS TO WALK OR RUN AROUND A CERTAIN DISTANCE (USUALLY BETWEEN 3 AND 9 MILES) TO RAISE FUNDS FOR CHARITY. PARTICIPANTS CAN COLLECT PLEDGES AND SPONSORSHIPS FROM DONORS IN EXCHANGE FOR WALKING A SET DISTANCE. IT CAN BE A DOLLAR AMOUNT PER EVERY MILE THEY WALK, OR A FLAT DONATION AMOUNT.



PANCAKE/BREAKFAST FUNDRAISER

FIND SOME VOLUNTEERS TO SELL TICKETS, GATHER YOUR COMMUNITY TOGETHER AND RAISE MONEY BY SERVING A PANCAKE BREAKFAST. WAFFLES, FRUIT, AND BREAKFAST MEATS WORK, TOO.



CANDYGRAM FUNDRAISER

WHO DOESN'T LOVE BEING DELIVERED CANDY ALONG WITH A NICE MESSAGE? MOST POPULAR DURING VALENTINES DAY BUT CAN IT BE HELD DURING ANYTIME OF YEAR! SELECT A SOME CANDY OR CANDIES TO GIVE OUT, SET A PRICE, AND ACCEPT PRE-ORDERS. SET A DAY FOR EVERYONE TO RECEIVE THEIR CANDYGRAMS ALONG WITH THEIR PERSONAL MESSAGES.

FUNDRAISING IDEAS



PIZZA NIGHT

SPEAK TO A LOCAL PIZZERIA OR RESTAURANT AND GET THEM TO DONATE (OR PROVIDE A DISCOUNTED PRICE) FOR THE PIZZAS FOR YOUR EVENT, SELL THEM BY THE SLICE. ALTERNATIVELY, IF YOU HAVE A SUITABLE FACILITY, HOST A MAKE-YOUR-OWN PIZZA NIGHT! YOU'LL NEED A KITCHEN, A LARGE OVEN, A STACK OF FROZEN CRUSTS, AND PRE-CUT, PACKAGED, OR CANNED TOPPINGS FROM A GROCERY STORE. CHARGE PEOPLE TO PARTICIPATE.



VIRTUAL OR IN PERSON BINGO

BINGO IS SO FUN AND CAN BE HOSTED IN PERSON OR ONLINE! YOU CAN DESIGN A PHYSICAL OR DIGITAL BINGO BARD, DISTRIBUTE IT TO ALL ATTENDEES, ALONG WITH EITHER MARKERS OR BINGO CHIPS. CHARGE PEOPLE TO PARTICIPATE AND GET A LOCAL BUSINESS TO PROVIDE AN ITEM OR SERVICE AS A PRIZE.



SNOWMAN BUILDING COMPETITION

ORGANIZE A SNOWMAN-BUILDING COMPETITION IN THE SCHOOLYARD ON A SNOWY DAY. CHARGE PER TEAM ENTRY INTO THE COMPETITION. OFFER A REWARD TO THE WINNING TEAM! DON'T FORGET TO TAKE PHOTOS AND HAVE FUN!



POPCORN FUNDRAISER

SELLING POPCORN IS A GREAT SCHOOL FUNDRAISING IDEA. TO MAKE THINGS EVEN EASIER, THERE ARE MANY COMPANIES WITH WHOM YOU CAN WORK TO ORGANIZE A POPCORN FUNDRAISER FOR YOUR SCHOOL – THEY PROVIDE THE GOURMET POPCORN, YOU SELL IT, AND THEN YOU SPLIT THE PROFIT. SOME POPCORN COMPANIES WILL PROVIDE A DISCOUNT IF YOU ARE PURCHASING IN BULK TO SUPPORT A CHARITY - DON'T FORGET TO ASK!

SAMPLE LETTER TO SEND TO YOUR SUPPORTERS

Dear [donor's name],

Thank you for your gift of _____ [donation amount] to our [fundraiser name] in support of the George Hull Centre for Children and Families. Our event was a tremendous success, raising _____ thanks in many ways to our wonderful supporters. Here at [school name] we value every one of our donors and truly appreciate your gift.

The George Hull Centre services children with their families from infancy through to the age of 18. They regard each child as an individual, a member of a family, a member of the community, and they work in partnership with families and children, with other community services and with community groups to improve the mental health of the children and youth of Toronto.

The Centre works to develop an accessible, flexible and responsive continuum of service delivery for the community, and to provide specialized services for the Greater Toronto Area, as mandated.

In 5 Children in Canada under the age of 18 are living with a mental illness. Only 1 of those 5 will receive the treatment they desperately need, 80% will not.

The George Hull Centre is helping to ensure kids and families get the help they so desperately need and can move forward with their lives in a fulfilling and productive way.

For more information about the George Hull Centre, please visit georgehullcentre.ca

Thank you,
[organizer/council name]
[school name]