



Moorelands Kids



Fundraise with Friends





Moorelands Kids



Fundraise with Friends & Empower Kids to Transform their Lives

All kids have the potential to shine as leaders and achievers, but not all are given the building blocks needed to strengthen their skills and self-esteem. Since 1912, Moorelands has been reshaping the opportunities available to kids from Toronto's poorest neighborhoods. Your fundraising efforts will help us bridge the opportunity gap for children affected by poverty and give them the chance to achieve their potential. Now, wouldn't that be something?

At Moorelands Kids, we aim to...

Help kids develop leadership skills and positive character qualities

Help kids build self-awareness and confidence

Connect kids to their communities and positive role models

Show kids that the skills and strategies practiced at Moorelands are transferable and prepare them to thrive in the world outside



Moorelands relies on our dedicated donors to be able to support 1,100 children and youth every year.

YOU can help us help kids by committing to raise funds to support our vital programs:

- *Moorelands Camp*
- *Moorelands Kids' BLAST (Budding Leaders After School Teams)*
- *Moorelands Kids' LED (Lead Excel Demonstrate)*
- *Moorelands Kids' VITAL (Volunteers in Training as Leaders)*
- *Moorelands Kids' Baby Bundles*
- *Moorelands Kids' Christmas Sharing*

You can choose to designate the funds you raise to a particular program, or you can leave it to us to apply the funds where it is most needed. Please consider Fundraising with Friends and helping us to make a significant impact in the life of a child.



Fundraising Collaborators

Never doubt that Torontonians are generous and creative people! From concerts to golf tournaments, galas to ping pong and BBQ's to recitals – there are so many ways you can Fundraise with Friends and help kids in your community.

Event Ideas

There is no limit to creativity when brainstorming ideas for a successful event. Engage your creative resources and encourage your team to think BIG. Here are just a few ideas to consider:

Auction	Date Auction	Photo Outing
Arts and Crafts Sale/Show	Dinner Party	Poker Tournament
Balloon Pop	Donations in Lieu of Gifts	Proceeds from Sales
Battle of the Bands	Face Painting	Raffle
Benefit Dinner	Fashion Show	Rummage Sale
BBQ	Fishing Derby	Run/Walk/Ride
Bingo Night	Flower Sale	Scavenger Hunt
Book Sale	Garage Sale	Sporting Events
Bowling Tournament	Golf Tournament	Tailgate Party
Casino Night	Grand Opening	Ticketed Event
Cocktails for a Cause	Jail'n Bail	Traditional Gala Event
Car Wash	Kickball/Softball Tournament	Wii Tournament
Carnival/Festival	Loonie/Twoonie Drives	Wine Tasting
Concert/Play	Monthly Giving Campaign	Work Department Challenge
Concession Stand	Pet Wash	Work Event
Craft Sale	Pledged Events	

Special Fundraising Note

Matched Gifts: Why not double your fundraising efforts! Before you start coordinating your event, check to see if your employer has a “matching gift” program. A matching gift is a charitable gift directed to a charity by a matching donor under the condition that the original donor makes the first gift. Many employers sponsor matching gift programs and will match any charitable contributions made by their employees. They also may offer you some release time for your volunteer efforts.

Success Tips:

Your event is what you make it, so have fun with it! Here are some steps to assist in your coordination:

Step 1: Choose your event idea

Step 4: Create a plan & set deadlines for tasks

Step 2: Pick a date/time of the event

Step 5: Promote your event

Step 3: Create a budget



Fundraising Guidelines

1. MOORELANDS encourages fundraising events that are compatible with our mission, vision and values. Prior approval is required to hold an event in support of Moorelands. Approval is based on the type, theme and financial viability of the event. MOORELANDS reserves the right to withhold the use of its name and logo from any event, initiative, promotion, performance or presentation it feels is inappropriate.
2. To conduct a fundraising event, we ask that you complete and send in the *Event Application Form* (page 10) at least 15 days prior to your event.
3. Any organization/group wishing to use the MOORELANDS name or logo on any materials, including advertising, must receive prior approval from the MOORELANDS.
4. All promotional materials must state that your event is “in support of MOORELANDS” this acknowledges that this is not an official MOORELANDS event.
5. Taking commission, for any purpose, on funds raised as part of an event is prohibited.
6. The event organizer is responsible for meeting all municipal/provincial or federal standards and fulfill all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. MOORELANDS must not be party to any liability coverage without prior knowledge and/or approval. MOORELANDS accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.
7. MOORELANDS agrees to provide the sponsoring organization/group with appropriate recognition as set forth in our *Donor Recognition Policy*.
8. The event organizer will be responsible for all costs related to the event and will handle all monies until the official donation is submitted to MOORELANDS. Event expenses are to be deducted before sending proceeds to MOORELANDS. MOORELANDS shall incur no costs unless otherwise agreed in writing prior to the event or promotion.
9. The sponsoring organization/group agrees to handle all monetary transactions for the special event or promotion and to present the proceeds to MOORELANDS within 30 days of the event or as agreed in writing with MOORELANDS.
10. When tax receipts are requested, the event organizer is responsible for collecting the names, addresses and contact information of all donors, and is required to mail the appropriate materials to MOORELANDS within 30 days of the conclusion of the event.
11. MOORELANDS issues official income tax receipts in accordance with Canada Revenue Agency guidelines. Refer to *Tax Receipting* (page 6) for details.
12. Involvement of MOORELANDS staff and volunteers will be at our discretion and will be based on availability, location and the nature of the event.



13. The event organizer agrees to ensure that all materials borrowed are returned promptly and in the same condition they were received. The organizer agrees to accept responsibility for damage or loss of materials borrowed from MOORELANDS.

14. MOORELANDS will not be responsible for mailing materials to attendees/participants or volunteers, other than the mailing of applicable tax receipts.

15. The event organizer must send a complete accounting of all income and expenses associated with the event to MOORELANDS. By publicly naming MOORELANDS as the beneficiary of your initiative, you are required to donate the net proceeds to us within 30 days of the event completion.

Please send a cheque made payable to:

Moorelands Kids

501-250 Merton Street

Toronto, ON M4V 1Z6

Attn: Maureen Lewis, Director of Development and Communications

Obtaining a Raffle License

According to the Ontario Gaming and Liquor Commission, a raffle is a lottery event in which prizes are awarded based on a random draw of tickets purchased by players. Only licensed charitable or religious organizations can conduct raffles.

If the following three elements are present, a raffle license is required:

- Tickets are sold (consideration)
- Random chance to win (chance)
- Prizes are awarded (prize)

Some common examples of raffles requiring a license are:

- 50/50 draw
- Prize draw
- Football squares

If any of the three required elements (consideration, chance, and prize) is not present, the contest or draw may not require a license. For example, the following do not require a raffle license because skill is involved, rather than a random chance to win:

- Silent auction
- Jelly bean counting contest
- Hole-in-one putting contest

Moorelands is eligible to obtain a raffle license for a total ticket value of \$10,000 and less. Moorelands will supply your event with a raffle license provided you have given us the following information at least 15 days prior to your event:

- Draw format (i.e. 50/50, prize draw, etc.)
- Draw date



- Draw location (i.e. Hotel Arts, Toronto)
- Ticket colour
- Unit price (i.e. 1 ticket for \$3, 3 tickets for \$5)
- Ticket quantity
- Total value (amount must not exceed \$10,000)
- Prize description(s)
- Retail value of each individual prize

Please note that the Ontario Gaming and Liquor Commission requires that all raffle tickets must be collected at the event and handed in to Moorelands to be kept for two years after the event.

To request a raffle license, please contact Maureen Lewis by phone at 416-466-9987 ext. 312 or by email at mlewis@moorelands.ca

Tax Receipting

What will Moorelands provide a tax receipt for?

MOORELANDS adheres to the Canada Revenue Agency (CRA) Income Tax Act when issuing charitable tax receipts. To learn more about charitable tax receipts, please visit <http://www.cra-arc.gc.ca>. Issuing inappropriate charitable tax receipts can put our charitable status in jeopardy.

Under CRA guidelines, a “gift” is a:

Voluntary Transfer of Property with a conscious desire to make a gift (as distinguished from giving something for nothing by mistake or under pressure).

- Voluntary – given of free will (not compelled, not court ordered, etc.)
- Transfer – from donor to charity/qualified done (complete transfer)
- Property – cash or gifts in kind (not services)

Moorelands will provide a tax receipt for the following:

- Direct personal or corporate donations of \$20 or over (unless otherwise requested by the donor)
- In-kind donations where fair market value is easily determined
 - Tickets (sporting events, theatre, ballet, etc.) where the value is either noted on the ticket or a payment receipt is provided.
 - Air miles or payment of flights (again, proof of payment must be provided)
- Gifts of artwork provided the artwork has been appraised by a third party appraiser – appraisal must be included with the donation
- Gifts of shares
- Bequests
- Life insurance premiums
- Monthly donations (donor will receive one cumulative income tax receipt at the end of the calendar year)



Moorelands cannot provide a tax receipt for the following:

- Gifts of promises or pledges (for example, gift certificates donated by the issuer, hotel accommodation)
- Payment of basic fee for an event
- Gifts where the value or benefit of the donation cannot be determined
- Lottery or raffle tickets
- Donations of services (time, skills, or efforts) or loans of property, use of a timeshare or lease of premises
 - Donations of services will only be receipted when a 'cheque exchange' takes place. This means that the party who donated a service would invoice MOORELANDS for the cost of the services. MOORELANDS would then issue a cheque for the services. If the service provider should choose to donate these funds back to MOORELANDS, then MOORELANDS can issue a tax receipt for the amount of the donation.
 - Two distinct transactions must take place:
 - A person provides a service to MOORELANDS and is paid for that service, and
 - That same person makes a voluntary gift of property to MOORELANDS
- Funds or gift in kind is from another qualified donor (gifts from other registered charities, or non-profit organizations)
- Name of true donor(s) cannot be determined (for example, bottle collection from several parties, donation bins, etc.) – one person cannot benefit from gifts made by multiple donors
- Gift is directed to a specific person or family unless MOORELANDS has already decided that person or family is the recipient of the charitable program and MOORELANDS has full discretion to reallocate funds and the person or family is arms-length from the donor
- Rent-free space
 - One of the criteria for a gift is that there be a voluntary transfer of property
 - With rent free space or accommodation, no property is being transferred – instead, use of the building is being provided. Since no property is transferred, no “gift” is made and a tax receipt for the value of the loan of property cannot be issued
- Court ordered donations (donations made as a condition of parole)
- Gifts intended for another organization
- Donations of items for auction (unless pre- approved by MOORELANDS)
- Sponsorships



Frequently Asked Questions

Will MOORELANDS help organize events?

Our priority is to focus our resources on volunteer mentor recruitment, supporting and monitoring matches and ensuring the successful outcomes of the mentoring relationship. We have created this Event Fundraising Toolkit to help you start planning your event.

Is MOORELANDS able to support any third party event expenses?

It is the responsibility of the event organizers to create a budget and manage it accordingly for all expenses.

Can MOORELANDS provide volunteers for an event?

It is the responsibility of the event organizers to recruit, train and manage all volunteers.

Can MOORELANDS provide sponsorship contacts to support third party events?

MOORELANDS cannot solicit sponsors or provide sponsor/donor lists for third party events. It is the responsibility of the event organizer to request support from individuals or businesses to underwrite costs.

Who is responsible for all liability and legal risks associated with my event?

MOORELANDS will not be responsible for any damage or accidents to any persons or property; we will not assume any legal or financial liability caused before, during or after the event. Depending upon the nature of the third party event, the organizer may be required by MOORELANDS to submit proof of general liability insurance in the amount of \$1,000,000 or such other amount which covers any damage or accidents to persons or property arising out of the third party event. In acquiring insurance for an event, it is the responsibility of the organizer to apply and obtain such documents in the name of the individual, organization or business coordinating the event. MOORELANDS will not sign any contracts with vendors or suppliers. It is advisable that you seek guidance and direction from your own insurance broker on this matter.

Will MOORELANDS help promote my event?

Yes, we will include it in our monthly e-Bulletin, and will post it on the events section of our website as well as Facebook and Twitter. Any additional promotion is up to the event organizers. All publicity for the proposed event must be approved by MOORELANDS prior to being printed and/or released, including: web content, press releases, and printed materials. Please forward all content for approval at minimum 10 days in advance of release to Maureen Lewis by phone at 416-466-9987 ext. 312 or by email at mlewis@moorelands.ca

How do I send the proceeds of my event to MOORELANDS?

Funds raised by an event should be made payable and turned into MOORELANDS no later than 14 days after the event. It is preferred that all funds raised are deposited into one account and a cumulative cheque is written to Moorelands Kids. If MOORELANDS provided the event with a raffle license, the license and paperwork will need to be returned to the agency immediately following the event. Funds raised by the raffle can be included in the cumulative cheque, but the agency will need to



know the specific amount raised by the raffle to ensure proper reporting to the Ontario Gaming and Liquor Commission. Cash funds must be turned in to the agency no later than 3 days after the event. Cash must be in a sealed envelope, counted, with a count sheet detailing the funds included. Please make cheques payable to:

Moorelands Kids

501-250 Merton Street

Toronto, ON M4V 1Z6

Attn: Maureen Lewis, Director of Development and Communications

Can I use the MOORELANDS logo and how do I get it?

Yes, please complete the appropriate checkbox on the Event Application Form, and the logo will be emailed to you.

Can MOORELANDS provide print and promotional/display materials?

MOORELANDS can provide print materials about our programs and services. We may also be able to provide banners, subject to availability. Please provide us with all requests for MOORELANDS materials a minimum of ten days prior to your event by email to Maureen Lewis by phone at 416-466-9987 ext. 312 or by email at mlewis@moorelands.ca

Do I need any licenses to host an event? (Raffle, liquor, etc.)

MOORELANDS will assist the event organizers with raffle licenses. Please see the detailed information in Fundraising Guidelines and Obtaining a Raffle License. Any additional licenses required such as liquor licenses, etc. are the responsibility of the event organizers. You must be able to provide proof of adequate licenses to MOORELANDS.

Will I have access to MOORELANDS's media contacts?

It is the responsibility of the event organizers to promote their own events.

If I have a silent auction at my event, how do I get items for the auction?

It is the responsibility of the event organizer to solicit for prizes to support your event. We can provide a letter from MOORELANDS authenticating your event to support your solicitation efforts. If you require a letter from MOORELANDS authenticating your event, please email your request to Maureen Lewis by phone at 416-466-9987 ext. 312 or by email at mlewis@moorelands.ca

There are many ways to build your live and/or silent auction:

- 1) Donated Items - Create an ask letter to send to various companies requesting items for your auction that is in support of MOORELANDS.
- 2) Auction Houses – There are companies that build inventories of items for silent/live auctions, such as sports memorabilia, music collectables, etc. You are typically only required to pay for items that sell, and can return any items that don't. Reminder: Set minimum bids for these items to ensure that you are selling them for more than you are paying for them.
- 3) Purchased – You always have the option of purchasing items for the auction, however, the cost of these items are the responsibility of the organizers.



Application Form

Event Name: _____

Date: _____ Time: _____

Location (Address/Facility/City): _____

Contact Name: _____ Contact Phone: _____

Contact Address: _____ Postal Code: _____

Contact Email: _____

Fundraising Goal: _____ Expected Number of Attendees: _____

Description: _____



Would you like a Moorelands representative to attend the event (circle one)? Yes / No

If yes, what involvement will they have? Please note this is subject to availability.

- Speech, Cheque Presentation, Press Conference, Other: _____

Additional details: _____

Would you like to use the Moorelands logo on your event promotional material (circle one)? If Yes, it will be emailed to you at the above email address: Yes / No

Would you like a sample Event Checklist to assist in your planning (circle one)? Yes / No

ACKNOWLEDGMENTS

I acknowledge that MOORELANDS reserves the right to withdraw its name from the event at any time. I acknowledge that I have read and understand the information contained in the MOORELANDS Event Fundraising Toolkit and will adhere to all of MOORELANDS's Fundraising Guidelines (page 4 - 5).

Applicant Name Applicant Signature Date

MOORELANDS Staff Name MOORELANDS Staff Signature Date

Return form to mlewis@moorelands.ca