Manitoba Interfaith Immigration Council

Welcome Place

Third Party Fundraising Kit

March 11, 2017 Revision

Manitoba Interfaith Immigration Council | Welcome Place
521 Bannatyne Avenue
Winnipeg, MB R3A 0E4 | Ph. 204-977-1000 | www.miic.ca

Welcome Place - Third Party Fundraising Kit

Thanks to people like you, Welcome Place will be one step closer to meeting our goal to continue to welcome and provide support to refugee claimants. Manitoba has seen an increase in the arrivals of people undertaking dangerous and long journeys to find peace and safety and these people deserve the right to be dealt with respect.

The Third Party Fundraising Kit give you the tools you need to create a successful third party event in your community. When you organize these events, you are not only raising money to support Welcome Place, but you are also raising awareness about average Canadians meeting our international obligations to those who come to Canada on their own and are found to be in need of protection as refugee claimants or asylum seekers.

You will find in the kit:

- Third Party Fundraising Guidelines and Application Form
- Third Party Fundraising – Ideas You Can Use
- Your Event – Things to Consider
- Planning Checklist
- Sample Media Advisory

Your commitment to this cause is greatly appreciated. Thank you and we hope you have fun with your event and build community spirit!

Contact Information:

Manitoba Interfaith Immigration Council
521 Bannatyne Avenue
Winnipeg, MB R3A 0E4
Bruce Waite – Fundraising Committee
Phone: 204-951-9797
Email: brucew@miic.ca

Registered Charity Number 119030435RR0001

General Guidelines

Promotion and Logo Use

Manitoba Interfaith Immigration Council will provide its logo upon approval of your event. Organizers will be provided with an event package that includes sample media releases, promotional materials, information about Manitoba Interfaith Immigration Council (Welcome Place) and guidelines for logo usage.

All promotional materials must be designed and printed or posted to the web by the third party organizers. In naming the event or promotion, Manitoba Interfaith Immigration Council must not be used in the title, but should be listed as the beneficiary of the event. For example, organizers may not refer to the event as a "Welcome Place Bowling Fundraiser" but it could be promoted as "Bowlathon in support of Welcome Place".

Manitoba Interfaith Immigration Council, at its discretion, may promote the event through our website, emails or other means.

Sponsorship

Manitoba Interfaith Immigration Council cannot solicit sponsors for your fundraising event and does not provide any donor contact information.

Financial Guidelines

Third Party fundraisers are responsible for paying all fundraising expenses related to their activity. It is recommended that event expenses should be 30% or less of the total amount raised, excluding any in-kind donations. No bank accounts in the name of Manitoba Interfaith Immigration Council should be set up. Manitoba Interfaith Immigration Council cannot process any credit cards or other forms of payment for the event.

Any promotion that donates a portion of its sales must state clearly how much, in percentage or dollar amounts, that will got to Welcome Place.

Some fundraising activities, such as raffles, that involve selling to the general public may need a license. Check with your local or municipal governments.

Manitoba Interfaith Immigration Council does not approve individuals soliciting funds door-to-door or by telemarketing.

Manitoba Interfaith Immigration Council | Welcome Place
521 Bannatyne Avenue
Winnipeg, MB R3A 0E4 | Ph. 204-977-1000 | www.miic.ca

All cheques should be made payable to Manitoba Interfaith Immigration Council and sent to:

Manitoba Interfaith Immigration Council
521 Bannatyne Avenue
Winnipeg, MB
R3A 0E4

Cancellation, Liability and Changes

Manitoba Interfaith Immigration Council endorses fundraising events that respect the positive image of our organization and complement our mission. We reserve the right to deny or withdraw approval of an event if there are serious concerns about the impact on our organization's image.

By submitting your fundraising idea, you agree to assume all risks and liabilities associated with the proposal and hereby release and hold harmless Manitoba Interfaith Immigration Council, its directors, officers, employees, agents and successors from and against any and all claims, damages, liabilities, costs and expenses arising out of or may occur in conjunction with the proposal. By receiving information on our fundraising ideas, Manitoba Interfaith Immigration Council is not obligated to enter into a fundraising program with you.

You must advise Manitoba Interfaith Immigration Council of any changes in your fundraising event. If circumstances warrant, Manitoba Interfaith Immigration Council reserves the right at any time to ask you to cancel a fundraising event or remove our name from your event. If an event is cancelled, you agree to release Manitoba Interfaith Immigration Council from any and all liability in connection with such action.

For further information contact Bruce Waite at 204-951-9797 or email brucew@miic.ca.

Third Party Fundraising Event or Promotion Application

Manitoba Interfaith Immigration Council

Contact Information:

Applicant/Organization Name: _____

Address: _____

City/Town: _____

Province: _____

Postal Code: _____

Daytime Phone: _____

Evening Phone: _____

Cell #: _____

Fax: _____

Email: _____

Event/Promotion Information:

Brief description of proposed event or promotion: (attach additional sheet if needed):

Manitoba Interfaith Immigration Council | Welcome Place
521 Bannatyne Avenue
Winnipeg, MB R3A 0E4 | Ph. 204-977-1000 | www.miic.ca

Event Date/Time:	
Location:	
Projected Revenue:	
Projected Expenses:	
Projected Net Revenue:	
Projected Donation:	

Agreement:

Signature: _____

Date: _____

As the potential third party fundraising event or promotion organizer I have read and understood the above policy and assure Manitoba Interfaith Immigration Council Inc. and Welcome Place information will be properly used, funds will be handled and accounted for in a responsible manner, fundraising will be conducted in a method that is consistent with the public image of Manitoba Interfaith Immigration Council and Welcome Place and that all those associated with the event or promotion will act in accordance with all municipal, provincial and federal laws that may apply. I understand that at any time, Manitoba Interfaith Immigration Council can withdraw its permission if it feels its reputation is at risk or any other liability or challenge arises.

Keep a copy of this document for your records and send the completed application to:

Manitoba Interfaith Immigration Council
521 Bannatyne Avenue
Winnipeg, MB R3A 0E4
Bruce Waite – Fundraising Committee
Phone: 204-951-9797
Email: brucew@miic.ca

Your Event - Before you Start

Here are a few important things to consider when planning an event.

- Be able to clearly articulate the mission of Manitoba Interfaith Immigration Council – why the cause is important and why you need support.
- Test out your ideas with friends, family and co-workers – are they attracted to the idea?
- Know your audience
- Set realistic goals – setting an achievable goal will motivate your team members and gives everyone something to work towards
- Keep expenses in check – try to solicit in-kind donations or ask for a reduced rate
- Don't over commit yourself – give yourself and your team enough time to organize all elements of the event. Start small and work up to larger activities as you experience success
- Have a backup plan – especially if your event is dependent on weather or other factors out of your control
- Timing is everything – check for competing events in the community at the time you have chosen. Schedule and event around a theme related to a special day if that makes sense.

Promoting Your Event

Spreading the word about your event is critical to its success.

- Posters and flyers – On request, MIIC will create a poster template you can use to advertise the event. Post in local retailers (ask permission first), community Councils and service clubs.
- Facebook and Twitter – we can post your event through our social media feeds on request.
- Create a YouTube video – have fun explaining why you are creating an event to support Manitoba Interfaith Immigration Council

Media

- If it's a large event, you may want to send a press release to local newspapers, radio and TV stations. Try to get editors and producers interested in doing an advance story, covering the event of the day.
- If a reporter calls you, MIIC can provide you with speaking notes to help you communicate the mission. You can also refer them to us to answer questions.

Manitoba Interfaith Immigration Council | Welcome Place
521 Bannatyne Avenue
Winnipeg, MB R3A 0E4 | Ph. 204-977-1000 | www.miic.ca

- You can also submit a media advisory to be included in community events calendars (print, online, TV/Radio) with at least 3-4 weeks advance notice.

Other Ideas

- Perhaps local community leaders or media people (reporters, local radio/TV hosts) would be interested in participating.

- Try to host your own event in a high profile location with good photo opportunities.

- Create a photo opp – for example, how many people can show up in a certain colour, for a good visual.

Planning Checklist

Planning an event is easier if you're organized. Use this checklist to make sure you don't forget anything that will make your event a success.

Before Your Event

- Brainstorm fundraising ideas
- Check into safety and legal issues
- Determine how many people you will need to help at the event and solicit volunteers
- Complete the event proposal form
- Plan your budget
- Create a timeline and assign tasks and responsibilities
- Find a suitable location
- Schedule your event
- Promote your event

During Your Event

- Assign two people to be responsible for handling donations
- Have pledge forms available if needed
- Display/distribute MIIC brochures

After Your Event

- Collect funds and send to Manitoba Interfaith Immigration Council within two week of your event.
- Thank your donors
- Evaluate your event and note what worked and what didn't

Manitoba Interfaith Immigration Council | Welcome Place
521 Bannatyne Avenue
Winnipeg, MB R3A 0E4 | Ph. 204-977-1000 | www.miic.ca

Third Party Fundraising Ideas

- Raffles
- Art Sales – local artist donations for auction or raffle
- Cookbook sales – design and produce a community cookbook
- Book sales - sale of donated books
- Meat Draw – sale of meat donated by local store or butcher
- Coupon Book – solicit coupons from local businesses and sell books
- Loonie or Twonie lines – place a line on the floor at a local mall and ask for donations
- Garage/Toy Sale
- 50/50 Draw at local events

Unique or Seasonal Activities

- Jail & Bail – people pay to get someone in or out of jail
- Car Wash
- Gold Meltdown – people provide old jewelry for meltdown
- Wine Tasting
- Karaoke Night

Sports or Games

- Golf tournament
- Curling Bonspiel
- Basketball, Volleyball, Hockey Tournament
- Fishing Derby
- Snowmobile Poker Derby
- Slo Pitch Tournament
- Swim-a-thon, Dance-a-thon, or other a-thon
- Card Games
- Board game tournament
- Bingo
- Plastic Duck Race

Food Related

- Bake sale
- Fall supper/ dinner with auction
- Community BBQ

There are many ideas for fundraising and some will work better than others in your community.

Manitoba Interfaith Immigration Council | Welcome Place
521 Bannatyne Avenue
Winnipeg, MB R3A 0E4 | Ph. 204-977-1000 | www.miic.ca

SAMPLE MEDIA ADVISORY

Media Advisory

What: Art Auction and Charity Raffle

Why: To Benefit Welcome Place efforts assisting Refugees

When: March 11, 2017

Time: 7pm to 10pm

Where: Community Council, 123 Anystreet St., Winnipeg, MB R3B 0Y0

Details:

Provide a general summary of your event.

Include any costs (ie. Admission) to the event.

For information, contact John/Jane Doe at 204-123-4567 or email john-jane@mts.net

Manitoba Interfaith Immigration Council | Welcome Place
521 Bannatyne Avenue
Winnipeg, MB R3A 0E4 | Ph. 204-977-1000 | www.miic.ca