



CHILDREN'S  
AID FOUNDATION  
OF CANADA

# FUNDRAISING TOOLKIT



## 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 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 young people in vulnerable situations need to move confidently forward and create a bold vision of success for themselves.

## WHO WE SUPPORT

Nearly 300,000 children and youth in Canada are monitored by child protection agencies due to being at risk of abuse, neglect, or abandonment, while 59,000 are already living in foster homes, institutional settings, or with extended family.

Poverty, addiction, mental health challenges, isolation, and intergenerational trauma are a few of the most common reasons children are removed from their homes and placed in government care. But coming into care is never a child's fault. These kids need our help.



Without support, young people raised in government care face profound barriers to success, stability, and well-being. Less than 50% of youth in and from care graduate from high school. They are nearly 200 times more likely to experience homelessness. And they are significantly more likely to experience underemployment and low income -- a reality that has a ripple effect across the Canadian economy.

# 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: Set up a fundraising** site by visiting [fundraise.cafdn.org](https://fundraise.cafdn.org) and set up your own unique site for people to donate to your fundraiser.

## Step 4: Create a budget

- Clearly define your possible sources of income (ticket sales, sponsorship, promotional draw, etc.) and realistically estimate all potential expenses.
- 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 [info@cafdn.org](mailto:info@cafdn.org) to let us know that you will be hosting an event to support Children's Aid Foundation of Canada. Someone from our team will be excited to support you throughout the planning process, can share any materials you may need (such as certificates or "in lieu of gifts" cards) to throw a great event, and can answer any questions that you may have. We 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 X to promote your event online. Check out our [social templates](#) you can use!
- Make a short (30 second - 1 minute long) video to share with your network to convey your excitement for your fundraiser and the people you are supporting.
- 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 [The Need & the Impact one-pager](#).

*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.
- 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!

You can reach us by emailing [info@cafdn.org](mailto:info@cafdn.org).

Foundation fundraising resources:

- [The Need & The Impact](#)
- [Fundraising Tips and Tricks](#)
- [Poster templates](#)
- [Social Media Templates](#)

## 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?

We raise and grant funds and develop high-impact programs that are delivered in partnership with child- and youth-serving agencies 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 [cafdn.org/about-us/publications/](https://cafdn.org/about-us/publications/).

### 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, we are not a government agency and we don't provide child protective services. Children's Aid Societies provide child protection services in Ontario—every province has their own child protection system.

We are a national independent charity that raises funds to fill the gap  
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between what the government provides and what kids in care need to thrive throughout their lives and long after they have left the system.

### **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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