



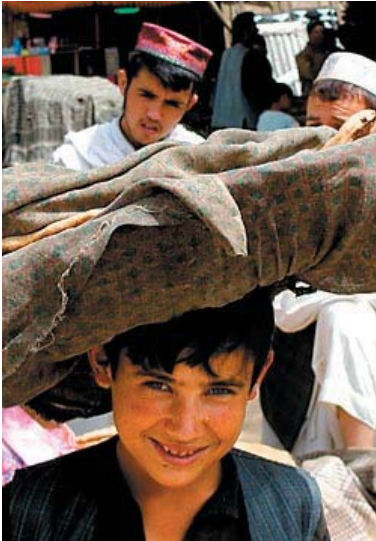
An Oxfam water engineer's tool kit, photographed at a camp for refugees from Kosovo, in Albania in 1999.

# Fundraising Toolkit



**Oxfam Canada**

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## In this kit you will find useful information and ideas on how to organise events and activities, however large or small, to help you to raise money for Oxfam's work

### Oxfam Canada - who we are

Founded in 1963, Oxfam Canada is a non-profit international development organization that supports community programs in the areas of food security, health, nutrition and democratic development, with an emphasis on working with women.

Oxfam Canada is a member of Oxfam International, an alliance of 12 Oxfams worldwide. Together we are working to tackle the root causes of poverty, social injustice and inequality. Oxfam's work ranges from our direct overseas work with local partners, to advocacy work and education programs in Canada.

Oxfam Canada raises approximately five million dollars from private donors for international development work. A significant portion of the money is raised by the efforts of the countless volunteers across the country. Fundraising is essential to the work that is done by Oxfam Canada allowing us to fund both the overseas and Canadian programs.

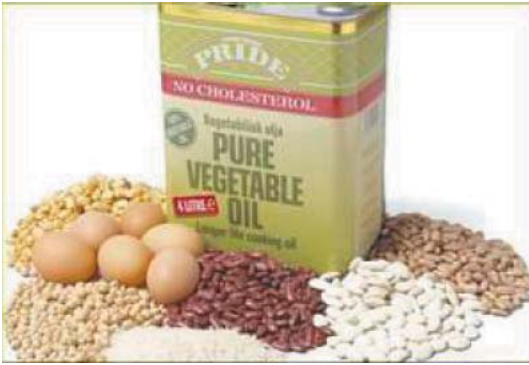
### Who this kit is for

If you are a professional fundraiser, this kit is not for you. But if you are a volunteer working in your local community, this material is designed specifically to provide you with some clear fundraising guidelines and ideas for activities.

You can go online  
<http://www.oxfam.ca/fundraising>

or call us at  
**1 800 GO OXFAM (1 800 466 9326)**





Only \$25 can purchase a basic hygiene kit that will serve a whole family

# Raising Money

Fundraising is also a great way to raise awareness about poverty and injustice - giving money to help make a difference is one important way that people can be empowered to take action!

## Why should we raise money?

Many people around the world are in desperate need; even a small amount of money can help alleviate their suffering.

It's amazing how much can be achieved with just a small amount of money from people like you, and a little help from Oxfam. We can all make a difference today by raising money to donate to Oxfam.

## Where does your money go...?

The chart on the right shows examples of what your dollar can buy in a crisis situation.

Amount	What we can buy?
\$2.30	10 packs of oral rehydration salts to treat diarrhea
\$5.38	An Oxfam bucket - easily cleaned and with a tap for increased protection against contamination
\$7.00	A long lasting treated mosquito net for one family
\$10.00	A month's supply of soap for 40 people
\$25.00	A basic hygiene kit for one family
\$58.00	A plastic latrine slab. When a flood or earthquake destroys a community's toilets, emergency latrines must be covered to prevent the spread of disease. Oxfam latrine trays can be installed in a couple of hours.
\$60.00	A family ration for one month
\$137.00	A 50-metre length of water distribution pipe
\$184.00	A 100-litre cooking pot for use in a feeding centre
\$270.00	An emergency shelter kit containing plastic sheeting, struts, pegs and rope for a family of eight
\$1,100	A latrine digging kit



George Sakwa holds arabica coffee cherries harvested from his family's small-holding on the slopes of Mount Elgon in Uganda.

<http://www.oxfam.ca/about/financialSummaries>

For more detailed information on Oxfam's financial reports, please visit our website

# Fundraising Ideas

Here are some great fundraising ideas to help get you started and make your event fun and successful. By donating the proceeds from the event, you are helping someone to improve their life.



Memorial University of Newfoundland Oxfam members at an annual solidarity soup sale

## For family and friends

► **Host a foreign movie night** (or travel slides) at your house and charge your friends admission. Or, you can have free admission but charge for the popcorn – at movie house prices.

► **Charitable Sports events** - Organize a charity sports game (hockey, soccer, baseball) with your local community league, or with the children's team. You can organize the 'Oxfam Fair Trade Soccer Game', an activity that shows the unfair playing field of the international trade system - you can find the activity guide on [oxfam.ca](http://oxfam.ca)

► **Ebay Auction** - Auction some of your hidden gems on eBay and donate the profits to Oxfam.

► **Hold a 'service auction'** – we all have hidden talents!. Bring a group of friends and family together and ask them to donate some of their talents to auction off (works also in church groups and service clubs). For instance – a gourmet meal for 2, leaf raking, painting, and driveway shoveling for the winter... let your

creativity loose.

► **Organize a garage sale, bake sale, flea market, etc.** - Get some of your closest friends or neighbours to hold a joint yard sale. 'District garage sales' are usually very successful because it's a wonderful way to bring the community together for a fun activity and good cause.

## For Schools, Community groups, Workplaces

► **Plan a Hungry for Change Fast** in your high school or local community group. It is a wonderful opportunity to learn about issues of food and poverty while fasting to protest against political injustice. It is a great educational, fundraising and fun event.

► **Organize a Oxfam Hunger Banquet lunch or dinner** where everyone pays a fixed amount (which goes to Oxfam), but a small number of those attending get a full meal, and others, let's say, get only beans and rice. (Something like the real world!) This can also be done in a workplace or school cafeteria.

► **Hold a silent auction** in your workplace. Get a few friends to

seek donations for the auction – a certificate for cheesecake a month for a year, houseplants, handcrafted articles.

► **Holiday auction.** Ask your boss to donate a week or a few days of paid leave, then auction it off to the highest bidder.

► **Organize a hat day or a jeans day** in your workplace. Get employees to donate two dollars for the privilege of wearing a hat or jeans to work and have your employer match the total.

► **Make a specific donation** (say \$20) and challenge your friends and work colleagues or your employer to match it – send out an e-mail challenge.

► **Hold a bake sale.** Students can also do this at school during lunch hour or recess.

► **Fashion Show.** Buy clothes from charity shops for a fashion show with student models. Sell tickets and then auction off clothes at the end of the evening.





The Rock for Relief Band generously donated time & talents at the Memorial University of Newfoundland (MUN) Oxfam Club

## Stamp Out Hunger

What do students from the Parkview Public School in Melville, Saskatchewan have in common with a store in Iqaluit, Nunavut, an insurance company in Ottawa and a manufacturer in Belleville, Ontario? They and hundreds of others are collecting used stamps and envelopes for Oxfam Canada's Stamp Out Hunger Program! Those used stamps and envelopes can really add up. Oxfam Canada volunteers raise about \$10,000 annually by sorting and selling stamps to collectors. Over \$130,000 has been given to Oxfam from the Stamp Out Hunger Program since it started in 1980. To get involved, contact [stamps@oxfam.ca](mailto:stamps@oxfam.ca)

- ▶ **Treasure hunt.** Do a treasure hunt for people in your neighborhood. People pay to enter and offer prizes for the winners.
- ▶ **Book group.** Organize a regular book group in your community. The books read could be those on international development, poverty alleviation etc. or maybe just travel. You can either charge a membership fee or ask for a donation to Oxfam.
- ▶ **Have a Fair Trade Coffee sale** – A perfect public education tool. If you sell a cup of coffee for \$1 it is cheaper than coffee outlets and you will still make money and cover the costs of purchasing the coffee (if you can't get it donated). It will also help educate people about Fair Trade, and you can let the customers know about the Oxfam "Make Trade Fair" Campaign. You can have sign on sheets or petitions on hand, visit [www.marketrade.com](http://www.marketrade.com) for more resources. A great initiative to raise money and create awareness on this important issue.

- ▶ **Organize a benefit concert.** Ask your friends who are in bands or know people in bands to donate their time and talents for a worthy cause. Check if you or your friends would know someone who owns a bar (or other large gathering place where people go) that would be willing to hold the concert. If you are a student you can also approach your student union and ask them about holding it at the campus bar. If they are a progressive union and therefore receptive, working with them should help make the organizing and promotion of the event easier. If you are interested in organizing such an elaborate event like a concert where you wish to use Oxfam Canada's logo, we ask that you fill out a Fundraising Event Authorization form (see Appendix I) and contact your local Oxfam office.
- ▶ **Organize a vegetable soup sale** (Ideal for World Food Day). Approach local farms or businesses and ask them to donate vegetables. Hold a 'soup making party' at

someone's house. The next day sell the soup at your school or another high-traffic location. Selling a bowl of soup for \$2 or \$3 will still make it cheaper than what people can buy elsewhere. This is a perfect fundraising event to do on **World Food Day (October 16)** because you can educate people about food security issues.

# Organising an event

Make it fun – people will pay to enjoy themselves. You don't have to abandon tried, tested, and traditional ideas, but maybe think of a new angle or attraction. It could be a one-off, or maybe you could try to establish a regular local feature. For a successful event, you will need...

## A good idea

Test your idea out – ask a few friends. Before making a decision, research your idea. See Appendix G for key questions to ask when planning your event.

## A team

A great way to keep people motivated and committed is to involve them in the decision-making. Make a list of tasks, find out what skills people have, and try to give them tasks that they'll enjoy. Appoint a team leader to delegate tasks, to be a media contact, and a troubleshooter that people can turn to with particular queries and problems. Make sure that each team member is clear about the tasks he or she is doing – write it all down and give everyone a copy.

## A contingency plan

If things going wrong. For example will the weather make a difference to your event?

## The target audience

Think about who you are trying to attract and what they enjoy doing. Maybe give the event an extra 'gimmick' – an unusual or beautiful venue, perhaps? Research and estimate how many people can be expected to turn up. Consider the minimum number of people you need to raise money and then think about the maximum you can cope with. See the "Publicity" section (page 9) for other ways to attract interest and support.

## Good timing

Think about the best date. Avoid competing with another local function or a sports event on TV. You may wish to 'piggy-back' an existing event. Agree a realistic timetable. Start with the day of the event and then work backwards giving every task a deadline. When drafting the timetable, if you run out of days you may have to reconsider the date of your event or maybe the size of your team.

## A budget

A good budget plan for a fundraising event usually plans that your event costs don't exceed 35 % of what you raise. Think of ways to keep costs down and your takings up. Get as much as you can be given to you for free – whether it's people's time, a venue, publicity, printing, commercial sponsorship or prizes. Whatever you receive, you may have to offer something in return – free tickets for the event, a mention on the day, or on materials. Increase your takings by selling advertising space in programs, sponsor an activity, etc.

## An evaluation

While memories are still fresh ... Keep notes of useful contacts, prices, quantities, or problems. It is a useful exercise is to get everyone involved to mention one thing that went well, and one thing that could be improved next time. Share your experiences with other Oxfam fundraisers by completing the "Fundraising Event Feedback" (see Appendix E) or online at [www.oxfam.ca](http://www.oxfam.ca). This will help others and



Naveed Chaudri and Liz Crellin  
help run an annual book fair

*"It's far better to have a smaller event that works well, than something too ambitious that half-succeeds."*



Setting up a water tank at a camp for Kosovan refugees in Macedonia  
Photo: Howard Davies

make it easier to repeat the event if you wish.

### Follow up

Don't forget to thank all the people involved, and let them know the amount of money they raised. Remind them of the value of this money to the people Oxfam supports. Ask the volunteers if they might like to help with this project again.

### Checklist

We have included a checklist (see Appendix G) which acts as a step-by-step guide on organising your event from start to finish and making it a success.

**NOTE** Don't forget to check about local and regional regulations



# Getting sponsored

Sponsored walks, bike rides, fasts, head shaving... A well-organised sponsored event can raise anything from a couple of hundred dollars to thousands, depending on how many people are involved. This method of fundraising is extremely versatile.

## Going solo

You can work completely on your own. Maybe you could use the opportunity to do something you've been meaning to do for a long time, such as, start swimming, stop smoking, lose weight, read etc.,

## Go for the big time

You could organise something bigger, in which many people take part and get their own sponsors. You need an idea which has an element of enjoyment in it, to attract participants, but which is challenging or innovative enough for their sponsors to feel they are getting value for money.

Whatever you choose, we have provided a **Sponsorship/Pledge Form template** (see Appendix C) ready for you to photocopy and use.

## How to raise more money, with virtually no more effort

► Consider setting a fundraising target for participants and let people

know how much you are aiming to raise.

- Ask your employers if they will match what you raise. This is tax efficient for them and can double the amount you raise in one go!
- Don't just ask people in person – phone, or send a group email.
- Try to begin each sponsorship form with a generous pledge, people are likely to follow suit.

## Corporate Sponsors

If there is a business who would like to sponsor your event with a donation in excess of \$500, please contact an Oxfam Office for guidelines for accepting corporate donations or sponsorships. Please note that Oxfam Canada does not accept donations from tobacco companies or casinos.



# Publicity

To make as much money as possible from your event or sponsored activity, you need people. So use publicity to draw the crowds



"As a consuming public we have the power to ask if the products we buy have been ethically made. We also have the power en masse to insist they be ethically made."

-Minnie Driver



Jim Creeggan of the Barenaked Ladies shares a song with schoolkids in Shinyanga Tanzania.

## Local media

Local newspapers and radio love local news. Give them a story and they'll be along on the day.

- ▶ Tell them in advance and ask for pre-event publicity.
- ▶ Provide photos or offer the opportunity for a pre-event photo-call by arranging something for them to photograph: a prop, gimmick, costume, mascot, celebrity or, something dramatic and colourful.
- ▶ Write and send a Press-Release using the 5Ws – Who, Where, When, What, and Why – to make sure you have included all the details.
- ▶ Facts, figures and quotes from a spokesperson, or media contact person are also useful to support arguments and bring the story to life. You can also have a 'special guest' who may be a former resident of the world region you may wish to highlight, or an expert on that area.
- ▶ Journalist usually do not mind being nagged, so give them a day or two to look at your release then follow up with a phone call. The story is far more likely to get noticed this way.

- ▶ Also consider advertising in the local newspaper column, radio slot or internet page. If appropriate, use the power of mystery: put out the word that something 'interesting' is going to happen; then of course, make sure that something does...

## The local grapevine

People hear about things in all sorts of ways.

- ▶ Tell everyone – friends, family, neighbours, colleagues, customers, suppliers.
- ▶ Put up posters at work, sports and community centres, schools, colleges, universities, libraries, post offices, churches, shop windows and at events taking place before your own. Remember to ask first! Also try to get notices read out to get attention.
- ▶ Distribute flyers widely. Small flyers are ideal for handing out in the street, on tables in cafés, on shop counters, and in other busy places.

## The power of celebrities

Using locally well known people or celebrities is a great fundraising strategy. Locally respected figures

help a great deal to draw the crowds. Every community has famous writers, musicians, DJs, TV presenters, etc. who will surely accept to volunteer their time for a good cause. If not, they will happily donate something personal and meaningful – a pen from a writer, a guitar pick from a rock musician – that can be sold or auctioned.

## Material design and print

It's often fun to design your own posters or flyers and it is not complicated. It's worth asking printers if they'll do your posters free or cheap because you are raising money for a charity. Self-produced ones can also look great, especially if you have access to desk-top publishing or even a colour photocopy shop.

Contact the nearest Oxfam Canada office for posters and brochures. See the Safe and Legal section on page 11 for information about obtaining and using the Oxfam Canada logo.

# The Finances

Your good name, Oxfam's good name, and the success of future events, are all at risk if you don't keep proper records of legitimate expenses and revenues.



Oxfam volunteers organize benefit concert to raise funds for Darfur, Sudan.

## What are legitimate expenses?

Legitimate expenses cover any cost incurred in setting up and publicising an event. You should keep a record of all costs claimed against the event and, wherever possible, receipts. Personal costs incurred in setting up the event (for example transport or telephone costs) can be claimed against the event but no remuneration over and above costs actually incurred in setting up the event should be claimed. You should not pay yourself a fee out of funds raised. If you do you may be setting yourself up as a 'professional fundraiser' and you will require Oxfam's written agreement to raise funds in this way.

If you have any doubts about what expenses you can claim, then please err on the side of caution and contact the nearest Oxfam Canada office for details.

## Handling the money

► The organizers must accept only cheques (made payable to Oxfam Canada) and cash donations from donors. If a person prefers to pay by credit card, ask him/her to

complete the fill-out form at the back of the Oxfam Brochures and they can submit this directly to Oxfam or online.

► Make sure that someone is responsible for collecting and securing the money. Lockable cash-boxes are useful, even at very small events. At larger functions, handling the money is a full-time job for one member. It is good practice that two people should be present when cash is handled, and wherever possible, the money should be counted by both people.

► It can be very useful to have 'runners' going from stall to stall, relieving the stallholders of paper money and cheques and taking it to where it's being counted.

► If there is money coming in from a number of different sources – ticket money from the gate, refreshments, different stalls – keep a record of how much comes in from each source, and brief all the helpers to do the same. People like to know how much they've helped to raise individually, and you may need the information to evaluate the event afterwards.

► Have a receipt book for your

own records and to give to people who require one, for instance for a donation. Receipt books can be bought at most stationers. Of course, keep a record of who has given, and approach them later; people tend to give repeatedly to the same charities.

► Make sure you have got lots of plastic cash bags and paying in deposit slips. Try to bank all the money on the same day that you receive it. If you can't, bank it on the first banking day after the event and in the meantime keep it in a secure place.

**NOTE** All funds raised and collected should be fully reported on the Fundraising Revenue Report form (Appendix D) and forwarded to the National Fundraising Office in Toronto within two weeks of the event. DO NOT send cash in the mail. One cheque or money order payable to Oxfam Canada should be sent for the total cash collected.



# Safe and legal

There are a wide range of rules and regulations which apply to events and activities which involve the public or fundraising from the public.

You are responsible for ensuring that any event you organise on Oxfam's behalf complies with the law. Oxfam **cannot and does not accept liability** for events run in its name except by prior agreement. Keep in mind that you are not allowed to raise funds for any other organizations using the Oxfam name. If you are organizing a joint fundraising event with one or more community groups, make sure you are clear in the event promotions about where the funds will be going, and get a clear agreement in advance with the co-organizers about how the funds raised will be distributed.

## Oxfam's responsibility

► It is critical that Oxfam Canada, and by extension anyone raising money for Oxfam Canada, is in compliance with **Canada Revenue Agency (CRA)** regulations. If we are not compliant, we run the risk of losing our charitable status and thus our ability to raise money.

► We must ensure that donations are reported and counted consistently across the country so that each region earns their fair share of donated revenue.

► We need to ensure that donors are treated equitably and fairly within CRA's regulations.

## Use of Oxfam's name and logo

Please note that the Oxfam name and logo is a registered trademark and its use is restricted. We cannot accept legal responsibility for any Oxfam-sponsored events which have not been approved by the local Oxfam Canada office.

You are required to notify and coordinate all fundraising activities through an Oxfam Canada office (see listing of office locations) before receiving authorization to use Oxfam Canada's name and logo.

## Do

- Keep it safe and legal
- Seek advice from and check with your Municipal office for any necessary permissions, licensing, trading standards and health and safety issues.
- Contact your local police or the RCMP, if you are planning an event in a public place, for example if the event is to be held on public roads or if it could cause traffic disruption. Sometimes you need a police permit

to hold such an event.

► Consider First Aid requirements. Contact your local branch of St John's Ambulance for advice or assistance.

► Consider Fire Safety by contacting your local Fire Station.

► Set up detailed guidelines and written agreement about the sharing of fundraising revenues and expenses, before collaborating with any other groups for fundraising events.

## Don't

- Do anything dangerous or illegal.
- Engage in any door-to-door fundraising or make street collections on behalf of Oxfam
- Allow commercial organisations to use Oxfam's name or logo without written permission. If you wish to involve companies in an event and they want to use Oxfam's name for their commercial benefit, please contact

**1 800 GO OXFAM (1 800 466 9326)**



Workers prepare Oxfam Canada seed packs for distribution in Zimbabwe.

# Appendices

The following appendices contain more detailed information on the legal side of Fundraising activities.

## Appendix A: Federal Privacy Legislation

The federal privacy law, the Personal Information Protection and Electronic Documents (PIPED) Act covers personal information that may be collected by a charity and then used for a commercial purpose.

Under this legislation, the key points to remember are:

► **The privacy of donor/member lists must be protected.** Any names or lists of people collected must expressly state the purpose of collecting the names and how the names will be used.

► **Donors/members must be given the option** of indicating that they do not want their names used for purposes other than what they give permission for.

Oxfam has created a “**Sign-up Sheet**” (Appendix H) so you can collect the contact information of Oxfam supporters in accordance with Oxfam’s privacy policy.

## Appendix B: Tax Receipts – Rules and Regulations

### Gifts that ARE receiptable

#### ► **Direct cash, cheque and credit card donations of \$10 and over.**

Oxfam Canada will issue a charitable tax receipt to those individuals or organizations who make a donation of \$10 or over to Oxfam, provided the donor does not receive any product or value from the donation.

#### ► **Individual Sponsorship Donations**

We can issue tax receipts for events such as Hungry for Change pledges, Walk-a-thons, Bowl-a-thons, etc. The receipt would be issued to individuals who sponsor others entering such events. In order to issue tax receipts, our National Fundraising office in Toronto must receive the list of sponsoring donors with complete address information and total dollar amount paid by each donor or received from each donor.

### Gifts that are NOT Receiptable

► **Auctions, raffles or draws of good or services.** This applies to the purchaser of a ticket, as well as the prize winner. Since the

individuals would be receiving a benefit or value from the event, they would therefore not qualify for a charitable tax receipt.

► **Donations of business or personal services.** Examples include entertainment for an event, free hall rental, advertising, printing services.

► **Corporate Event Sponsors** Businesses and corporations who receive some form of recognition and promotional value at the event, or on event materials, do not qualify for a tax receipt.

### Gifts that are PARTIALLY Receiptable

► **Admission cost to a dinner or event where the admission includes a “donation”.** The tax receiptable amount must be clearly identified and differentiated from the “fair market value” of the event, i.e., Ticket Cost (\$75) – Value of Dinner (\$40) = Receipt issued (\$35).







## Oxfam Canada Fundraising Revenue Report

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

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

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

Event Coordinator: \_\_\_\_\_

Contact Information Phone: \_\_\_\_\_ e-mail \_\_\_\_\_

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

Tax Receipts will be issued from the Toronto office for donations of \$10 or more

### Revenue Summary for Event

	Amount (\$)	Donors (#)
Cash donations (receiptable)		
Cheque donations (receiptable)		
Special Event donations (un-receiptable)		
<b>TOTAL</b>		

Signature \_\_\_\_\_ Date \_\_\_\_\_

### Appendix D: Fundraising Revenue Report Calculating Fundraising Revenues

The total revenue raised from the event must be reported to Oxfam Canada. Expenses should be budgeted separately and should not be deducted from the total revenues collected and reported to Oxfam.

### Reporting Fundraising Revenues

Please fill out the Fundraising Revenue Report (Appendix D) for your event and send it to the Fundraising Office in Toronto.

Please submit the revenue report along with the funds raised **within two weeks** of your event or activity so that we can reconcile our accounts and report the revenue in a timely manner.

We would appreciate if you could send along the Event Feedback Form (Appendix E) and Fundraising Kit Forms (Appendix F).

## Share your fundraising experience



It would be a great help if you could jot down a brief description of your event below and share any lessons learned, handy hints, useful resources, even photos or press cuttings of your day – anything that you think might be useful or motivating for other fundraisers.

### Describe your event. How did you raise the money?

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I have enclosed photo/s.  I have enclosed press cuttings

### Description of Pictures:

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## Fundraising Kit Evaluation



### We welcome your feedback

We would much appreciate your feedback on this Fundraising Kit which will help us improve the contents in the future.

### What do you think about the kit?

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### What other information would like to see in the kit?



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BEFORE the event	DURING the event	AFTER the event
<input type="checkbox"/> Research your Fundraising Idea	<input type="checkbox"/> Have someone responsible for handling the money	<input type="checkbox"/> Collect the funds
<input type="checkbox"/> Check the Safe and Legal issues	<input type="checkbox"/> Ask people to list their names on the Oxfam Sign-up Sheet	<input type="checkbox"/> Complete the Fundraising Revenue Report
<input type="checkbox"/> Form a group	<input type="checkbox"/> Have the Oxfam donation form ready for donations over \$10.00	<input type="checkbox"/> Complete the Fundraising Event Feedback
<input type="checkbox"/> Tell Oxfam about your event! By email contact@oxfam.ca, or fill out our online form at www.oxfam.ca/fundraising , or call the local office.	<input type="checkbox"/> Give information about Oxfam's campaigns and programs	<input type="checkbox"/> Attach a copy of the Sign-up sheet
<input type="checkbox"/> Plan your budget	<input type="checkbox"/> Take lots of pictures!	<input type="checkbox"/> Attach all Oxfam donation forms
<input type="checkbox"/> Look for sponsors (optional) and have them fill the Fundraising Sponsorship/Pledge Form		<input type="checkbox"/> Send all above documents to Oxfam Fundraising Office within 2 weeks of event
<input type="checkbox"/> Schedule your event		
<input type="checkbox"/> Promote and Publicize your event		
<input type="checkbox"/> Complete the Fundraising Event Authorization Form and send to your nearest Oxfam office		

### Key questions to ask

- ▶ What are the objectives of the fundraising (expressed in measurable and observable terms)?
- ▶ Who is the audience?
- ▶ How much do you hope to fundraise?
- ▶ How much do you expect your expenses to be?
- ▶ How many people do you need to help you?
- ▶ How do you plan to publicize and promote your event?
- ▶ What kind of resources do you need to make it a success?

### Useful tips for new fundraisers

- It is hard to ask strangers for money, but unless you do so, your fundraising plan will fail.
- ▶ Remember the objectives of your fundraising event. Focus more on the compelling human needs you are helping to address through your fundraising, and not so much on the amount of money to be raised.
  - ▶ Prepare your pitch. Learn to describe Oxfam's mission and various campaigns and activities. Be confident, sincere and honest.
  - ▶ Expect negative responses. You have to accept that is OK too.

- ▶ Keep in mind that fundraising is not begging. The majority of people don't give money to causes; they give money to people who have causes. When you ask someone for money, you are offering them an opportunity to invest in your issue and to help make positive change.

DON'T FORGET to have the "Sign-up sheet" (see Appendix H) ready for the people to subscribe to Oxfam's newsletters. This is also a great way to keep track of useful contacts. Send a copy of your sign up sheet to your nearest Oxfam office so we can add the supporters to our E-Community.



# Sign up!

Name & Address	Email	Check here to receive occasional Oxfam email updates
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
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		<input type="checkbox"/>
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		<input type="checkbox"/>



# Fundraising Event Authorization Form



Thank you for your support in raising funds for Oxfam Canada's work to alleviate poverty and injustice in the developing world. Please complete the following proposal and return it to your local Oxfam office or to the National Fundraising Office, 215 Spadina Ave, Studio 200, Toronto, ON M5T 2C7, Fax (416) 537-6435

### Contact Information

Your Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Province \_\_\_\_\_ Postal code \_\_\_\_\_  
Tel. \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

### Organization/Group you represent

Address \_\_\_\_\_  
City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_  
Tel. \_\_\_\_\_ E-mail \_\_\_\_\_

### Event Information

Name of Proposed Event \_\_\_\_\_  
Date of Event \_\_\_\_\_ Time \_\_\_\_\_ AM/PM  
Location of Event \_\_\_\_\_ City/Town \_\_\_\_\_

### Event Details

Briefly describe the event and how the funds will be raised.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Costs

Please provide us with a detailed budget, listing anticipated expenses (location/venue, food & beverage, printing, advertising, etc.) and other revenues (if any) for your event and attach to this proposal.

### Event Payment

Expected Payment Date: mm/dd/yr \_\_\_\_\_  
Proposed Method of Payment (cheque, VISA) \_\_\_\_\_

NOTE All revenues should be forwarded to Oxfam Canada's National Fundraising Office within 30 days of the event.

### Event Licence & Permits

You are responsible for obtaining all necessary licences and permits that are required for your event. Such permits must be in the name of the organizers and not Oxfam Canada.

Does your event require a liquor licence? Yes  No   
Are any other permits required? (e.g. gaming, health, fire) Yes  No   
What type of permit? \_\_\_\_\_



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### Promotion of Event

How do you plan to publicize and promote your event?

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### Use of Oxfam Name & Logo

The Oxfam name and logo is a registered trademark and its use is restricted. All publicity used for the proposed event must be submitted to Oxfam Canada's National Fundraising Office for approval prior to being printed or released. Oxfam Canada has guidelines on the use of the Oxfam logo.

Please outline how Oxfam's name will be used in promoting your event.

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### Signature of Applicant

I accept responsibility on behalf of \_\_\_\_\_ (organization name) to ensure that all of the above information is accurate and agree to the following conditions:

- 1) I will consult with Oxfam Canada's National Fundraising Office to determine the most appropriate wording for promotional materials.
- 2) I will not undertake to represent Oxfam Canada in the solicitation of donations without the written approval of Oxfam Canada.
- 3) I accept full financial responsibility for the event and should it fail to make a profit, I and my organization are responsible for outstanding liabilities.
- 4) I accept full responsibility for any personal and legal liabilities.

Name (print) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_



For office use only:

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

### Oxfam Canada

National Fundraising Office  
215 Spadina Ave, Studio 200  
Toronto, ON M5T 2C7

Tel. 1-800-466-9326 (416) 535-2335  
Fax (416) 537-6435 Email – fundraising@oxfam.ca



# Oxfam Canada

## **Ottawa (National Office)**

**Tel (613) 237-5236** Fax (613) 237-0524  
Suite 400 - 250 City Centre St.  
Ottawa ON K1R 6K7  
email: [info@oxfam.ca](mailto:info@oxfam.ca)

## **Toronto (Fundraising Office)**

**Tel (416) 535-2335** Fax (416) 537-6435  
215 Spadina Avenue Studio 200  
Toronto ON M5T 2C7  
email: [rogerm@oxfam.ca](mailto:rogerm@oxfam.ca) (fundraising dept.)

## **St. John's**

**Tel (709) 753-2202** Fax (709) 753-4110  
382 Duckworth St.  
P.O. Box 5125  
St. John's NF A1C 5V5  
email: [stjohns@oxfam.ca](mailto:stjohns@oxfam.ca)

## **Halifax**

**Tel (902) 425-7877** Fax (902) 425-7778  
209 - 2099 Gottingen St.  
Halifax NS B3K 3B2  
email: [briano@oxfam.ca](mailto:briano@oxfam.ca)

## **Saskatoon**

**Tel (306) 242-4097** Fax (306) 665-2128  
Suite 501 - 230 22nd St. East  
Saskatoon SK S7K 0E9  
email: [sask@oxfam.ca](mailto:sask@oxfam.ca)

## **Vancouver**

**Tel (604) 736-7678** Fax (604) 736-9646  
210 - 49 Dunlevy Ave  
Vancouver BC V6A 3A3  
email: [miriamp@oxfam.ca](mailto:miriamp@oxfam.ca)

<http://www.oxfam.ca/about/contact.htm>