



## EVENT INSPIRATION

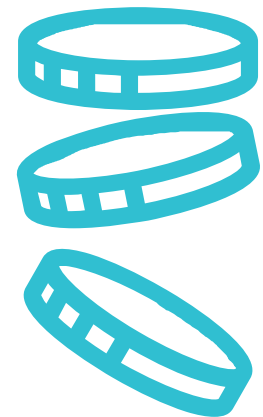
When it comes to fundraising, it is always best to tailor your event to your audience! Think about who you want to engage and brainstorm event ideas from there. We're always available to discuss event ideas, should you need help, but here are a few ideas to help you get started.

- Celebrate a birthday in support of the Foundation. The online service [ECHOAge](#) makes hosting charity birthdays a breeze
- Organize a bake sale at your workplace
- Be king or queen of the grill with a block party or cook-off
- Host a company gala, party, or carnival in support of Stand Up For Kids
- Invite your friends to a karaoke or trivia night
- Coordinate a “dress down day” at your school or place of business
- Clear your closet and inherit new treasures by organizing a group clothing swap
- From mystery dinners to TV-themed potlucks, be the host with most



## Ways to fundraise at your event

- Live or silent auction
- Promotional draws
- Ticket sales
- Sponsorships
- Collecting direct donations (online/offline)
  - **Pro tip 1:** Create some friendly competition amongst your supporters to inspire donations
  - **Pro tip 2:** Track and communicate your progress toward your fundraising goal to show supporters that they can make a difference!
- Corporate donation matching
  - Often businesses will match employee donations. Reach out to your employer to see if your event qualifies.



### Please note that the Foundation is not able to:

- Assume any financial or legal liability, including covering any costs, providing insurance coverage, signing any contracts or applying for any permits and/or licenses on your behalf
- Provide access to the Foundation's mailing lists, including contact information of Foundation sponsors, donors, partners and staff
- Promote your initiative or sell product on your behalf

## OFFLINE VS ONLINE FUNDRAISING

The most effective way to fundraise is through a combination of online and offline methods! Giving your supporters a choice allows them to donate with ease.

### Donation collection

**Online:** Online fundraising is an efficient way to reach out to your extended network and make it easy for your supporters to contribute to your event. If you are hosting a birthday party on our behalf, you can have your guests support us through the online donation platform [ECHOAge](#). However, if you would like to create a donation page tailored to your event you can do so on our [website](#). If you need support, our team at the Foundation would be delighted to help you every step of the way. Feel free to contact us for more information.



**Offline:** Leading up to and during your event, you can also collect cash or cheques in person from people in your network! As you collect cheques, please ensure that they are payable to Children's Aid Foundation of Canada.

### Tax receipts

**Online:** If you are using the ECHOAge platform to collect donations for your event, your supporters will receive a tax receipt in the mail six to 12 weeks after your event date. If you have created an online donation page through the Foundation, your supporters will receive an electronic tax receipt to their email shortly after they make a donation.

**Offline:** In order for our team to send out tax receipts for qualifying donations\*, you need to collect the contact information for all your donors. Contact us to receive our pledge form for all the information you need to collect. Please do not mail cash - reach out to the Foundation for alternative ways to get donations to us.

\* Reach out to Foundation staff before you begin fundraising to ensure that donations from your event qualify for tax receipts.



**CHILDREN'S  
AID FOUNDATION  
OF CANADA**  
Strength to change lives.

**To learn more, please contact:**  
Children's Aid Foundation of Canada  
T: (416) 923-0924  
E: [Info@cafdn.org](mailto:Info@cafdn.org)

[cafdn.org](http://cafdn.org)