

# Fundraising for Community Organizations

*Seniors Clubs*

*Volunteer Associations*

*Sports Clubs*

*Literacy Foundations*

*Boys & Girls Clubs*

*Service Organizations*

*Handi-Capped Associations*



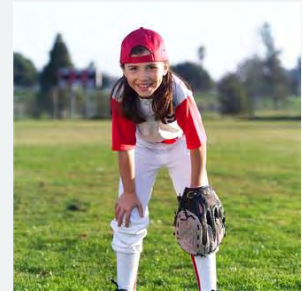
## Introduction



The Town of High River is committed to assisting local clubs and associations meet their needs where and when we can.

Canada's contribution to the world of competitive sports is something to be proud of. Across the country, more than two million parents, coaches and community members volunteer approximately 143 hours each year and work hard to provide sporting opportunities, mentoring and coaching for today's young athletes.

Thousands more volunteer organizations such as rotary clubs, lions clubs, Masons, women's shelters, literacy foundations, neighbourhood watch associations and the like, round out the scope of volunteerism. Yet, all these organizations are experiencing funding challenges due to the economic downturn that began in 2008. This booklet is designed to provide organizations with ideas and resources to help achieve their financial goals.



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## BOARDS & ASSOCIATIONS

*Learn why it's so important to have board members who are interested, informed and committed to your club. Review and consider training resources and options to ensure your board consists of dedicated people.*

## GRANT INFORMATION

*Important links to a variety of grant givers including government and private organizations*

## FUNDRAISING CAMPAIGNS

*The basics of strong and innovative fundraising campaigns; what should they include, and how to present them to potential donors and sponsors.*

## FUNDRAISING IDEAS

*This section outlines a number of new and old ideas to help get the ideas flowing.*

## RESOURCES

*Links and booklets including grant information, training resources, help with club organization, fundraising, books under \$20, and more connections and useful links.*



## Boards & Associations

The role of the 'Board' is extremely important to its membership and the local community as a whole. Charged with organizing multiple tasks including communicating with the public, scheduling events, seeking financial support and providing direction to its membership, board members need to be informed, trained, experienced and dedicated.



The following links contain information on resource materials and training opportunities:

### Helpful Resources

The High River Centennial Library has a large selection of books and resources to help non-profit organizations. The library also offers free computer use and internet access.

[Rural Initiative Collection Booklist \(2008\)](#)

## Boards & Associations continued...

### Training & Seminars for Board Members

**Centre Point** – focuses on the fundamentals of running non-profit organizations: board governance, fund development, leadership, marketing and communications as well as human resources.

[The Centre Point](#)

**Vitalize** - Government of Alberta – Annual Provincial Voluntary Sector Conference

[Culture Alberta - Vitalize](#)

**The Association of Fundraising Professionals (AFP)** - represents nearly 30,000 members in more than 213 chapters throughout the world, working to advance philanthropy through education, training, mentoring, research, credentialing and advocacy. The association fosters the development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession.

[AFP](#)

## Grant Information

Government grants play an important role in many non-profit clubs and organizations. It is essential to be informed about what's out there for your club. Here are some ideas to help you get started:

**Provincial Grant (Alberta Lottery Fund)** – The Community Initiatives Program (CIP) provides funds to enhance and enrich community initiatives throughout Alberta. The program is intended to reinvest revenues generated from provincial lotteries into communities, to empower local citizens and community organizations to work together and respond to local needs.



[Culture Alberta - CIP](#)

**Provincial Grants (Culture Alberta)** - Every day, non-profit and charitable organizations in Alberta help to make a positive difference for so many people. Whether it is through after-school care, recreation programs or assistance for new immigrants, these organizations are at the heart of healthy and strong communities. The government of Alberta has several grant programs and foundations that assist these groups in their efforts.

[Culture Alberta - Grant Programs](#)

## Grant Information – continued...

**Alberta Sport, Recreation, Parks and Wildlife Foundation** - believes all people should have opportunities to enjoy active living and participate in sporting events. After all, sports and physical activity are fantastic ways to enjoy living in our beautiful province. We are pleased to provide a number of grants related to sport, recreation and active living.

[Alberta Sport, Recreation, Parks & Wildlife](#)

**Athletics Alberta** - has compiled a list of grants that are currently public and made available online.

[Athletics Alberta](#)

**Alberta Centre for Active Living** - Alberta links

[Alberta Centre for Active Living](#)

**Main Street at Charity Village** - Canada's supersite for the non-profit sector. Every day, you'll find more than 3,500 pages of news, jobs, resources, how-to articles, volunteer and event listings, educational opportunities, and much more. If philanthropy and volunteerism are part of your world, this is your place.

[Charity Village](#)



## Grant Information continued...

**Access and Activity Grants** - support programs, initiatives and infrastructure projects that encourage backcountry, urban and near-urban outdoor recreation. Grants range from \$500 to \$15,000.

[Mountain Equipment Co-Op](#)

**The Department of Canadian Heritage, Sport Canada** - works to advance sport within the context of Government of Canada priorities. Moreover, the department is striving to establish Canada as a leading sport nation at home and abroad, where all Canadians and their communities enjoy, value and celebrate the benefits of active participation and excellence in sport.

[Canadian Heritage](#)

**BMO Financial Group's** - support focuses on social responsibility in the communities it serves. As an active participant in Canadian communities, BMO believes in the possibilities of personal growth and achievement through continuous learning and access to education.

[BMO Financial Group](#)

**Canadian Tire Jumpstart Charities** - helps identify and support community-based programs that give a boost to financially challenged families.

[Canadian Tire Jump Start Program](#)

## Fundraising Campaigns

Fundraising is a must for almost every non-profit club or organization. Gone are the days when membership and registration fees, government grants and hosting casino nights keep you afloat. Members of voluntary boards must work together to ensure they have thoroughly assessed their needs before putting together fundraising campaigns. Ensure you have covered these points before you plan an event:



### Annual Expenses:

- Facility rentals
- Equipment rentals/purchases
- Professional fees (instructors, coaches)
- Travel expenses
- Registration fees
- Uniforms
- Administration expenses
- Advertising and promotion

### Annual Income:

- Account balance from previous year
- Membership registrations
- Donations/Sponsorships not yet received
- Grants

## Fundraising Ideas



Here are several fundraising ideas. Individually they can be easy to coordinate if you plan and organize ahead of time. Combining two or three of these ideas together can increase your fundraising capacity substantially. Some of these are one time events but many could be on-going throughout the fiscal season.

**Bingo** – Volunteers from your organization work a bingo night for a percentage of the proceeds.

**Casinos** – These work similar to bingo nights where volunteers from your organization donate their time to work a casino doing various jobs in exchange for a percentage of the proceeds.

**Bottle Drive** – This can be a year-round fundraising effort – Step-by-step instructions for this fundraiser are on page 14.

**Barter/Trade** – Trade advertising on your website or newsletter for free services.

## Fundraising Ideas continued...

**Golf Tournament** – Hosting a golf tournament can be a lot of work but can also raise substantial funds. Golfers pay one price for golf and a meal. Door prizes and auction items are usually donated to the host and all the money raised goes to your club.

**Sponsorship** – Many businesses will consider picking up the tab for needed items such as t-shirts, uniforms, even travel expenses in return for public recognition.

**Community Get Togethers** – Consider hosting an annual community get together where the focus is your club's appreciation. This can be a supper in the park, a day of mini-golf or a family dinner and dance. Asking for donations rather than setting a price often generates more money.

**Holiday Craft Sales and Events** – Valentine's, Easter, Mother's Day, Father's Day and other special occasions are all good opportunities to make and sell handmade items and homemade foods such as pies or jellies.



## Fundraising Ideas continued...

**Auctions** – Silent auctions offer a secondary influx of money if they are combined with another event that runs a few hours. Live auctions can also include services rendered from club members – for instance, yard maintenance, household chores, dog walking etc.

**Raffles** – Sell a limited number of tickets for a grand prize that has been donated by someone or a business.

**50/50 Draws** – sell tickets for money. The winner receives 50% of the money and the other 50% is donated to your cause or organization.



**Cause Campaigns** – A cause campaign focuses on a specific goal. An example of this would be if your club is getting close to a provincial competition and needs certain equipment in order to compete at such an event.

**Movie Night at the School** – Have a school donate the use of the facility and/or equipment. Charge an entrance fee and make extra income by serving food items.

## Fundraising Ideas continued...

**Alberta Annual Highway Clean Up Event** – The first Saturday in May (weather permitting).

[Alberta Highway Clean Up](#)

**Partnerships** – The Alberta Community Partnership and the Wildrose Foundation have some excellent information on the types of partnerships, what they mean and how they work.

[Partnership Kit](#)

**Purchasing Cards** – Pre-paid purchase cards for a wide selection of everyday retailers – from gas to food, books, clothing and much more... there is something here for everyone. Using prepaid purchase cards doesn't cost the consumer anymore than if they paid cash – and you benefit by earning commission when you sign them up.



[Fundscrip](#)

## Bottle Drive

A bottle drive is a popular way to raise funds for a specific event or need. We've all had them come to our door at one time or another – students looking to raise money for a band trip or to purchase needed equipment for the school. Consider making a bottle drive a year round activity; this type of fundraising could become a steady source of income for your club. Here are some pointers on how to do it:

- **Make a plan** – define exactly what the plan is: How does it work? Will you provide donors with a receptacle or will they provide it? Where shall it be left for pick-up in case they are not home? Where should it be left after you empty it? Will you pick up weekly/monthly? Be sure to consider long weekends, summer holidays and statutory holidays.
- **Location** – pick locations of several homes/businesses that can be done easily and quickly so the task is not too daunting. You can assign members to more than one or two locations.
- **Present the Plan** – statistically more success is achieved with face to face sales as opposed to telephone sales. Knock on doors and



## Bottle Drive continued...

present your plan. Meet potential donors when you do this. Tell them everything you anticipate them asking - what the plan is, how it works, when it happens and by whom, what the money is intended for. Sign them up immediately with a simple, pre-built contract.

- **Follow-up** – be sure to let your donors know you appreciate their donations. You can do this by publishing it in your club newsletter and/or on your website and making sure they get a copy.



## Resources

**High River Centennial Library** – The High River Centennial Library has a collection of resources and materials. From board building and recruitment to producing fabulous fundraising events; volunteer motivation, recruitment strategies, time management techniques and the financial responsibilities of boards.

<http://www.highriver.ca/services-offered/town-facilities/high-river-centennial-library>

and

[Rural Initiative Collection Booklist \(2008\)](#)

**Sport Canada** - Canadian Heritage is responsible for national policies and programs that promote Canadian content, foster cultural participation, active citizenship and participation in

Canada's civic life, and strengthen connections among Canadians.

<http://www.pch.gc.ca/>

**FundScrip** – A Canadian gift card fundraising program. Offering a common sense way for non-profit groups to transform their supporters' everyday spending into contributions that make a difference.

<http://www.fundscrip.com/>

**eFundraising.ca** - A wide selection of proven fundraising campaigns to choose from, they have the perfect fundraiser to complement your cause.

<http://www.efundraising.com/>

## Resources continued...

**Fundraiser Help** – Fundraising ideas and resources.

<http://www.fundraiserhelp.com/>

**Clean Comedians** - Is the premier resource for booking live entertainment acts: hilarious professional stand up comedians, comic magicians, corporate entertainers, humourous motivational speakers, comic jugglers, improv groups, and variety acts for your special event including your banquet, meeting or conference.

<http://www.cleancomedians.com/>

**Centre Point** – Focuses on the fundamentals of running non-profit organizations: board governance, fund development, leadership, marketing

and communications as well as human resources.

<http://www.thecentrepoint.ca/today/index.html>

**Association of Fundraising Professionals (AFP)**

- Represents nearly 30,000 members in more than 213 chapters throughout the world, working to advance philanthropy through education, training, mentoring, research, credentialing, and advocacy. The association fosters the development and growth of fundraising professionals.

<http://afpcalgary.afpnet.org/Home.aspx>

**e-How** – Non-profit organizations rely on fundraising efforts to sustain their missions. From paying staff members to providing resources to a specific population, fundraising meets a

## Resources continued...

non-profits many needs. Developing a fundraising plan for a nonprofit includes creative brainstorming, careful planning and good follow-through to put the plan into action.

[http://www.ehow.com/how\\_7716391\\_develop\\_fundraising-plan-nonprofit.html](http://www.ehow.com/how_7716391_develop_fundraising-plan-nonprofit.html)

**Volunteer Calgary** - Volunteer Calgary has played a key role in the development of volunteerism for over 50 years. Through their services, they work to strengthen the ability of more than 450 member organizations to manage volunteers and connect thousands of Calgarians with unique volunteer opportunities in their community.

<http://www.volunteercalgary.ab.ca/>

**Alberta Community Initiatives Program (CIP)** - Every day, non-profit and charitable organizations in Alberta help to make a positive difference for so many people. Whether it is through after-school care, recreation programs or assistance for new immigrants, these organizations are at the heart of healthy and strong communities. The government of Alberta has several grant programs and foundations that assist these groups in their efforts

<http://www.culture.alberta.ca/cip/>

**Provincial Grants (Alberta Lottery Fund)** - provides funds to enhance and enrich community initiatives throughout Alberta. The program is intended to reinvest revenues generated from provincial lotteries in communities, to empower local citizens, and

## Resources continued...

community organizations to work together and respond to local needs.

<http://www.culture.alberta.ca/cip/default.aspx>

**Board Development** - *SpareSmarts* is a collaborative effort between the Edmonton Chamber of Voluntary Organizations, Volunteer Edmonton, The City of Edmonton, the Board Development Program and Community Development Branch of Alberta Culture and Community Spirit. *SpareSmarts* has developed a shared calendar of up and coming seminars, workshops, webinars and events from training providers in the Edmonton area. A one-stop shop for all your training needs! To view the calendar,

<http://www.culture.alberta.ca/bdp/default.aspx>

**Partnerships** – consider aligning your club with a like group or organization, the private sector or a government agency or program. Increasingly, non-profit organizations are collaborating with other organizations to achieve better results.

[PartnershipKit.png](#)

**Annual Highway Clean-Up** - Each year, on the first Saturday in May, many youth volunteers across the province take to the ditches to make Alberta's highways cleaner. Service clubs and other not-for-profit groups are welcome to participate in the Highway Cleanup Program.

<http://www.transportation.alberta.ca/605.htm>

**Alberta Liquor and Gaming Commission**  
Alberta has adopted the charitable gaming model for casinos, bingo, raffles and pull

## Resources continued...

tickets. These gaming activities may only occur when eligible charitable or religious groups apply for and receive licences to conduct the gaming

activities. Thousands of charitable and religious groups conduct charitable gaming activities to raise funds for their worthy projects and services.

[AGLC - Alberta Gaming and Liquor Commission Home](#)

## Disclaimer

### Limitation of Liability

Under no circumstances including but not limited to, negligence shall the Town of High River be liable for any direct, indirect, special, punitive, incidental, or consequential damages arising out of the use of, or the inability to use, the websites and/or the materials mentioned in this booklet.

### Links to Other Websites

Links to websites not under the control of the Town of High River are provided solely for the convenience of users, the Town of High River is not responsible for the content of any other website. The town does not endorse, authorize, approve, certify, maintain, or control these external internet addresses and does not guarantee the accuracy, completeness, efficacy or timeliness of the information located at such addresses, the town is not responsible for the privacy practices of such websites, and encourages users to review the privacy policies of any linked websites before navigating or disclosing personal information online.

