



Shine On

Fundraising Event Planning Guide



We can't wait
to work with **you** to create
impact in **our** Community!

We all have the potential to shine.

The YMCA of Niagara is a charity open to all, providing leadership and opportunities for people and their community to grow in spirit, mind, and body. We are grateful for your interest in becoming a key partner to help amplify the impact of this mission.

ALL efforts – from modest to mighty – positively impact the lives of people of all ages and abilities in the Niagara Region by inspiring health, wellness, and community.

So, thank YOU, for showing up and joining the US in this mission.

Within this guide you will find ideas and tips for planning and running your event seamlessly from start to finish. And of course, we are available to answer your questions and be of assistance throughout your planning journey:

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Please submit
your Event
Proposal Form at
least four weeks
before your event.



Creative Fundraising Event Ideas

To Drive Impact + Support

Fundraisers... start your engines

To achieve successful fundraising goals, it's crucial to first decide the type of event you plan to host. First, identify your target attendees and preferred date, as this will guide your event planning. Throughout the year, there are numerous enjoyable indoor and outdoor fundraising options available to support the YMCA of Niagara.

Below, some quick inspiration to kick-start the process,

 Spring	 Summer	 Fall	 Winter
<ul style="list-style-type: none">• car wash• garage sale• races• flower sale• carnival• raffle• odd jobs• 50/50 Draw	<ul style="list-style-type: none">• dog wash• treasure hunt• golf tourney• lemonade stand• BBQ or potluck• sports competitions	<ul style="list-style-type: none">• bake sale• easing of regulatory requirements• produce sale• talent show• trivia night• pumpkin carving	<ul style="list-style-type: none">• denim day• silent auction• dance-a-thon• fashion show• holiday party• gift-wrapping• games night• talent show• pizza lunch

The Three P's of Event Planning



Planning

1. Enlist some help via a planning committee with people you know can help you. This can include help in promoting, planning and actually running your event.

2. Choose a date and time, then research some venues that are available and work best at that time of year.

3. Set goals looking at your budget to determine revenue and expenses, number of attendees/participants.

4. Secure a venue using all of the knowledge from the first three steps, pick a venue that will best support your event type and time of year.

5. Determine extras, do you need any insurance, permits or security? Your venue can help in letting you know these details, or ask us!



Promotion

Online community calendars are a great place to post your event and YMCA of Niagara will share your details on our events page

Social media
(Instagram, Facebook, Twitter, blogs and more)

Posters and flyers around your community

Word-of-mouth (tell everyone you know!)

Photos The YMCA loves real content and will promote on your behalf on our social channels

**we require a signed photo waiver granting permission to use photos*



Post Event

A post event wrap up is a key part of measuring an event's success.

A few items to consider would be:

1. Evaluate your success, including monetary goals and attendance. Do you plan on running this event again? What might you do differently/better/the same?

2. Send thank you's! Remember to thank everyone who helped you plan, coordinate and promote your event.

3. Contact the YMCA of Niagara to arrange for the donation of funds (maybe even a cheque presentation) and any other items we need to help you with.



Guidelines for Success

Licensing and Insurance

All third-party events must comply with all applicable laws. The following are general guidelines. It is incumbent upon any individual, group or organization to comply with current local gaming, Liquor Control Board of Ontario (LCBO) licensing policies, etc.

Gaming Licenses

Licenses must be obtained for all raffles, 50/50 draws and draws of chance prior to the printing or selling of any tickets. Several pieces of information are required to appear on the ticket and a sample of the ticket must be provided with the application to the issuing Municipality.

THE INFORMATION REQUIRED IS:

- a) Name of the organization holding the draw
- b) Name of YMCA of Niagara as the recipient of the funds
- c) Number of tickets that will be printed.
- d) Cost of each ticket and if there is a discount for multiple tickets (\$2 each or 3 for \$5)
- e) Date of the draw
- f) Location of the draw
- g) Time of the draw
- h) Prizes available to be won along with the value of each
- i) License number issued by the appropriate Municipality.
- j) Name of the printing company, if applicable

- Licenses and permission must be secured from the appropriate municipal office within the Niagara Region or beyond.
- The license must be obtained and held by YMCA of Niagara. An individual or business cannot hold a lottery license. Licenses can take four to six weeks to be approved.
- Strict regulations are involved with licensing and must be followed exactly in order to maintain the charitable status of the YMCA of Niagara.
- YMCA of Niagara will not obtain a liquor licence on your behalf. The organizers of any event must provide proof of comprehensive public liability insurance. YMCA of Niagara accepts no legal or financial responsibilities for any Third-Party Event held on its behalf.



So much yes!

The **YMCA of Niagara** is a registered charity

Tax Receipt Guidelines

YMCA of Niagara is a registered charity accountable to its donors and as such adheres to rules and regulations of the Canada Revenue Agency (CRA) to protect its donors and charitable status.

The final decision to issue official tax receipts rests with YMCA of Niagara and must be agreed upon prior to the commencement of the event. In order for YMCA of Niagara to agree to issue tax receipts, conditions as set by the CRA must be met.



A gift is defined as a voluntary transfer of property without valuable consideration. To qualify as a gift, all three of the following conditions must be met:

- 1. Some property, either in the form of cash or a gift-in-kind is transferred by a donor to a registered charity.**
- 2. The property is given voluntarily.**
- 3. The donor gives without expecting anything in return.**

PLEASE NOTE:

- YMCA of Niagara issues charitable tax receipts for donations of \$20 or more to individual donors, and business acknowledgment letters to organizations that make a cash donation to your event.
- Receipts cannot be issued to the organizer for proceeds from an event (e.g., the business/organization); receipts are only issued for direct donations where the donor receives no benefits from their contribution i.e., no advertising, promotion etc.
- In order to issue tax receipts for the current calendar year, all donor and revenue information must be received within that calendar year.
- Sale of raffle tickets, admission tickets, green fees, auction items and other goods that provide a benefit to donors are not eligible for a tax receipt.
- YMCA of Niagara does not issue tax receipts for gift-in-kind donations such as ticket sales, auction items or event sponsorships.
- Receiptable portions can be issued however this must be discussed and agreed to well in advance of your event date.



We're here for you

Ways the YMCA can (and cannot) help with your event



Yes WE CAN absolutely:

- Issue tax receipts, if applicable.
- Provide advice on planning your event.
- Discuss innovative ideas and best practices.
- Promote your event using various communication tools.
- Use of our logo for your promotional materials. NOTE: All promotional materials must be reviewed by the Philanthropy department prior to distribution.
- Provide a letter to your event volunteers recognizing them for their volunteer hours.



Sorry we are UNABLE to:

- Provide mail/email lists of YMCA of Niagara donors or sponsors.
- Solicit for sponsorship or prizes, auction items or selling of any type of tickets.
- Provide funding or reimbursement for event expenses.
- Manage your budget.
- Apply for permits, other licenses or insurance.
- Provide any staff for the event.
- Guarantee volunteer, board or staff attendance at the event.
- Provide administrative help.
- Assume responsibility of any kind associated directly or indirectly with the event.



YMCA of Niagara

Logo Usage

There are a few things to consider when applying the logo to preserve visual integrity and provide maximum legibility. Size and placement clear of other graphic elements (clearspace) are outlined in this section.

Horizontal Logo

The preferred logo is always the horizontal version where the the “Shine On” is in black and the location name in the dark red.

Minimum Size

The minimum size that the logo should be applied is 1” in width. Anything smaller than this and the words risk becoming illegible.

(Primary Logo)



Stacked Logo

For instances where space will not allow the primary logo, a stacked version is available.

Minimum Size

The minimum size that the logo should be applied is 1” in width. Anything smaller than this and the words risk becoming illegible.




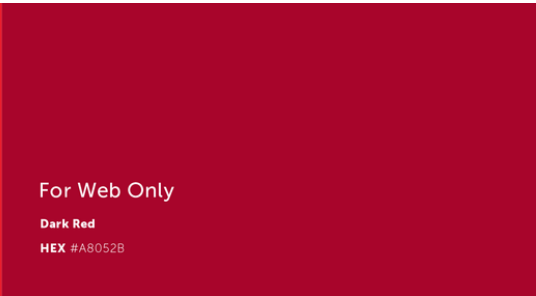
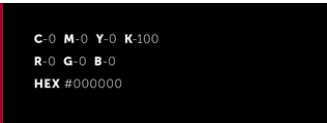
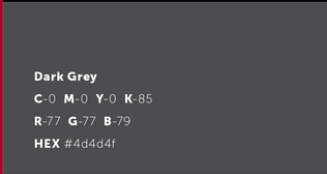



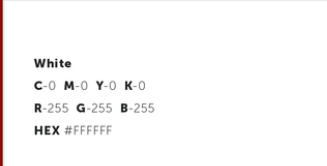
= Width of the stem in the “Y” symbol



YMCA of Niagara

Colour Palette

Colour plays an important role in keeping our brand strong and iconic. We have two beautiful shades of red within our hero logo. These reds are the primary colour palette associated with the **YMCA of Niagara** brand, and for the purposes of third-party usage, these colours should be used whenever our logo is displayed in colour.

 Bright Red Pantone 185C C-2 M-100 Y-92 K-0 R-233 G-29 B-45 HEX #E00034	 For Web Only Dark Red HEX #A8052B	 Black C-0 M-0 Y-0 K-100 R-0 G-0 B-0 HEX #000000
		 Dark Grey C-0 M-0 Y-0 K-85 R-77 G-77 B-79 HEX #4d4d4f
	 Dark Red Pantone 1815C C-0 M-97 Y-100 K-50 R-138 G-16 B-5	 Medium Grey C-0 M-0 Y-0 K-50 R-147 G-149 B-152 HEX #939598
		 Light Grey C-0 M-0 Y-0 K-10 R-230 G-231 B-232 HEX #E6E7E8
		 White C-0 M-0 Y-0 K-0 R-255 G-255 B-255 HEX #FFFFFF

Primary Colours



FAQ's

I have an event idea but need help pulling it together. Can you help?

Once you have decided that you would like to organize a fundraising event for the YMCA of Niagara we ask you to please complete our Event Proposal Form. Once we receive your form, an individual from the Philanthropy Team may contact you to review your plans and help ensure you fulfill YMCA of Niagara's Third Party Event Policy and Guidelines and maximize your event's success.

Can you help answer questions about receipting for my event?

In order to ensure our status as a charitable organization with the Canadian Revenue Agency, it is imperative that we handle all matters around receipting in an appropriate, timely, efficient and legal manner. If you have questions around process or best practices, please contact the Philanthropy office.

How do I organize an event?

Once you have decided on the details of your event, the most important step is to complete and submit the event proposal form to Philanthropy. Once we have received your form, we will be happy to help answer any questions.

Can you mail our event information out to your donors?

Unfortunately, we cannot mail or email event information to donors.

Can we have your logo to put on our event material?

Once your event is approved we will provide you with our logo. All event materials must be reviewed prior to distribution.

FAQ's

Can you help find sponsors for our event?

Unfortunately we cannot help secure any sponsors for your event but we would be happy to help you brainstorm potential organizations and advise you how to find companies with the right fit for your event.

Can you promote our event for us?

Yes, we can promote your event on our events page on our website.

Can you get media to come to our event and put out a press release

Unfortunately, YMCA of Niagara cannot promote or generate publicity for your event. We can however provide advice and ideas on how to attract media attention and write a media release.

Can you help us find a venue for our event?

Unfortunately we cannot help source an event venue for you. There are some great resources on-line such as www.celebrate.ca or www.banquethallsontario.com or www.eventsource.ca to help you look for suitable venues.

Can you forward me some funds to pay for my event expenses?

We cannot provide any funding support to any third party event.

How will you recognize me for hosting an event? What is in it for me?

Thank you letters, certificates, cheques presentations and a listing on our website are some of the ways you might be recognized.



We all Shine

when our **Niagara** community truly works together

There is potential inside all of us. But obstacles can get in the way: fear, doubt, a lack of affordable housing, isolation, discrimination. The Y believes that everyone has the skills and ability to achieve. That every obstacle can be met with support, positivity and guidance. That every single person is worthy of the opportunity to shine. And when each of us shines, the collective strength of an entire community can be realized.

Many of our charity's programs and supports are essential — not luxuries reserved for those who can pay. We provide many programs for free, and offer financial assistance to anyone who wants to join a paid YMCA program but can't afford the fees.

At the YMCA of Niagara we are committed to finding solutions to meet community need with a focus on ensuring children and youth continue to build resilience and reach their full potential.



**When each of us
SHINES
the collective
strength of an entire
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realized.**



Event Planning Checklist

Remove any obstacles that are in the way of
an amazing event... make a list!

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Photo and Video Consent, Assignment and Release Form

PURPOSES: For marketing, advertising, promotional and/or communication purposes, the YMCA may, from time to time, take photographs and/or video recordings of YMCA based activities or events that include real people, which photographs and video recordings will be placed in the YMCA National Photo Bank and which may be used by any YMCA in Canada (the "Purposes"). For purposes of this Form, "YMCA" refers to the local YMCAs and YMCA-YWCAs in Canada and to YMCA Canada, the national association of local YMCAs and YMCA-YWCAs across Canada.

By signing this Form, you are consenting to the taking of photographs and/or video recordings of you by the YMCA for the Purposes, you are assigning to the YMCA, and waiving any rights you have related to, any such photographs and/or video recordings, and you are consenting to the use of any such photographs and/or video recordings, in whole or in part, by the YMCA for the Purposes.

For valuable consideration received but without any promise of remuneration, I hereby agree to allow photographs and/or video recordings to be taken of me, whether posed or candid, while I am on YMCA property and/or participating in YMCA activities or events, to be used by the YMCA in connection with the Purposes, whether on the YMCA's internet web site, in YMCA printed materials, or in any other medium (the "Work Product"). I confirm that the YMCA shall not be obligated to use the Work Product.

I understand that the Work Product is being created under the direction and control of the YMCA. I hereby irrevocably assign to the YMCA any and all rights, including copyright, financial or moral, that I may have in the Work Product. I agree that the YMCA has the sole worldwide ownership and rights in and to the Work Product, including copyright interests, and I acknowledge that I have no interest or ownership in the Work Product or its copyright. Photos and/or video recordings will not be sold to third parties and will not be used by third parties except in cases where a third party has been contracted by the YMCA to create the Work Product.

I agree that I will not bring or consent to others bringing a claim or action against the YMCA on the grounds that anything contained in the Work Product, or in the manner in which the Work Product is used, is defamatory, reflects adversely on me, or violates any other right whatsoever, including, rights of privacy and publicity. I hereby release and forever discharge each of the YMCAs, its officers, directors, employees, agents, partners and affiliates, and their respective heirs, executors, personal legal representatives, successors and assigns, as applicable, from all actions, claims, causes of action, suits, demands, liabilities and damages whatsoever, in law or equity, which I may have against any of them in connection with the Work Product.

I confirm that I am over the age of 18 and am competent to execute this Form and to participate in the development of the Work Product; or, to the extent that I am under the age of 18, have had my parent or guardian review this Form and consent to my participation in the creation of the Work Product on my behalf.

Any inconsistency between this Form as expressed in English and any other language shall, to the full extent permitted by applicable law, be resolved by reference to the English version. Les parties ont convenu de rédiger cette entente en anglais.

By signing my name, I (or my legal guardian) acknowledge that I (or we) have carefully read and understand this Form.

Date

Name (Please Print)

Guardian's Name (if applicable)

Address

Telephone Number

Email Address

Signature of Witness

Signature of Participant



Thank you

for your interest in working
with the YMCA of Niagara
and helping to create

**A brighter
tomorrow...
together**



ymcaofniagara.org

