



# Dr. Jay Children's Grief Centre

*A home for grieving hearts*

## How to plan a successful event in support of the DJCGC



THIRD PARTY  
FUNDRAISING  
EVENT  
TOOLKIT

# THE IMPACT YOU ARE MAKING

The average cost of each family night event is \$500. It costs \$750 to send one child to Camp Erin Toronto. It costs approximately \$2000 to connect one child to counselling supports for one year. All programs and services offered by the Dr. Jay Children's Grief Centre are free of charge to families. We receive no government funding, and rely on the generosity and support of our donors, volunteers, and community events.

## ABOUT US

The Dr. Jay Children's Grief Centre is the only organization of its kind in Canada to provide grief counselling and specialized programming to children and youth who are living with terminal illness or facing the death of a parent, primary caregiver or sibling. The Centre provides individual, family and group support to clients throughout the grief process from point of diagnosis through to bereavement support. All of our services are provided at no cost to the families.

The Dr. Jay Children's Grief Centre offers the following programs and services:

- 1) **Grief Counselling Program**
- 2) **Youth Program**
- 3) **Camp Program**
- 4) **Family Support Program**
- 5) **Research and Evaluation**
- 6) **Professional Education and Consultation**

Thank you for choosing the Dr. Jay Children's Grief Centre as a beneficiary of your fundraising event. Community support is key to our success, so thank you!

We have created this fundraising toolkit to guide you and provide tips and tricks to help you plan your event and raise vital funds to help ensure that no child has to grieve alone.

## QUESTIONS?

416.360.1111 or [events@griefcentre.org](mailto:events@griefcentre.org)

## CONTACT US:

Dr. Jay Children's Grief Centre  
250 Davisville Avenue, Suite 405  
Toronto, Ontario  
M4S 1H2

T: 416.360.1111  
F: 1855.425.8518  
E: [info@griefcentre.org](mailto:info@griefcentre.org)

Charitable Registration Number:  
84153 6980 RR0001

**YOUR EVENT FUNDS  
WILL BE DIRECTED  
TOWARDS THE  
GREATEST NEED OF  
THE ORGANIZATION AS  
DETERMINED BY THE  
DR. JAY CHILDREN'S  
GRIEF CENTRE.**

# HOW DR. JAY'S CAN SUPPORT YOU

- ✓ **Dedicated Staff Member** to answer all the questions you may have and to provide fundraising and planning support for your event.
- ✓ **Promotional Materials** that support your fundraiser such as newsletters, posters, and brochures.
- ✓ **Fundraising Tools** including donation forms, pledge cards, budget templates, and online fundraising pages.
- ✓ **Communications Support** such as a letter of support, our logo, and a public profile on our online events page.
- ✓ **Post-Event Support** including thank you letters, accounting support, and appropriate recognition.
- ✓ **Key Messaging**

## IDEAS AND INSPIRATION

### COMMUNITY FUNDRAISERS

BBQs, car washes, lemonade stands or bake sales. Turn your passion into a community fundraiser! Invite your friends, friend, coworkers, classmates, or neighbours to contribute to your event.



### A-THONS

Walk-a-thon, bowl-a-thon, skate-a-thon, read-a-thon and more! Collect pledges and sponsors. Online fundraising pages are a great resource for these types of events.



### TOURNAMENTS

Whether it is a sports tournament, card tournament- tournaments are a great way to raise funds for Dr. Jay's.



### BIRTHDAYS/SPECIAL OCCASIONS

Encourage your family and friends to make a donation to the Dr. Jay Children's Grief Centre instead of bringing you a gift. Set up a celebration page using the ECHOage platform.



### SCHOOL EVENTS

Schools are a great place to raise funds. Motivate your students to practice philanthropy, compassion, and empathy.



### WORKPLACE CAMPAIGNS

Dress down days, monthly giving, or payroll deductions all make charitable giving easy. Be sure to enquire if your employer has a corporate matching program.



# EVENT PLANNING CHECKLIST

Planning an event can seem daunting, but it doesn't have to be! Here is a checklist to help get you organized and on track for a successful fundraising event.

## 1. DEVELOP A PLAN

What type of event are you going to host? What is a convenient date for your potential guests? Where will your event take place? What is your financial goal? How will you raise the money? How are you going to promote the event and raise awareness? Do you need to put together a committee to help plan? Does your event require any permits or licenses?

## 2. CREATE A BUDGET AND SET A GOAL

Creating a budget will help ensure that the fees you are charging attendees will cover your expenses while keeping you on track to raise funds and successfully meet your financial goal. Having a tangible goal helps connect your donors to the cause.

## 3. REGISTER YOUR EVENT

Reach out to the Dr. Jay Children's Grief Centre to notify them and discuss your event.

## 4. COLLECT DONATIONS/SPONSORSHIPS

Tap into your network and rally your supporters around your event.

## 5. POST-EVENT REPORTING

We want to hear about how your event went. Share your learnings and successes, photos and videos, and feedback.

## 6. CELEBRATE

You worked hard to put together an incredible event, and now it is time to sit back and celebrate your successes.

## 7. FUNDS RAISED

Submit your event proceeds and donations to the Dr. Jay Children's Grief Centre within 60 days of your event. Please include your accounting form and any contact information and addresses that require tax receipting.

## 8. THANK PARTICIPANTS

It is crucial to thank your participants, sponsors, and donors. Every donation helps make a difference!

### FUNDS CAN BE SENT TO:

Dr. Jay Children's Grief Centre, 250 Davisville Avenue, Suite 405, Toronto, ON, M4S 1H2

*\*\*Please make cheques payable to the Dr. Jay Children's Grief Centre\*\**

# STANDARDS AND GUIDELINES

All fundraising events in support of the Dr. Jay Children's Grief Centre must be approved by the Centre.

All event proceeds must be provided to the Dr. Jay Children's Grief Centre within 60 days of the event.

It is the event organizer's responsibility to communicate to sponsors, donors, and participants that the Dr. Jay Children's Grief Centre is the beneficiary of the event and is not conducting your community event.

All promotional materials created by the event organizer must be submitted for approval to the Dr. Jay Children's Grief Centre prior to being printed and distributed.

The community event organizer is responsible for obtaining all necessary permits, licenses, and insurance for their event.

Please be advised that the Dr. Jay Children's Grief Centre will not assume any legal or financial liability for a third-party community fundraiser. The Dr. Jay Children's Grief Centre is not responsible for any damage or accidents to persons or property at such an event.

## The DJCGC CANNOT PROVIDE THE FOLLOWING:

- Funding or reimbursement for event expenses.
- Donor or sponsor mailing lists.
- Promotion or advertising of event expect on our website and social channels.
- Guaranteed attendance of staff, volunteers, or attendees. While we would love to send a Dr. Jay Children's Grief Centre representative to every event, please understand that the volume of requests often exceeds our resources.
- Applications for gaming or liquor licenses.
- Prizes, auction items, or awards.

# TAX RECEIPTING

As a registered charitable organization, the Dr. Jay Children's Grief Centre must follow all Canada Revenue Agency (CRA) rules and regulations. As an event organizer, part of your role is to communicate tax receipting policies to the participants of your event. Please review these policies and discuss any questions or concerns you may have with us.

For more information please visit: <http://www.cra-arc.gc.ca>

## ✓ CAN ISSUE TAX RECEIPTS:

- If a benefit has not been received for the value of the donation.
- If the Dr. Jay Children's Grief Centre receives a statement showing all revenue and expenses from the community event.
- Funds and complete list of donor names, addresses, and donation amounts are provided.
- Funds are received in the same calendar year that the event was held.

## ✗ CANNOT ISSUE TAX RECEIPTS:

- Purchase of admission tickets or green fees.
- Purchase of an auction or draw item.
- In-kind goods and services donated to an event.
- Sponsorship, when a tangible benefit of advertising and promotion is being received in return for payment.

# SOCIAL MEDIA- CONNECT WITH US!



## FACEBOOK:

1. "Like" the Dr. Jay Children's Grief Centre on Facebook at <http://www.facebook.com/drjaychildrensgriefcentre>.
2. When you name the Dr. Jay Children's Grief Centre in your Facebook posts, type @drjaychildrensgriefcentre so we can be notified of the great work you are doing.



## TWITTER:

1. "Follow" the Dr. Jay Children's Grief Centre at <http://www.twitter.com/DrJayCentre>
2. In your tweets include @drjaycentre or #drjaychildrensgriefcentre. Should your event warrant a special, unique hashtag, please let us know what it is.



## YOUTUBE:

1. Assign a friend or colleague to film your event. It can be as simple as using your mobile phone or a digital camera.
2. Create a free YouTube account and upload your video.
3. Send your video clips and pictures to [info@griefcentre.org](mailto:info@griefcentre.org)

# THANK YOU!

Thank you for your support of the Dr. Jay Children's Grief Centre. We are so grateful you have selected us as your charity of choice. We are here to support you and help make your event a huge success.

When you support the Dr. Jay Children's Grief Centre, you are helping to connect grieving children with individual counselling and grief and bereavement programs.

On behalf of the team at the Dr. Jay Children's Grief Centre, thank you for helping make a difference in the lives of grieving children, youth, and families.

Please feel free to reach out to us if you have any questions, comments, or concerns.

With Gratitude,

A handwritten signature in black ink, appearing to read 'Sarah Henderson', followed by a horizontal line extending to the right.

Sarah Henderson, MA  
Executive Director  
Dr. Jay Children's Grief Centre

# READY TO GET STARTED?

Fill out the form below and submit by e-mail to [development@griefcentre.org](mailto:development@griefcentre.org)

## YOUR INFORMATION:

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Company Name (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## EVENT INFORMATION:

Name of Event: \_\_\_\_\_

Event Description:

Event Date: \_\_\_\_\_

Time of Event: \_\_\_\_\_

Event Location: \_\_\_\_\_

## FUNDRAISING INFORMATION:

Fundraising Goal: \_\_\_\_\_

Is this event supporting the Dr. Jay Children's Grief Centre for the first time? YES / NO

Are you supporting more than one charity through this event? YES / NO

If yes, please list the other charities that will benefit from this event: \_\_\_\_\_



## PROMOTION AND RESOURCES:

How will you publicize this event? \_\_\_\_\_

Do you plan to use the Dr. Jay Children's Grief Centre logo for promotion? YES / NO

Would you like to be listed under the upcoming events section on our website? YES / NO

Would you like to receive Dr. Jay Children's Grief Centre promotional materials? YES / NO

Would you like a representative from Dr. Jay's to attend your event? YES / NO

## DR. JAY'S INVOLVEMENT:

Number of Dr. Jay Children's Grief Centre representatives requested: \_\_\_\_\_

Date Required: \_\_\_\_\_ Time of Arrival: \_\_\_\_\_ Length of time required: \_\_\_\_\_

Dress Code: \_\_\_\_\_

What is required of Dr. Jay representative?

Is there a speaking opportunity? YES / NO

Will there be a cheque presentation? YES / NO

## PROJECTED BUDGET:

Revenues:

Sponsorship: \_\_\_\_\_

Registration Fees: \_\_\_\_\_

Donations: \_\_\_\_\_

Auctions/Raffles: \_\_\_\_\_

Other: \_\_\_\_\_

TOTAL PROJECTED REVENUE: \_\_\_\_\_

Expenses:

Venue Rental: \_\_\_\_\_

Food and Beverage: \_\_\_\_\_

Printing: \_\_\_\_\_

Advertising: \_\_\_\_\_

Other: \_\_\_\_\_

TOTAL PROJECTED EXPENSES: \_\_\_\_\_

NET REVENUE TO DR. JAY CHILDREN'S GRIEF CENTRE: \_\_\_\_\_

Notes:

## **EVENT AGREEMENT:**

I have read the Dr. Jay Children's Grief Centre Event Toolkit and understand my role as an event organizer.

I understand that the Dr. Jay Children's Grief Centre and CRA's tax receipting guidelines as it relates to this event.

I agree to submit raised funds within 60 days of the event and will provide a full accounting summary.

By signing below, you are agreeing to the event terms and conditions.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date