



THE  
/ LE **ROYAL**

# Fundraising Toolkit



# Thank you for fundraising to support mental illness and addiction research and care at The Royal.

Whether you are hosting a fundraising event or setting up your own fundraising page, your commitment is paving the way for better access to better care and advancing research to benefit the one in four individuals who live with mental illness and addiction. Thank you for getting involved today.

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**This toolkit is designed to guide you through every step of planning your fundraiser, helping set you up for success.**



## HOSTING A FUNDRAISER

# What is it all about

**Your fundraiser can be online, in-person, or both.**

### ONLINE FUNDRAISING

Online fundraising is an effective and efficient way to engage your supporters and create an easy way for them to contribute to your event. You can set up your very own online fundraising page [HERE](#) in only a few simple steps.

### IN-PERSON FUNDRAISING

You can plan an in-person event and collect your own donations using our digital resources, found on page nine of this toolkit, so you can keep track of funds raised.

### ONLINE AND IN-PERSON FUNDRAISING

Why not have the best of both worlds? You can have an online platform to collect donations and set up a table at the event with a cashbox and our donation forms.

## The Five W's

### WHO

Community events are generously planned and organized by individuals and groups in our community.

### WHAT

Events can come in all shapes and sizes; from lemonade stands to bake sales, motorcycle rides to galas. The sky is the limit.

If you are unsure of the type of event you would like to host, here are some suggestions:

- community or street party
- school fundraiser
- golf tournament
- benefit concert
- auction
- dinner party (large or small)
- bake sale
- garage sale
- work barbeque or celebration
- gala
- car show
- special occasion celebration (e.g. birthday)
- art show
- online fundraiser

**The possibilities are truly endless!**

### WHEN

Your event can take place any time throughout the year. For best results, start your planning and loop our team in as early as possible.

### WHERE

Your event can take place at almost any location. If the venue of your choice requires a letter of endorsement, we can help with that. If your event is online, we have a great platform you can use free of charge. If your event requires tickets, we can also help with this!

### WHY

Perhaps you or someone you know has been touched by The Royal, or maybe you simply want to make a difference in the lives of those living with mental illness and addiction.

**To note, all community event fundraisers must be consistent with the mission and values of The Royal.**

# How do the funds you raise make a difference?

**By supporting The Royal, you are helping more people reclaim their lives from mental illness and addiction.**

## **IMPACT ON PEOPLE & FAMILIES**

- More people will receive personalized care, improving their quality of life.
- Faster access to urgent care will prevent crises and save lives.
- Families will have better resources and support programs for their loved ones.

## **IMPACT ON COMMUNITY**

- Stronger, more productive communities as individuals get the care they need.
- A more inclusive society, with reduced stigma around mental illness.
- Communities will thrive as people become more engaged.

## **IMPACT ON HEALTHCARE SYSTEM**

- Helping more people in need by way of faster adoption of research discoveries.
- A model for the future of mental health care that can be replicated to support more individuals across the country.
- Reduced burden on the health care system with less emergency visits and hospitalizations.

## **HOW DO MY FUNDRAISING DOLLARS HELP?**

The funds raised through your event will support the most urgent priorities of The Royal including patient care and research projects.





# Five Steps

TO A SUCCESSFUL FUNDRAISER!

STEP

1

DEVELOP  
A PLAN

STEP

2

TELL US ABOUT  
YOUR EVENT

STEP

3

PROMOTE  
YOUR EVENT

STEP

4

HOST YOUR  
EVENT

STEP

5

WRAP UP  
YOUR EVENT

## DEVELOP A PLAN



### IDENTIFY YOUR AUDIENCE

Who is most likely to attend?



### SET A FUNDRAISING GOAL

Having a goal means you and your supporters will have something to work towards. Some people are most generous when there are goals and incentives involved. Set a meaningful goal, but one that is also attainable.



### SET A DATE

Start planning early. Check your community calendar to ensure your event does not compete with other events or holidays. Give yourself time to obtain insurance or licenses (e.g. raffle license, special occasion permit) if required.



### CREATE A PLAN

All great events start with a solid plan. You will find an event plan template on page nine.



# STEP 2

## TELL US ABOUT YOUR EVENT

Fill out our [Community Event Fundraising Form](#).

We will review your submission and contact you within three business days. This form should be submitted at least 15 days prior to your event.

### How can The Royal support your event?

- Ongoing event planning advice
- Resources including event budget, pledge forms, and branded collateral
- Access to online fundraising tools
- Letter of support that validates the authenticity of your event
- Use of The Royal's name and "supporting" logo (if applicable)
- Issuing of tax receipts to donors according to Canada Revenue Agency guidelines (if applicable)

Please note, using The Royal name and/or logo must be approved by our team before use and printing.

Community event organizers are required to handle all monetary transactions and present proceeds to The Royal within 30 days of the completion of the fundraising event or activity. Under no circumstances will community event expenses flow through The Royal. Only the final net proceeds will be processed by The Royal.

ONCE YOU HAVE A PLAN,  
WE WANT TO HEAR ABOUT IT.

### The Royal is **UNABLE** to provide the following:

- Funding or reimbursement for event expenses
- Mail/email lists such as donor lists and staff lists
- Guaranteed attendance of staff or volunteers at your event
- Application for gaming or special occasion permits
- Assistance with corporate sponsorship solicitation (you may pursue your own sponsorships, however please make it clear that you are hosting a community event on behalf of The Royal and that you are not a representative of The Royal)
- Prizes and auction items
- Access to celebrities or influencers



# STEP 3

## PROMOTE YOUR EVENT

Unlock your full fundraising potential with our [Do-It-Yourself \(DIY\) Platform](#).

DIY fundraising allows supporters to raise money by creating your own fundraising page or campaign. Whether it's an event donation page or a generic fundraising page, our platform is customizable, user friendly, and most importantly, it fosters a sense of connection within the community.

Click [HERE](#) to set up your personal fundraising page online. This page will accept donations for your event and can be customized by you.



Tell everyone you know and talk about your event every chance you get.



Spread the word through all of your social media channels.



Send out a media release to your local media outlets.

### INSPIRATIONAL STORIES

Click [HERE](#) to be inspired by the experiences of Royal patients and family members. Share these stories to help promote your event.

### CONNECT WITH US ON SOCIAL MEDIA



[@theroyalmhmc](#)



[The Royal](#)



[The Royal](#)

## SHARE YOUR PERSONAL FUNDRAISING PAGE! *(if applicable)*

### DID YOU KNOW?

If you're looking for social media content, event promotion, or simply to spread awareness with some up to date statistics, feel free to refer to some of these mental health facts:

# 1 IN 4



## CANADIANS ARE LIVING WITH A MENTAL ILLNESS OR ADDICTION



Mental health care is **underfunded** by  
**\$1.5 billion** annually



In Ontario, **wait times of 6 months to 1 year**  
are common for specialized mental health services



# 12 PEOPLE

**DIE BY SUICIDE EVERY  
DAY IN CANADA**

Mental illness and  
substance use  
disorders can cut

**10 to 20 years**  
from a person's life  
expectancy

BY

# 2030,

**DEPRESSION WILL  
BE THE LEADING  
CAUSE OF DISEASE  
BURDEN GLOBALLY**

# #2

Suicide is the **second** leading  
cause of death for young people



## STEP 4

### HOST YOUR EVENT

Take lots of pictures as we like to see photos from your event. With your permission, we may also share them on our social media platforms.

Display our promotional material at your event.

## STEP 5

### WRAP UP YOUR EVENT

Submit your event proceeds within 30 days of your event. You can submit your proceeds in a number of different ways:

#### CASH

Contact us and arrange to drop off the cash raised through your event.

#### ELECTRONIC FUND TRANSFER

Contact us to arrange an electronic money transfer.

#### CHEQUE

Mail or drop off a cheque payable to: **Royal Ottawa Foundation for Mental Health**. If you are mailing your cheque please provide a note along with the cheque that references your event.

#### MAIL YOUR CHEQUE TO

**Events Team, Foundation**

**The Royal**

**1145 Carling Ave. Ottawa, ON K1Z 7K4**

#### CREDIT CARD

Call us to donate the event proceeds via credit card over the phone.

#### ONLINE

Click to make a donation online.

**DONATE ONLINE**

### NOW, IT'S TIME TO PUT ALL OF YOUR HARD WORK INTO ACTION!

The Foundation can provide charitable tax receipts for donation of \$20 or more. Use our [Donation Pledge Form](#) to track your donor names and contact details.

### LET US KNOW HOW THE EVENT WENT. WE LOVE HEARING FROM YOU!

**Thank your event participants or volunteers by sending them an email or card.**

**Pick a date for next year's event. Now that you've got some experience, we cannot wait to see what's in store for the future!**

#### TAX RECEIPTING

If you have questions about tax receipting, check the Canada Revenue Agency (CRA) website. The Royal Ottawa Foundation for Mental Health follows CRA guidelines to protect our registered charitable status.

A tax receipt can be issued by us for personal donations of \$20 or more if money is given in the form of credit card, electronic fund transfer (EFT), cheque or cash. We can not issue a tax receipt if the gift comes from a registered charity. Individuals will not qualify for a tax receipt if they received any sponsorship recognition, services or gifts in-exchange for their donation/purchase (e.g. social media promotion, registration fees, silent auction items, door prizes or raffle tickets).

Please ensure that all donations, along with a complete list of donor names and addresses, are submitted to us within 30 days of the event.



# Helpful Resources

**We want you to enjoy your fundraising experience every step of the way and we want to help!**

We have included some samples, templates, and guides for your reference. Please feel free to use these during your planning process.

- [Event Plan Template](#)
- [Event Budget Template](#)
- [Logo Use Guidelines](#)
- [Tips for Engaging the Media](#)
- [Donation Pledge Form](#)
- **Sponsorship Authorization Letter**  
Upon request, The Royal can provide a personalized letter of support to be used to validate the authenticity of the event and its organizers. Please reach out to the events team at [events@theroyal.ca](mailto:events@theroyal.ca).

**Need more tips on how to fundraise successfully?  
Ask us! We cannot wait to hear from you!**

**Thank you for helping us raise funds for the one in four in our community who live with mental illness or addiction. We look forward to working with you.**







# THE / LE ROYAL

## CONTACT INFORMATION

[events@theroyal.ca](mailto:events@theroyal.ca)  
613-722-6521 ex. 6059

1145 Carling Avenue,  
Ottawa, Ontario K1Z 7K4

## CHARITABLE REGISTRATION NUMBER:

119129179RR0001