

FUNDRAISE FOR US

Partner with us to raise funds for
Geneva Centre for Autism



Dear fundraiser,

Are you looking for a way to make a big difference in your community? Did you know that 1 in 68 individuals are living with autism? Almost everyone knows someone with autism whether it be a friend, neighbour or a coworker.

Geneva Centre for Autism serves over 3,000 people with autism each and every year, right here in your community and we need your help!

Some of the life changing programs we offer are job training, independent living and life skills workshops, family respite, and social skills training. In order to run these programs, we rely on support from local businesses, organizations and people who want to help, people just like you.

Commit to being a leader in your community by organizing a fundraising event for Geneva Centre for Autism!

Organizing an event is a lot of fun! Your fundraiser can be as modest or ambitious as you choose. You can organize something in your workplace, or get your friends and neighbours involved.

This toolkit will get you started with ideas and tools to plan a successful fundraising event.



Fundraising Ideas

Ideas for the workplace

- Toonie drive
- Casual day at the office
- 50/50 draw
- Bake sale
- Live or silent auction
- Head shave

Ideas for in your community

- Car Wash
- Garage sale
- Neighbourhood BBQ
- Dinner dance
- Golf tournament



These are just a few ideas. Feel free to come up with your own. Contact the Geneva Centre for Autism Foundation at foundation@autism.net or 416-322-7877 ext. 254 to discuss your idea.

Once you've decided on an event we'll ask you to fill out an agreement form. After we receive a signed agreement form, we'd be happy to promote your event on our website and social media, and create a customized online fundraising page for you.

How we can help!

How Geneva Centre for Autism Foundation will work with you to ensure a successful event:

- Offer advice and expertise with your event planning
- Create a dedicated online fundraising page for your event
- Provide a letter of support (upon confirmation).
- Provide promotional materials (blue ribbons, brochures etc.)
- Provide written approval of the use of our name and logo on any event materials prior to being printed, released etc. All promotional materials must state that your event is “in support” of GCAF and is not an official GCAF event
- Advertise your event on our third party events webpage, and on our Facebook and Twitter
- Arrange for staff and volunteers to attend the event and/or cheque presentation, depending on availability
- Issue tax receipts as permitted/applicable according to CRA regulations

What the Geneva Centre for Autism Foundation is unable to provide:

- Funding or reimbursement for expenses. Community event organizers are required to underwrite all event costs and assume full legal and financial liability
- Access to our lists of donors, sponsors, suppliers or volunteers
- Applications for gaming licenses e.g. bingos or raffles, permits and insurance
- Prizes, auction items or awards
- Responsibility for ticket sales or administrative aspects of the community event

Tax Receipts

Geneva Centre for Autism adheres to CRA regulations when issuing tax receipts. These regulations can be confusing at times. In general, tax receipts can be issued if:

1. A donation is given directly to Geneva Centre for Autism Foundation, and we receive the full name and address of the donor.
2. A donation is collected by an event organizer, and remitted to Geneva Centre for Autism Foundation. We must receive the full name and address of the donor.

Tax receipts can only be issued if the person did not receive any tangible benefit or item in return for the money they spent. Therefore, purchases of raffle tickets, auction items, registration fees, dinner etc. are not eligible for tax receipts.

If you plan on offering your guests tax receipts, it is important that you speak to a representative at Geneva Centre for Autism Foundation about the receipting process before holding your event. We're happy to help you figure out if your event is eligible for tax receipts.

For more information on tax receipting, please visit the CRA website at <http://www.cra-arc.gc.ca/chrts-gvng/chrts/prtng/rcpts/menu-eng.html>

Planning Your Event

1. Form an Event Committee

Planning an event can take a lot of time and energy. Get together a small but dedicated group of friends, family, and colleagues to help support you and take on some event planning roles.

2. Decide on an event concept

Whether it's a head shave or a gala, choose your event format early on so you can get started planning.

3. Establish a Fundraising Goal and Event Budget

Now that you know what type of event you'd like to have, put together a draft budget with all expenses and expected revenues. Drafting the budget is a very important step to help you see if your event idea is feasible and will raise money, or if you should make some changes to your event concept.

4. Organize your event

Decide on a target audience. Create a critical path, or list of tasks. This includes things like booking the venue, soliciting silent auction donations, and promoting your event. See the next few pages for a sample critical path, silent auction donation letter, and budget template.

5. Have a great time!

Have fun at your event!

6. Post event wrap-up

Thank your donors and supporters. Evaluate your event so you can make changes for next year. Submit photos to be used on the Geneva Centre for Autism website. And don't forget to submit all net proceeds to Geneva Centre for Autism Foundation within 45 days.

Sample Critical Path

Category	Item	Lead Person	Start Date	Finish Date	Comments
Auction	Write silent auction letter				
Auction	Solicit silent auction items				
Auction	Create bid sheets for auction items				
Admin	Thank you letters to silent auction donors				
Admin	Compile invite email & mailing list				
Design	Design electronic invitation				
Design	Design poster				
Design	Design event program				
Design	Design tickets				
Communications	Send 1st eblast - ticket sales are open				
Communications	Mail invitations				
Communications	Send 2nd eblast - 1 month to go				
Communications	Follow up phone calls				
Entertainment	Confirm A/V requirements				
Entertainment	Book band and live entertainment				
Food	Book caterer				
Logistics	Book venue				
Logistics	Sell tickets				
Logistics	Submit liquor license application				
Logistics	Order rentals - tables, chairs, etc.				
Logistics	Create floor plan				
Sponsors	Solicit cash sponsors				
Volunteers	Determine volunteer needs and write job descriptions				

Sample Budget Template

There are many excellent and free fundraising event budget templates online. Here is a sample of a simple budget template.

Expenses	Budget	Actual
Venue		
Food/Beverage		
Marketing/Printing		
Entertainment		
Tables/Chairs and other supplies		
Audio Visual		

Total Expenses

Revenue	Budget	Actual
Tickets		
Auction		
Sponsorship		
Donations		

Total Revenue

Net Proceeds (expenses minus revenue)

Sample Donation Letter

July 10, 2014

John Smith
General Manager, Cineplex
123 Yonge St.
Toronto, ON
M4H 1S4

Dear Mr. Smith,

It is with great excitement we invite you to participate in a very special event. On September 3, we're planning our annual Evening in Paris Gala, in support of Geneva Centre for Autism. This event attracts over 200 local community members and features gourmet French food stations and a Parisian band. One of the most significant ways we raise funds at this event is through our silent auction. It is our hope that you will donate four movie passes to our auction.

As a donor to our auction, Cineplex will have their company name appear:

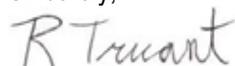
- In the event program
- Displayed with their donated item at the event

Just by supporting this gala, you'll be helping Geneva Centre for Autism to:

- Invest more in social skills training to help individuals build self-esteem, and improve academic performance and employment outcomes.
- Strengthen families by providing more respite hours.
- Provide training and support to teachers across Ontario to create inclusive classrooms.
- Launch new employment training programs like our Monarch Café for young adults.

On behalf of the 100,000 Ontarians living with autism, thank you for your consideration.

Sincerely,



Rachel Truant
Evening in Paris Committee Chair
rtruant@autism.net



If you have any more questions about planning an event please don't hesitate to ask!

To get started, please:

- 1) Fill out our **Third Party Proposal form**
- 2) Contact

Rachel Truant
Senior Development Officer
Geneva Centre for Autism Foundation
foundation@autism.net
416-322-7877 ext. 254

Thank you for your support!