



EVENT AND FUNDRAISING KIT



**BE SANTA THIS HOLIDAY SEASON
.... JUST BE-CLAUS**





BE A PART OF A CENTURY-OLD LEGACY

The Toronto Star Santa Claus Fund has been raising funds for more than a century to help provide underprivileged children with a gift at during the holidays.

If you are interested in helping our charity by organizing a fundraising event, this kit will provide the information and easy to follow instructions, tips and other information you may need to execute a successful drive. Thanks to your enthusiasm, interest and support, we are able to put a smiles on a childrens' faces during the holidays.



12/24/1976 -- Helping Santa's helper, 5-year-old Michael Griz assists Carmen Bush, director of the Columbus Boys' Club, in loading Bush' car with parcels for the needy paid for by donations to The Star Santa Claus Fund.



12/21/1974 -- Joining forces, Boy Scouts and Cubs of the 103rd Troop at Glenview Presbyterian Church and firefighters from York's No. 20 Hall prepare to help deliver 21,000 Star Santa Claus Fund gift boxes to needy Children across Metro.

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THE TORONTO STAR SANTA CLAUS FUND

What we do

The Toronto Star Santa Claus Fund a charitable initiative of The Star Children's Charities founded in 1906 by Toronto Star publisher Joseph Atkinson. Our mission is to provide children with a gift at over the holidays. Through your support, 50,000 children receive an age-appropriate, gender neutral gift containing items of "comfort and joy".

How we operate

Each fall, more than 100 different social and community service agencies that have registered with our program, submit applications on behalf of families, to The Toronto Star Santa Claus Fund. Our

warehouse team is also working to package together the 50,000 gift boxes during this time. Then at the end of November through December our gift boxes are hand delivered to each family by a team of volunteers.

How we fundraise

The Toronto Star Santa Claus Fund executes a fundraising campaign in the Toronto Star newspaper over the holiday season. There are daily articles from Toronto Star journalists and reporters that include features of the children that receive boxes and the agencies that serve these families. Articles also include donor stories, various fundraising events and other relevant activities.



OUR FUNDRAISING GUIDELINES

Please ensure you carefully review and agree to the information below before planning a fundraising event:

Rules and regulations

- Prior approval must be obtained before holding a community event. The Toronto Star Santa Claus Fund reserves the right to decline submissions and withhold the use of its name and/or logo from any event it feels may be inappropriate. Approval is based on the type of event, theme, financial viability, purpose and venue being considered. All promotional materials, communication, photos, advertising and marketing materials must be pre-approved by the Fund if the name and/or logo are included. Please recognize that the funds are being raised for children and all aspects of the event must be respectful and decent.
- You must complete and submit the Proposal Form 20 business days prior to the planned event. The form can be emailed to charityinfo@thestar.ca.
- Accepting or taking commission or financially benefitting from the event or from funds raised is totally prohibited.
- The Toronto Star assumes no legal or financial liability and will not incur any costs associated with the event. Community event organizers must underwrite all expenses.
- Event planners are required to use sound financial controls and all funds raised must be submitted within one week of the event date. Event planners are responsible to obtain any necessitous insurance or licensing as required by the nature of the event.
- Involvement of The Toronto Star Santa Claus Fund staff to assist with the event is limited and will be at the discretion of the Fund and is based on availability, location and nature of the planned event, when/where applicable. If insurance/licensing is required, copies of these documents must be submitted to The Toronto Star Santa Claus Fund prior to the event.



OUR FUNDRAISING GUIDELINES

Please ensure you carefully review and agree to the information below before planning a fundraising event:

Tax receipts



Official tax receipts will be issued according to Canada Revenue Agency guidelines once all information is collected in detail.

- Tax receipts can only be issued to those donors who have not received an advantage – a product or tangible item in return for their donation. Raffle tickets, donated services in kind, admission tickets, green fees, auction items and performances are just a few examples of gifts that are NOT eligible for a tax receipt.
- Tax receipts will only be issued to event donors once the event organizer provides our charity with the list, including full names and addresses of the people who donated. Donations of \$10 or more will receive a tax receipt.
- Businesses will receive a tax receipt for financial contributions but cannot receive a tax receipt for sponsorship, advertising or promotional value in return.

THE VOLUNTEER FUNDRAISING PLANNER

What is a volunteer community event?

A volunteer community event is typically organized by an individual who offers to volunteer their time and efforts to organize the event. This individual may be from the general public or be a member of a community or service group, business or company. The event is not an official activity of the charity nor is the organizer associated to the charity. The individual planning the event acts independently but has obtained the Fund's approval. Community events are an integral source of raising money for the charity and greatly assist in raising awareness.

What you need to know before you start

Learn first!

- Take the time to learn about the Fund and the work that it does.
- Others will be more likely to donate or help you, if you can express the importance of the Fund's work and why you need their assistance.
- Research, brainstorm and ask opinions about your fundraising idea(s) then survey those around you – would they be willing to attend your event; would they donate or help?

- Know your market – who are you trying to encourage to attend or to help at your event? The size of your event may be better suited to the audience you want and may help you select a suitable venue, assess the planning required in advance and what type of advertising will be required.

Set Reasonable Goals

- Establish a fundraising target that is achievable to encourage your helpers and those you will be approaching to support your event.
- Create a budget for expenses your event may incur but realize that high expenses may lead to a lower contribution to the Fund.

Create a Timeline!

- First, establish your event date, then work back to ensure you have taken all planning activities into consideration. Do not overextend yourself or others with the event. A smaller-scale event may be easier to execute, less costly to organize, less labour intensive and it may have a higher return rate. Also have a back-up plan in case of unexpected circumstances beyond your control.



THE VOLUNTEER FUNDRAISING PLANNER

Fundraising Event Ideas

50/50 draws

Auctions (silent, art, tickets, etc.)

Bake sale

Benefit concert

Casual dress code day

Can/bottle recycling drive

Cook off

Fashion show

Food sale or barbecue

Games tournament

Gala event

Garage sale

Lemonade stand

Movie night

Sports tournaments

School dance

Speaker series

Walk-a-thon, etc.



Event promotion and marketing

Promoting your event is crucial and will help attract participation and donations. Create awareness in advance by using posters and/or flyers in your area including storefronts, businesses, libraries, schools and other high-traffic venues and perhaps even your community paper. You can also use technology by texting, emailing and ask your contacts to forward! The Toronto Star Santa Claus Fund has a special supporter you can use on your promotional materials with their permission.

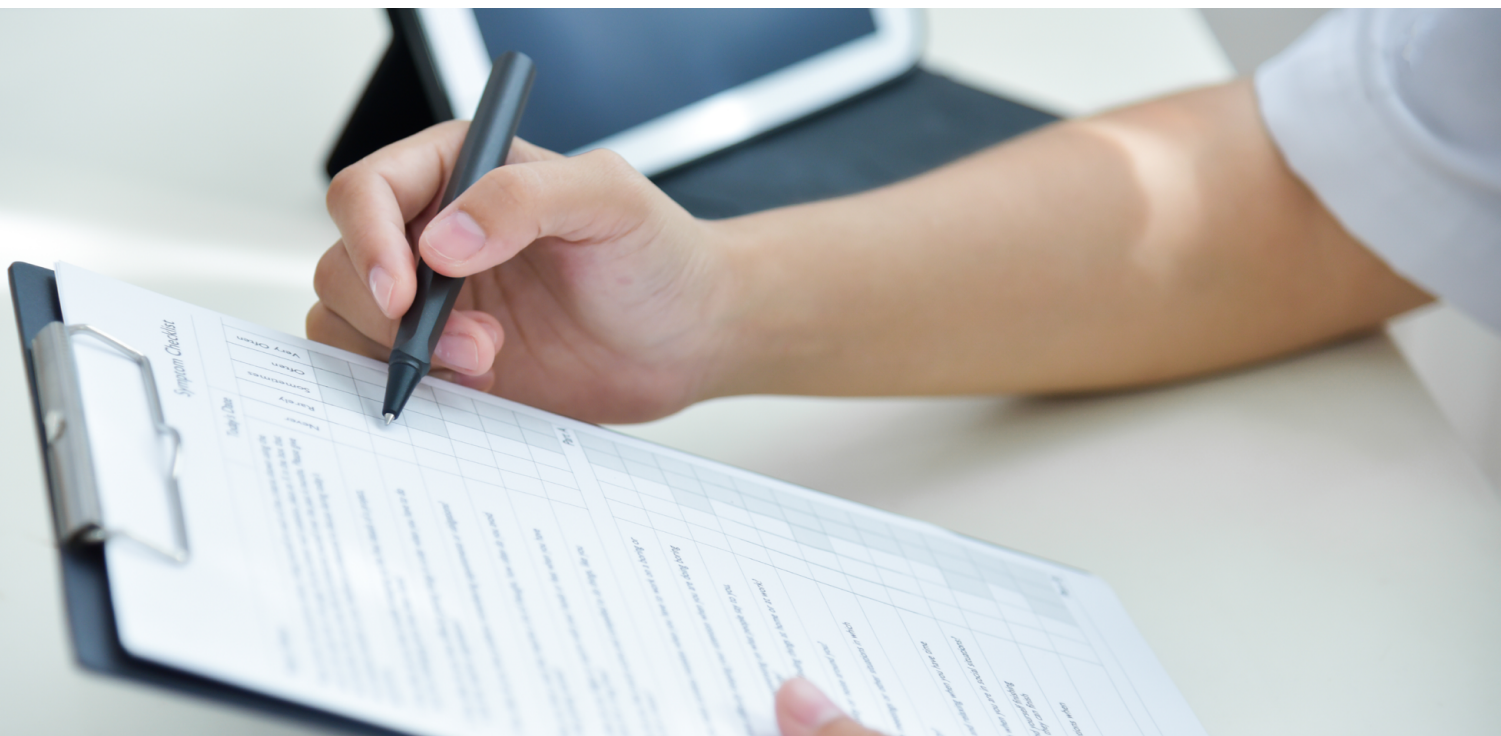


THE VOLUNTEER FUNDRAISING PLANNER

Event planning checklist

To help stay organized, follow the points below before, during and after your event to ensure you don't forget important details.

- ✓ Determine your fundraising event idea
- ✓ Determine if there are any safety, legal or permit issues involved
- ✓ Determine how many helpers you will need – roles, stations, etc.
- ✓ Recruit your helpers and provide them with specific instructions
- ✓ Determine your budget and shopping list
- ✓ Secure your event location/venue
- ✓ Schedule your event
- ✓ Create your promotional materials
- ✓ Obtain approval from The Toronto Star Santa Claus Fund for your plans and materials, etc.
- ✓ Assign a trustworthy individual to handle the donations and find a secure location for cash storage
- ✓ Use the Pledge Form for donations of \$10 or more to ensure tax receipts can be correctly issued
- ✓ Collect and count the donation money – store in SAFE place!
- ✓ Remember to thank your helpers, contributors and the donors!
- ✓ Complete the Financial Donation Summary receipt forms and forward to The Toronto Star Santa Claus Fund head office within two weeks of your event.
- ✓ Evaluate your event – what worked, what didn't. Maintain contact list for planning your next event



HELPFUL FORMS

Event Proposal Form

Thank you for your interest in supporting The Toronto Star Santa Claus Fund! Please complete the following information we can endorse your event and provide you with permission to use our name and logo.

MAIN CONTACT NAME

MAILING ADDRESS

PHONE NUMBER

EMAIL ADDRESS

SELECT YOUR DESIGNATION

Other

EVENT IDEA

EVENT NAME

VENUE NAME

EVENT ADDRESS

ESTIMATED DONATION AMOUNT TO BE RAISED

EVENT DATE/TIME

PLEASE READ AND SIGN BELOW IF AGREED UPON (SELECT **YES** OR **NO** FROM THE DROPDOWN MENU)

Do you understand and agree to send all promotional materials for pre-approval?

Do you agree to submit the donation amount within two weeks of your event?

Do you agree to not benefit from the proceeds of this event and agree to forward all funds raised to Toronto Star Santa Claus Fund?

SIGNATURE

DATE

PRINT NAME

PLEASE SEND THIS FORM TO: Toronto Star Santa Claus Fund, One Yonge Street, Toronto, ON M5E 1E6
Telephone: 416-869-4847; Website: www.thestar.com/santaclausfund; Email: charityinfo@thestar.ca



HELPFUL FORMS

Example Poster

CHARITY BOOK SALE

GENTLY USED BOOKS
FOR SALE

Great prices, great titles, great
variety in support of The Toronto
Star Santa Claus Fund

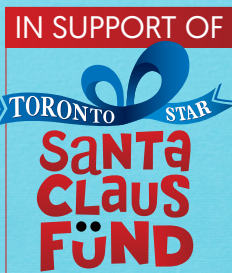
**ABC Secondary School
Gymnasium**

123 Street, Toronto

Saturday, Dec. XX, 20XX

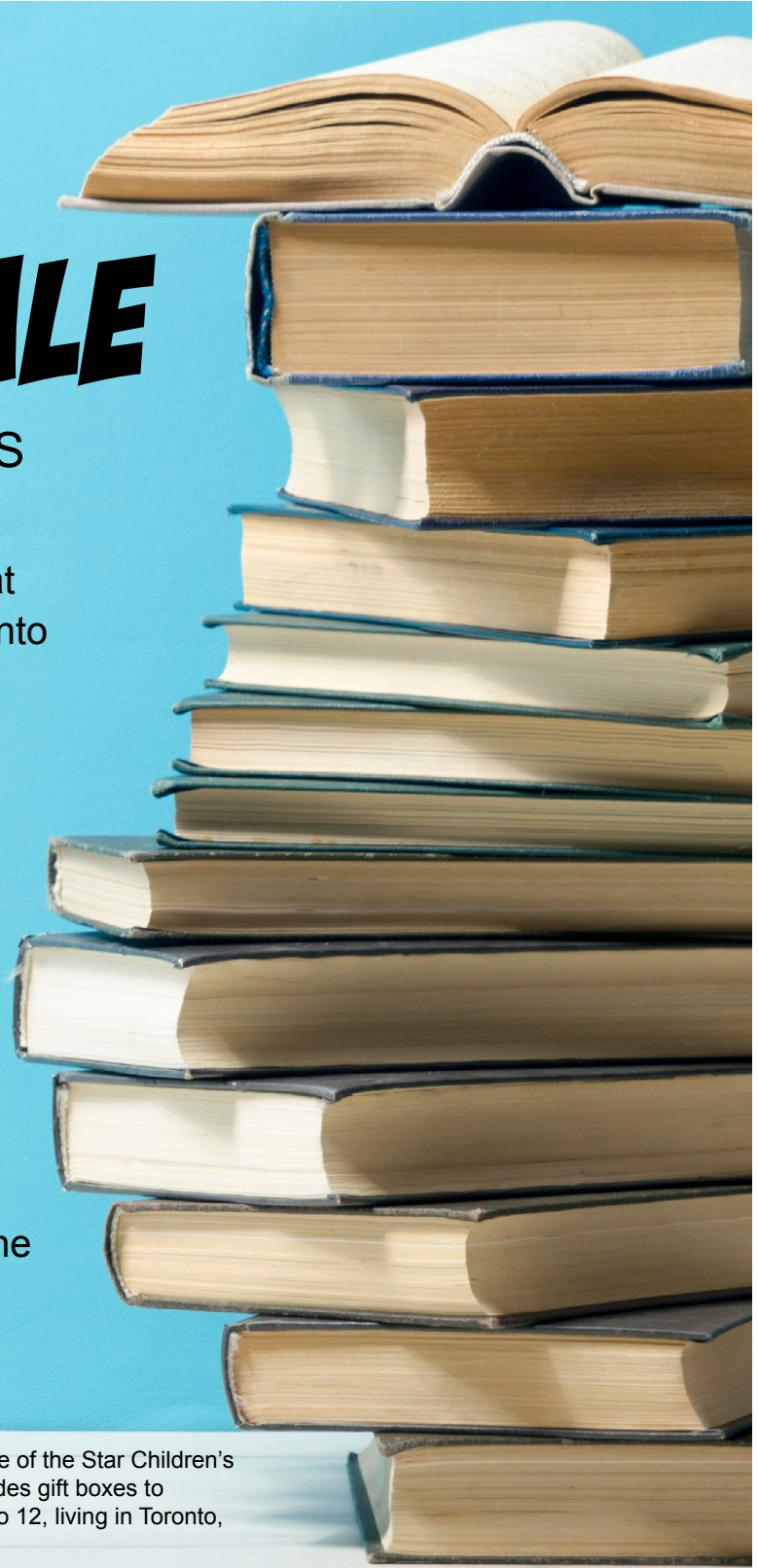
10:00 am to 3:00 pm

All proceeds go to
The Toronto Star Santa Claus Fund



Help reach the
goal to raise
\$1.5 million.

The Toronto Star Santa Claus Fund is an initiative of the Star Children's Charities. Each holiday season, the Fund provides gift boxes to 50,000 underprivileged children, aged newborn to 12, living in Toronto, Mississauga, Brampton, Ajax and Pickering.



HELPFUL FORMS

Donation Summary Form

Thank you for your support and assistance! To ensure transparency for our fundraising activities, please complete the following information and enclose it with the Fundraising Pledge Forms to accompany the proceeds of your event. Kindly mail, courier or deliver in person all documents and funds raised within two weeks of your event.

EVENT NAME

EVENT PLANNER'S NAME

PHONE NUMBER

EMAIL ADDRESS

EVENT SUMMARY (for tax receipts):

| DONATION TYPE | AMOUNT (\$) | DONORS (#) | TOTAL \$ |
|---|-------------|------------|----------|
| Cash | | | |
| Cheques | | | |
| Special Event (ticket sales, sponsorship, etc.) | | | |
| Other | | | |
| Total | | | |

NOTE: Please do NOT mail cash to The Toronto Star Santa Claus Fund. Please issue and forward a cheque for the equivalent amount but be sure to include a complete, detailed list of donor names and full mailing addresses with the corresponding amounts they contributed so that we can issue tax receipts.

SIGNATURE

DATE

PRINT NAME

CHEQUES CAN BE MADE PAYABLE AND MAILED TO:

Toronto Star Santa Claus Fund, One Yonge Street, Toronto, ON M5E 1E6

Telephone: 416-869-4847; Website: www.thestar.com/santaclausfund; Email: charityinfo@thestar.ca



Toronto Star Santa Claus Fund Pledge Form - Sample

All donor information must be collected, in detail and legible to receive a tax receipt. All donations for \$10.00 or more are eligible to receive a tax receipt. All cheques must be made payable to Toronto Star Santa Claus Fund. The information collected by our charity will not be sold or traded to any other organization.

EVENT NAME

EVENT ORGANIZER

PHONE NUMBER

EMAIL ADDRESS

| DONOR FIRST & LAST NAME | FULL ADDRESS | CITY PROVINCE | PHONE NUMBER | EMAIL | DONATION AMOUNT \$ |
|--------------------------------|------------------------|--------------------|-----------------------|-----------------------|--------------------|
| <i>Example: John Smith</i> | <i>123 Main Street</i> | <i>Toronto, ON</i> | <i>(123) 456-7890</i> | <i>john@smith.com</i> | <i>\$25</i> |
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TORONTO STAR SANTA CLAUS FUND THANKS YOU FOR YOUR SUPPORT!

PLEASE SEND THIS FORM, ALONG WITH ANY CHEQUES, TO:

Toronto Star Santa Claus Fund, One Yonge Street, Toronto, ON M5E 1E6

Telephone: 416-869-4847; Website: www.thestar.com/santaclausfund; Email: charityinfo@thestar.ca



HELPFUL FORMS

Thank you letter example

Dear Friends,

Thank you for supporting my fundraising event, Event Name, held on [Event Date] at the [Event Address/Location] and will be donated to The Toronto Star Santa Claus Fund.

These funds will help put smiles on 50,000 little faces this holiday season. Thanks to you, each child will receive a little “comfort and joy” in their gift box containing a warm shirt, hat, mittens, socks, book, small toy, candy and dental hygiene items. These children may have otherwise, not received a gift during the holidays and we truly appreciate your support and generosity!

Thank you for helping me to help The Toronto Star Santa Claus Fund continue its century-old mission to provide children with a gift at over the holidays.

Sincerely,

Joe/Jane EventPlanner

HELPFUL FORMS

Fundraising Event Survey

Please complete the following survey so that we may continue to provide the material that our supporters need to execute successful events.

BRIEFLY DESCRIBE YOUR EVENT:

WHAT WAS YOUR FUNDRAISING GOAL? (\$)

HOW MUCH DID YOU RAISE? (\$)

HOW MANY PEOPLE ATTENDED YOUR EVENT?

WAS THIS KIT USEFUL TO YOU?
(SELECT FROM DROPDOWN MENU)

CAN WE FEATURE YOUR STORY IN OUR DAILY CAMPAIGN ARTICLES AND/OR ONLINE?
(SELECT FROM DROPDOWN MENU)

HOW DID YOU PROMOTE YOUR EVENT?

Word of Mouth

Invitations to Family/friends
neighbours/colleagues/businessess

Websites

Posters and other signage

Media advertising? radio/television
newspapers

Social Media – Please Name all:

LIST THE STRENGTHS AND/OR WEAKNESSES OF YOUR EVENT

WHAT WOULD YOU DO DIFFERENTLY IF THERE WERE A NEXT TIME?

WHAT RECOMMENDATIONS WOULD YOU GIVE TO ANOTHER EVENT PLANNER FOR SIMILAR FUTURE EVENTS? DO YOU HAVE ANY SUGGESTIONS OR RECOMMENDATIONS FOR THIS FUNDRAISING KIT? PLEASE DESCRIBE:

THANK YOU FOR YOUR FEEDBACK. PLEASE SEND THIS FORM TO

Toronto Star Santa Claus Fund, One Yonge Street, Toronto, ON M5E 1E6

Telephone: 416-869-4847; Website: www.thestar.com/santaclausfund; Email: charityinfo@thestar.ca





BE SANTA THIS HOLIDAY SEASON ... JUST BE-CLAUS



FOR MORE INFORMATION, CONTACT US AT:
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