



# STAND UP FOR KIDS™



CHILDREN'S  
AID FOUNDATION  
OF CANADA

## Fundraising Toolkit

LEAD COMMUNITY PARTNER



CIBC  
CHILDREN'S  
FOUNDATION

Helping Kids Rise Above

## ABOUT STAND UP FOR KIDS



Stand Up for Kids is Children's Aid Foundation of Canada's movement to galvanize change for children and youth in the child welfare system and transform their prospects for a successful future. The movement engages a national audience of caring Canadians - individuals, community groups, schools and workplaces and challenges them to take a stand and take action in meaningful, personal ways. All Canadians have a role to play in improving the lives of kids in care. Together, we will stand up for kids in care who urgently need support and stand alongside former youth in care as they enter adulthood.

## WHO WE ARE

**We help kids in care go from surviving to thriving.**

Children's Aid Foundation of Canada is our country's leading charity dedicated to improving the lives of children and youth growing up in the child welfare system. Together with our community of dedicated donors and supporters, we are helping these young people move from surviving to thriving, and we are helping to empower them to break the cycle of abuse and neglect they were born into through no fault of their own.

Working with over 75 child- and youth-serving agencies in nearly every province and territory across Canada, we fill the gaps between what the government is able to provide and what vulnerable young people need to move confidently forward and create a bold vision of success for themselves.



## WHO WE SUPPORT

Through no fault of their own, hundreds of thousands of children and youth have experienced or live at risk of abuse and neglect. The future for kids involved with child welfare is bleak: 63,000 live in foster care without a permanent family, they have a less than 50 per cent chance of graduating high school, and are at a higher risk of living in poverty, becoming homeless, and experiencing mental health and addiction issues. Additionally, four in five have special needs.

The average young person in care moves between seven different foster homes during their time in the system. Most live without the unconditional love and support of a family and close group of friends that many of us take for granted growing up. Each day brings the possibility of a new trauma. For kids in care, normal shouldn't mean living on the streets is safer than living at home. Normal shouldn't mean watching a parent beat a sibling or having to quit school to take care of younger siblings. No kid should think of these situations as normal. Together, we need to take a stand.

# HOW TO THROW A GREAT FUNDRAISING EVENT

## Step 1: Determine your objectives

- What type of event would you like to host? Need an idea? [Get inspired!](#)
- What is your fundraising goal?
- How do you plan to go about fundraising?
- Make sure you keep your target audience in mind throughout this process!

**Step 2: Form an action team** made up of committed friends, family, co-workers and other motivated individuals who have a diverse array of skills, experience and connections so you can share tasks and make your event a success! Remember, many hands make light work!



## Step 3: Create an action plan

For things to consider please check out our [action plan](#).

## Step 4: Create a budget

- Clearly define your possible sources of income (ticket sales, sponsorship, promotional draw, etc.) and realistically estimate all potential expenses. You can use our [sample budget](#) to help you develop your own.
- Remember, if you keep your expenses at a minimum, you will maximize your efforts to support vulnerable children and youth in Canada!
- Please note that all event expenses need to be covered by the event organizer. Children's Aid Foundation of Canada will not cover any event expenses.

## Step 5: Set a date and secure your venue

- Determine your event date and location with your target audience in mind.
- Remember that timing and location can be crucial to the success of your event. You should consider other events, holidays, weather (time of year), transportation issues, and the number of participants/attendees when selecting your date and venue.



## Step 6: Reach out to us

Please email [emilye@cafdn.org](mailto:emilye@cafdn.org) to let Emily, our Community Engagement Co-ordinator, know that you will be hosting an event to support Children's Aid Foundation of Canada. Our representative, Emily, will be excited to support you throughout the planning process, can share any materials you may need to throw a great event, and can answer any questions that you may have. She will also be happy to work with you to determine how to best incorporate a Children's Aid Foundation of Canada presence into your event.

### Step 7: Spread the word about your event

- Use Facebook, Instagram, LinkedIn, and/or Twitter to promote your event online. For examples please see our [social media guide](#).
- Make a short (30 second - 1 minute long) video to share with your network to convey your excitement for your event and passion for the Stand Up For Kids movement - you could even be featured on our social media channels!
- You can also use our [poster template](#) to help you get the message out to your community.



### Step 8: Fundraise, fundraise, fundraise!

Check out our [fundraising tips and tricks guide](#) to maximize your fundraising efforts and learn more about how you can set up your own online fundraising page!

### Step 9: Throw your event!

If you are interested in sharing information about the Foundation with your guests, you can print the [How to Be A Stand Up for Kids Ally](#) and the [Stand Up for Kids: The need | the impact](#) one-pagers.

*Pro Tip:* Prepare for the unexpected. Make sure you take time to think about any issues that might arise and develop a contingency plan just in case!

### Step 10: Post-event wrap up

Congratulations, you did it! Now that you've held a great event, here are some things to think about:

- Send thank you acknowledgements to all those who supported and participated in your event. You will want to make your donors, guests, and volunteers feel included in your accomplishment, and let them know how their efforts will help vulnerable young people in the child welfare system. Check out our [thank you letter template](#) for some inspiration on what to include.
- Finalize any outstanding invoices and payments.
- Complete your final budget and determine how much you ended up fundraising!
- Conduct a post-event follow up with your event committee
- Start planning your next event!



## BE PREPARED

Below is a list of all the Foundation resources you can use to ensure you have a successful fundraising experience. If you'd like more tips on how to fundraise, or you are looking for further support, we'd love to hear from you! Reach out to our Community Engagement team by contacting Emily at [emilye@cafdn.org](mailto:emilye@cafdn.org) or 416-923-0924.

### Foundation fundraising resources

- [How to be a Stand Up for Kids Ally](#)
- [Stand Up for Kids: The need | the impact](#)
- [Pledge form](#)
- [Action plan](#)
- [Sample budget](#)
- [Social media guide](#)
- [Fundraising tips and tricks](#)
- [Thank you letter template](#)
- [Poster template](#)
- [Print-your-own Stickers](#)



## FREQUENTLY ASKED QUESTIONS

In our experience, there are **three common questions** asked by those just learning about the Foundation. Prepare yourself to answer these questions like a pro using the information below!

### How is the Foundation using my donation?

Last year, Children's Aid Foundation of Canada granted over \$11.1 million in programs and services supporting over 22,700 children and youth across the country. These programs include; support to help young people achieve an education from early childhood to post-secondary, programs that support families and communities to help keep kids at home, enrichment opportunities like camp, sports, and the arts, and support for young people transitioning from care to independent living. To learn more about the impact that the Foundation's programs have on the lives of young people, visit [www.cafdn.org/about-us/publications-and-financials/](http://www.cafdn.org/about-us/publications-and-financials/)

### Is Children's Aid Foundation of Canada different than the Children's Aid Society?

Yes it is. Unlike child welfare agencies, like the Children's Aid Society, Children's Aid Foundation of Canada is not a government agency. They do not provide child protection services nor are they involved in the policies, practices, or governance of child welfare agencies. Children's Aid Societies provide child protection services in Ontario - every province has their own child protection system. The Foundation does not receive government funding. The programs and services they fund are made possible entirely through the generosity of their donors.

**Isn't the government responsible for children and youth in care?  
Why are private donations required?**

The government provides most of the basic life necessities for children and youth in care to age 18. But all kids need more than the basics to thrive – and kids in care face many additional barriers. Children's Aid Foundation of Canada bridges the gap between what the government provides and what young people in care need to be able to do the things most young people do with the help of their families, including achieving an education, developing a positive identity and self-esteem, building a healthy support network, pursuing their passions, transitioning to independent adulthood, and navigating employment.

The programs and services the Foundation funds are made possible entirely through the generosity of its donors, as they do not receive government funding.



# Thank you!

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