

# Workplace Fundraising

## Getting Started Guide



GEORGE HULL CENTRE  
FOR CHILDREN & FAMILIES

Changing the  
trajectory of children's  
mental health.

# 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 Community Fundraising Activity or Event?

Community Fundraising 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/2rK9FPr>

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](mailto: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](mailto:foundation@georgehull.on.ca).**

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

# Fundraising in your Workplace

Now more than ever, companies are looking for ways to strengthen employee engagement and encourage teamwork, and many staff are looking for simple and fun ways to engage and give back to their community through their workplaces.

## Tips for engaging employees in organizing fundraising events:

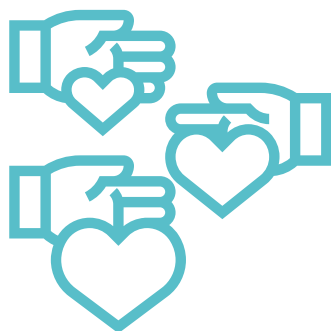
1. **Determine your employees' interests.** Do you have people who like to run, bake, host events, or play video games? Host a bake sale or auction off "catered" meals, organize a group jog with a pledge element, a party, a gaming competition or learn to game. Maybe golf is more their speed, or a night of trivia, escape rooms, or wine tasting.
2. **Understand your corporate culture.** Is there an undercurrent of "friendly competition" in your company? Is team-building important? Do you want to provide opportunities for people from different departments to work together?
3. **Form a committee.** It's always more fun to work with like-minded people and share the responsibilities.
4. **Keep it fun!** The planning and execution of the event should be fun, rewarding, and motivating. There are many options, but it's important that staff enjoy the process, feel supported by their managers, the company, and are recognized for the impact they are having on the community.
5. **Be Consistent.** Hold many smaller fundraisers throughout the year, they will all add up! Whether it be a 50/50 draw held during the weekly staff meeting, a spring yard sale, a summer BBQ, or a holiday gathering, these events can become a core part of the company experience and help keep people engaged throughout the year.
6. **Go Digital.** Check out our Canada helps for an online fundraising option (<https://www.canadahelps.org/en/fundraise/>)
7. **Make it Easy.** Encourage your staff to donate through Benevity with GHC as the recipient (Link to Benevity section)
8. **Get your donation matched.** Find out if your workplace will match your donation- don't leave money on the table!





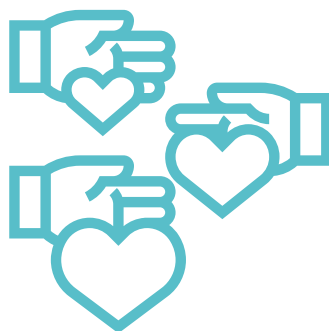
# Fundraising Ideas

- **Office Raffle** – Dig out all those unwanted gifts and clothes you've never worn and organize an office raffle
- **Film Night** – Turn your boardroom into your very own cinema, grab some popcorn and blankets and charge colleagues to vote on which film they'd most like to watch and all-you-can-eat access to the snacks.
- **The Great Bake Off** – Run a bake off in your office or workplace and combine it with a bake sale, who doesn't love a tasty cake?
- **Fancy Dress** – Pick a theme for a fancy-dress day and ask for donations with a prize for the winner.
- **Donate Your Pay** – Ask colleagues to donate an hour of their hard-earned cash and see how much you can raise. You could even ask some of the managers and directors in your team if they would be happy to donate a day's pay – it's a great way to get them involved if they're too busy to join in with other fundraisers.
- **Yoga with Pets** – Organize a yoga class in your workplace and bring your pets along.
- **Skill Bidding** – Put up a poster in your office kitchen or staff room and encourage your colleagues to list their skills. Maybe you've got a team member who can crochet or a budding musician in your midst. Ask colleagues to place bids on receiving a one-hour lesson with that person and their skill. Share expertise and fundraise all at the same time!
- **Feeling Fit?** – Get out of the office and organize a team day out at an obstacle, or tree trekking course – who will be your workplace champion?
- **Curry night** – Food is always better when it's shared with others. Buy ingredients for a curry, cook it and turn your meeting space into your very own curry house. Charge an entry fee and auction off the hottest dish on the menu.
- **Quiz Time** – Whether you host it in your workplace or find a local venue, quiz nights are a great social event in your office calendar and a great way to raise donations, maybe charge a small entry fee per team. Don't forget to provide an awesome (or funny) prize for the winning team!



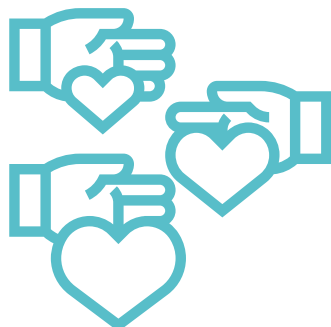
# Fundraising Ideas

- **Dye Your Hair** - Dye your hair a funny colour, the more the merrier.
- **Swear Box** - Put a swear box in the office and ask people to donate \$1 every time they swear
- **How Hot Can You Handle?** Buy bottles of chili sauce and charge your colleagues to find out who can handle the most spice!
- **Bring Your Neighbours Together** - Host a networking event for companies in your building and charge a fee.
- **The Most Important Meal of the Day** – Full English, continental or maybe something more exotic, hold a fundraising breakfast or high tea in your workplace.
- **Hold a pancake flipping contest in the office to mark Shrove Tuesday** - Who says pancakes are just for February or March – why not hold a pancake day any time of the year?
- **Guess the Baby** – Ask your colleagues to send you a baby photo of them and pin the photos up in your workplace. Charge a small entry fee for the chance to guess which baby is who. The person with the most correct guesses wins a prize.
- **Hold a 'Come Dine with Me' style competition and ask participants to pay to enter.**
- **Office Cycle** - Ask round to see who owns an exercise bike and get them to bring it into your office or workplace for a week. Set a target, maybe the distance of your nearest river, the total of all your teams' ages or the distance between your business premises. Encourage your colleagues to have a go and make a donation each time they cycle.
- **Environment Conscious?** – Cycle or walk to work for a week and raise donations. You will also help reduce your carbon footprint and keep fit!
- **The Camp Tuck Shop** - Why not recreate the lazy days of summer camp with a tuck shop experience. Buy some retro candy and treats in bulk, then run a daily tuck shop for a week!
- **Christmas Gifts** – If you're creative, why not make some imaginative Christmas gifts and sell them to your colleagues?



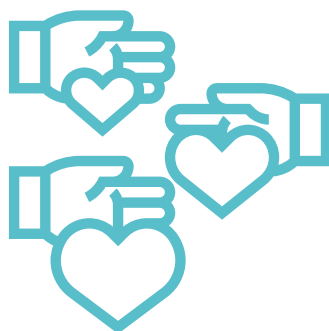
# Fundraising Ideas

- **Fitness Fanatic** – Every workplace has one – encourage them to offer bespoke training plans for \$20 a pop, maybe they could take part over the lunch hour?
- **Cookie Monster** – National Cookie Day! Get everyone to bake cookies and sell them in your workplace.
- **Ho Ho Ho!** – Dress as Santa for a week and pick up sponsorship from your colleagues
- **Considering Going Vegan?** – Take the vegan challenge and give up meat and dairy for sponsorship.
- **Email Signatures** – Set up an online donations page and include the link in your email signatures. It's a great way to remind your colleagues why you're fundraising, and you might be surprised how many external contacts pitch in with generous donations!
- **Local Art** – Find some local undiscovered artists and ask for a donation of their work to auction
- **A great way to Fundraise** – have you got a sommelier in your workplace, or maybe someone who thinks they are! Organize a wine tasting evening and charge an entry fee. Don't forget to remind your colleagues to leave the car at home that day!
- **Team Challenge** - If you have the stamina get colleagues and friends involved in a sponsored 24-hour ball hockey game, danceathon, game-a-thon, cycle or another a-thon.
- **Jailbreak** – Take on a sponsored jailbreak with colleagues and see how far you can get from your office in 36 hours, don't forget to set a spending limit! Or, if the prospect of spending the night with work colleagues doesn't appeal, see how far you can get on public transport in a day!
- **Bingo** – Organize a bingo night/lunch hour and charge an entry fee to take part or charge per card. Split the proceeds between the winner and GHC.
- **Bucket Collection** – Got a few hours you can spare for charity? Run a bucket collection in a local town centre (don't forget to get permission first!)
- **Charity Yard Sale** – Get your colleagues to have a good clear out at home and organize a team yard sale for charity.



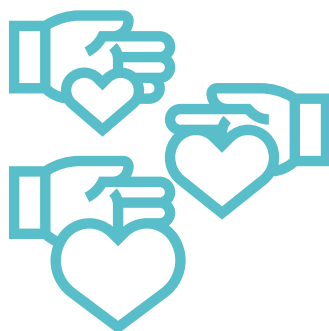
# Fundraising Ideas

- **Company Car Wash** – Get some sponges and buckets and roll up your sleeves to offer a car washing service at lunchtime.
- **Sponsored Swim** – Swimming is great for both mental and physical health, take a dip and organize a sponsored swim with your colleagues.
- **Rappelling For Charity** – Conquer your fear of heights and arrange a rappelling event.
- **These Boots Are Made for Hiking** – so climb for sponsorship and ask your employer to match it!
- **Lunchtime TED.** Find four colleagues who have an interesting skill or experience that they'd like to share and run your very own TED talk. Ask them each to prepare a 15-minute session and invite colleagues to make a donation to join in at lunchtime.
- **Office Jargon** – Every workplace has them... Bust the office jargon by putting in place a fine for anyone caught using them!
- **Office Karaoke** – Hire a karaoke machine and charge a toonie per song (perhaps charge people to stop you from singing!)
- **Charity Chocoholic** – Ditch chocolate for a month and get sponsored.
- **Companywide scavenger hunt/Easter Egg Hunt** - pay to enter.
- **Video Game Night competition.** Encourage your company gamers to live stream a new game, who knows how many donations you may get to watch from your company and from a far.
- **Skill share** - Have you or your colleagues got a special skill? Perhaps you're a yoga guru, an amazing baker or a fabulous artist. Host a session over lunch or after work, share the skill, and ask everyone for a donation in return.
- **Coffee break.** Take a break from work with a classic coffee morning. Set a date, spread the word and get baking. Why not give yourselves a theme, or make it a bake-off competition? Ask for a donation to GHC. It's a classic and simple office fundraising idea. If you are on a busy street, consider opening it to commuters.
- **Enterprise challenge.** Split employees into groups, set your deadline, pick your judges and then let the competition begin! Each team must pitch a fundraising idea to the bosses to secure seed funding, and then see whose idea raises the most.



# Fundraising Ideas

- **Dress up/down day.** Whether it's dressing up, donning fancy dress or dressing down, break out of the routine and ask colleagues for a donation for taking part. What other fun fundraising activities could you do on the same day to boost your total?
- **Duvet day raffle.** Raffle off the chance for an extra day's holiday. It's an office fundraising idea sure to pique your colleague's' interest.
- **Charity wig day.** Dig out your silliest wig and pay a donation to wear it at work.
- **Marathon events** - How about covering the distance across Lake Ontario or pick your favorite spot, have the office vote on it, and hop on a rowing machine a rowing machine? Or cycling for 24 hours solid? Get a team of colleagues together and decide on a marathon event to ask fellow employees, suppliers, relatives and friends to sponsor you for.
- **Golf day** - If you and your colleagues love a round of golf, organize a golf day and invite customers, contacts and friends and family to take part.
- **Brew busters.** See who can throw the (dry!) teabag into the mug from the furthest distance. Charge people to enter and give alternative prizes for the wackiest location and most entertaining video.
- **Give as you earn.** One of the easiest ways to give money to charity is through a monthly donation from your salary. Lots of companies offer payroll-giving plans to enable employees to give to good causes directly from their salaries. Consider signing up and encourage colleagues to do the same. It'll make an enormous difference to the George Hull Centre. Some companies offer Matching Gifts.
- **Office Olympics.** Who will take the gold in speed typing, synchronized chair swivel or paper airplane throwing? There's plenty of fun to be had in aid of charity with an office sports fundraising day.
- **Charity book sale.** Donate previously loved books and hold an office book sale. It's one of the cheapest and easiest workplace fundraising ideas.
- **Job swap.** Sponsor your manager to work on the floor/in your role or how about auctioning off the boss's job for the day to the highest bidder? Job swapping is a great fundraising idea for businesses.
- **Dress as your teenage self.** Whether you were a 70s hippy or a 90s grunge kid, recreate your favourite look from your teenage years for the day, in exchange for a donation.



# SAMPLE LETTER TO SEND TO YOUR SUPPORTERS

Dear \_\_\_\_\_,

The employees at \_\_\_\_\_ are organizing a \_\_\_\_\_ in support of the George Hull Centre. This will be our first event and we are really excited about \_\_\_\_\_ we are hoping to have \_\_\_ participants including staff, management, clients, family and friends participate on \_\_\_\_\_.

Approximately 1 in 5 children and youth in Ontario has a mental health challenge. About 70% of mental health challenges have their onset in childhood or youth. That's why early identification and intervention is so critical and can lead to improved achievement in school and better health outcomes in life.

Children of all ages experience a wide range of mental health issues, and sometimes they're too big to handle on their own.

Left untreated, these issues can become even more complex and harder to overcome!

Many families go to the George Hull Centre with complex mental health needs and developmental trauma across generations. This Centre deeply understands the challenges families face, and addresses their issues with thoughtful, compassionate, and effective strategies for change. Through intensive on-going treatment, clinicians have tremendous impact on the lives of children and families.

For more information on these life changing programs please visit [georgehullcentre.ca](http://georgehullcentre.ca).

The staff at \_\_\_\_\_ believe you can help make this event a tremendous success! We are asking \_\_\_\_\_ to donate \_\_\_\_\_.

Thank you in advance for your donation. A committee representative will contact you to confirm your support. Please feel free to contact me at 416-xxx-xxxx if you have any questions.

I look forward to speaking to you soon. Thank you for your support!  
Sincerely, Name, Planning Committee Representative