



THIRD PARTY EVENT KIT



THANK YOU FROM OUR CEO

On behalf of Big Brothers Big Sisters of Toronto, thank you so much for supporting our life-changing mentorship programs that ignite potential in Toronto's young people. With your help, we are able to connect children and youth facing adversity with a caring and consistent adult mentor. Thank you for being a member of our community of care and helping us build thriving communities in Toronto.

We are **#BiggerTogether!**

Sincerely,

Leanne Nicolle,
President & CEO



BBBST IMPACT INFORMATION

Many young people in Toronto face adversities in their lives, resulting in toxic stress that can negatively impact their development. With the support of a mentor, they can overcome these adversities and develop the confidence needed to reach their full potential.

Participants in our mentoring programs see positive results in mental health, employment and civic engagement. Our work has been proven to help break the cycles of violence, long term negative mental health and physical health outcomes, drug abuse, poverty and inequity.



BBBST CAN PROVIDE

- Logos & logo approval
- Online fundraising page
- Tax receipts for donations over \$20.00
- BBBST literature and signage
- Letter of endorsement
- Potential for staff appearance
- Advice and support with event planning
- Event planning tools

BBBST CANNOT PROVIDE

- Funding or reimbursement for events
- Database information, donor or sponsor lists
- Guaranteed staff attendance (case by case basis)
- Legal responsibility (permits, insurance, licenses)
- Coordinating and solicitation of sponsorship, ticket sales, event prizing, auction items, etc
- Financial responsibility



THIRD PARTY EVENTS STEP-BY-STEP GUIDE

1. Planning & Goal Setting

The first step to organizing a fundraising event is to determine what type of event you'd like to have and the goals you'd like to reach.

In this stage you will need to determine the following:

- What is the event activity?
- What date and time will you be hosting the event?
- Where will you be hosting the event?
- What materials and resources will you need for the event?
- Who will be attending your event?
- Who will you require assistance from for the event?
- How much do you want to raise for the event?

2. Gather a Committee

Planning an event is no small task, and undertaking it on your own can be a lot of work. Forming a group or committee to help organize and run the event may be a great option for you. Finding a group of like-minded individuals with similar goals can help provide additional resources, ideas and support throughout the entire event process. Finding individuals that are passionate about supporting BBBST and fundraising to help the youth in our community will help set you up for success.



3. Outline your Budget

It is important when undertaking an event that you outline a budget to help keep spending on track and ensure funds can be successfully raised. Your budget should include all your potential sources of income from the event including:

- Ticket sales
- Sponsorship
- Promotional draws
- Donations

As well as all the expenses from the event:

- Venue
- Food and Beverage
- Decor
- Rentals
- Entertainment

It is important to work to keep costs down and under control compared to the amount raised. This will ensure that you are able to raise money from the event. Please note that all event expenses are to be covered by the event organizer.

4. Choose a location

There are a handful of factors to consider when hosting your event. Consider how many attendees you anticipate having, the activities taking place, and if weather should be factored in. Some potential venue options could include:

- Outdoor public spaces
- Church or community buildings
- Parking lots
- Condo party rooms
- Personal backyards, driveways or front lawns

It is important to note, locations that the organizer does not own, permission will need to be granted for access and use of space.

5. Register your Event

Once the planning stages of the event are complete, you can register your event with Big Brothers Big Sisters of Toronto so promotion can begin.



6. Fundraise

When your event has launched the fundraising can begin! There are a variety of ways that participants and supporters can fundraise for your event. Online fundraising is a great way to engage your supporters and a centralized location where donations can be sent in. The BBBST team can help set up a fundraising page for your event and show you the ins and outs of how to best use the online platform. Funds can also be collected offline. This includes: complete pledge forms, cash, cheques, and in person at the event. Please ensure all cheques are made payable to: Big Brothers Big Sisters of Toronto and that all donations and donor information is collected correctly. Our team at BBBST will provide you with tools and assets to do so.

7. Promote

Promoting your event is important to get the word out and people involved. Sharing your event on social media channels is an easy way to get the message out into the community and to your network. You can also promote the event on local community message boards, at your local businesses, schools or workplaces.

8. Host

After all of your hard work behind the scenes, it's time to host your event! Take the time to enjoy the event and watch all of your planning come to life.

9. Thank You

Following the event, take the time to thank the individuals that attended and supported your event. It is important to express your gratitude for their support. This is great for creating strong relationships with all stakeholders. Sharing key information like how much was raised at the event helps these individuals learn about the impact they had on the organization.

10. Post event action items

Once your event has wrapped up it's time to complete your final action items. Here's a few items to ensure you complete after your event has ended:

- Pay any outstanding invoices or payments
- Determine your final budget and funds raised
- Debrief the event with your committee to determine pros and cons (this will help when planning future events or if you'd like to host this same event again)
- Submit proceeds to Big Brothers Big Sisters of Toronto within 60 days



EVENT IDEA GENERATION

We want you to put the fun in fundraising with your event. There are plenty of opportunities to fundraise from larger events held on one evening to smaller series of events that may happen in your home, workplace or school. No event is too big or small and every dollar raised will help to connect the youth of Toronto with Bigs that will contribute to making a significant difference in their lives.

Some ideas may need to be modified or adapted for a virtual or contactless space but the team at BBBST is here to help along the way. Here are a few ideas to help your idea generation.

When hosting your event for BBBST you can choose a few different routes:

A Big Splash

- Hosting one major community event
- This will happen over one day or continuous period
- Can be in person or virtual but aims to involve a larger group of attendees for one major event

A Little Goes a Long Way

- Host a series (3-4) events over a period of time
- These are events that you can host in a workplace or school setting where smaller events may be held repetitively over a longer period of time
- For example, seasonal bake sales, raffles, or dress up days in an office or workplace

Here are some fundraising event ideas that can help kick start your planning:

Community Events:

- Golf tournaments
- Comedy night
- Wine, whiskey or beer tastings
- Bowling nights
- Ping pong tournament
- Run/walk-a-thons

Workplace, Office, or School Events:

- Themed dress up days
- Bake sales
- Raffles
- Employee game days (bingo, trivia, and more)
- Online auction
- Speaker series

Friends & Family Events:

- Fitness challenge
- Bake sale/lemonade stand
- Garage sale
- Game night
- Movie night
- Talent show/karaoke night

LEVEL OF SUPPORT

Big Brothers Big Sisters is grateful to all of our supporters who would like to go above and beyond to fundraise for our organization. We want to ensure we can provide support to all of our amazing fundraisers with the resources we have available. Please see below a breakdown of support that can be provided for different fundraising levels.

Events under \$10k

- Event kickoff support call
- Email check-ins
- Fundraising page setup (if necessary)
- Thank you letter from BBBST

Events \$10k- \$25k

- Event kickoff support call
- Milestone check ins (calls, emails, depending on event timelines)
- Fundraising page setup (if necessary)
- BBBST staff attendance on event day
- Thank you letter from BBBST

Events \$25k+

- Event kickoff support call
- Milestone check ins (calls, emails, depending on event timelines)
- Fundraising page setup (if necessary)
- BBBST staff attendance on event day
- BBBST recognition on social channels
- BBBST donor thank you support
- Thank you letter from BBBST

Assets

In addition to our coaching and support, we have developed a handful of assets to help with the planning and execution of your event. You can find these resources on our Third Party Fundraising page:

- Fundraising tips & tricks
- Event checklist
- Budget outline
- Event day production schedule template
- Sample workback plan
- Thank you letter template
- Tax receipting information
- Donation form



THIRD PARTY EVENT GUIDELINES

1. BBBST encourages fundraising events that are compatible with our mission, vision and values.
2. BBBST and the organization/individual will work together to ensure brand guidelines, including accurate logo use, are represented.
3. BBBST will provide the sponsoring organization with agreed upon recognition.
4. Please list your event as "in support of Big Brothers Big Sisters of Toronto".
5. The event organizer cannot take commission on funds raised.
6. The event organizer is responsible for meeting all municipal/provincial or federal standards and fulfilling all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. BBBST must not be party to any liability coverage without prior knowledge and/or approval. BBBST accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.
7. 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 BBBST. Event expenses are to be deducted before sending proceeds to BBBST. BBBST shall incur no costs unless otherwise agreed in writing prior to the event or promotion.
8. The sponsoring organization/group agrees to handle all monetary transactions for the special event or promotion and to present the proceeds to BBBST within 30 days of the event or as agreed in writing with BBBST.
9. 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 provide the appropriate materials to BBBST within 30 days of the conclusion of the event.
10. BBBST issues official income tax receipts in accordance with Canada Revenue Agency guidelines and for donations of \$20.00 or more.
11. Funds raised can be submitted to BBBST either [online](#), through EFT or by cheque. BBBST can create a third party fundraising page for the event organizer to collect donations.



THANK YOU!

Big Brothers Big Sisters of Toronto thanks you for your support and commitment to our organization.

For questions and help getting started, please reach out to our team at: events.toronto@bigbrothersbigsisters.ca

Big Brothers Big Sisters of Toronto
2345 Yonge St #501, Toronto, ON M4P 2E5
(416) 925-8981



EVENT CHECKLIST

- Choose a date
- Create a team/committee
- Brainstorm locations
- Identify revenue streams:
 - Ticket sales
 - Onsite fundraising
- Identify a theme
- Create a budget
- Submit your event proposal to BBBST
- Identify and solicit sponsors
- Source and secure a location
- Set up your fundraising page (if applicable)
- Recruit volunteers
- Determine rental needs
- Determine food & beverage needs
- Determine entertainment & activation needs
- Decide on decor
- Review tax receipting rules and regulations
- Create an agenda for event day
- Delegate tasks to committee members
- Secure permits and insurance that is necessary (BBBST does not cover)
- Promote your event
- Sell tickets/send out invites
- Celebrate and thank everyone
- Wrap up and submit all financials to BBBST
- Meet with your committee to review the event and discuss improvements for next year
- Register your event again for next year!



SAMPLE WORK BACK PLAN



6-12 Months Before Event	Individual Responsible	Date Completed
Confirm the event you would like to host		
Recruit and confirm your committee		
Research costs and potential vendors and locations		
Outline a budget with expenses and projected revenue		
Register your event with BBBST		
Host regular planning meetings with your committee		
Develop a brand and any creative		
Secure a location		
Order any supplies		
Solicit for sponsorship and donations		
Create a fundraising event page (if applicable)		
3-6 Months Before Event	Individual Responsible	Date Completed
Publicly launch and promote event (social, print, etc)		
Develop invitation list		
Begin ticket sales		
Recruit volunteers (if necessary)		
Invite and secure any VIP guests (Eg: Mayor, Keynote Speaker)		
Plan and confirm entertainment and activations		
Plan and confirm food and beverage		
Secure any additional sponsors/donations		

1-3 Months Before Event	Individual Responsible	Date Completed
Arrange photography/videography for the event		
Push ticket sales/invitations to confirm attendees		
Contact local media outlets to promote and provide coverage of the event		
Develop event day check-in/registration process		
Develop a production schedule for event day		
1 Week Before Event	Individual Responsible	Date Completed
Confirm setup and vendor details (pickups, drop-offs, setup, etc)		
Send out event reminders to guests		
Connect with volunteers to confirm roles		
Finalize guestlist and event day check-in processes		
Ensure all necessary onsite print materials are ready		
Day of Event	Individual Responsible	Date Completed
Arrive early for setup		
Work with vendors, suppliers, volunteers to run through production schedule and setup event		
Record all donations, ticket sales, and on-site revenue		
After Event	Individual Responsible	Date Completed
Pay all outstanding invoices and expenses		
Send proceeds to BBBST		
Thank your donors, supporters, sponsors and guests		
Begin planning for next year!		

SAMPLE BUDGET

Example Revenue	
Item	Amount
Personal donations	\$2,200
Corporate donations	\$1,000
Sponsorship	\$2,500
Ticket sales	\$500
Registration	\$ -
Silent auction	\$1,000
Live auction	\$ -
Promotional draw	\$50
Total gross revenue	\$7,250

Example Expenses	
Item	Amount
Venue rental	\$1000
Food & beverage	\$500
Print materials	\$150
Activations	\$500
Prizing	\$ -
Advertising	\$ -
Other	\$100
Total expenses	\$2,250
Net revenue to BBBST	\$5,000



Support Big Brothers Big Sisters of Toronto in building thriving communities by empowering lives through mentorship. Ignite the potential of youth today!

Type of Donation One-Time Donation Monthly Donation In Memory In Honour

I am enclosing a donation of: \$50 \$100 \$250 \$500 Other: _____

Your contribution is tax deductible. Tax receipt upon request if donation is under \$20.00.

Contact Information

First Name: _____ Last Name: _____

Address: _____ Unit: _____

City: _____ Province: _____ Postal Code: _____

Country, if outside of Canada: _____ Phone: _____

Email: _____ **YES!** Add me to BBBST's communications.

Cheque or money order payable to Big Brothers Big Sisters of Toronto
Please charge the above amount to my credit card. (Please provide the information below)

Name on card: _____ Method: Master Card

Card Number: _____ VISA

Expiry Date: ____ / ____ CVV: _____ Signature: _____

If applicable:

Gift in memory of: _____ Gift in honour of: _____

YES! Please send a card to:

Full Name: _____ Address: _____

Message: _____

Thank you for supporting Big Brothers Big Sisters of Toronto!

Please mail this form to:

Big Brothers Big Sister of Toronto 501- 2345 Yonge Street, Toronto, ON, M4P 2E5

Or fax it to: 416-925-4671

Charitable Business Number: 106793771RR0001

DATE

NAME
ADDRESS

Dear FIRST NAME,

Thank you for your generous support of Big Brothers Big Sisters of Toronto (BBBST). Your gift of DOLLAR AMOUNT will make a significant impact in helping the organization build thriving communities by empowering lives through mentorship. BBBST believes that every child has the right to reach their full potential, the right to a bright future, and the right to thrive. Many young people in our city face adversities in their lives, resulting in toxic stress that can negatively impact their development. With the support of a mentor, they can overcome these adversities and develop the confidence needed to reach their full potential. Their work helps to break the cycles of violence, drug abuse, poverty, and inequality.

Looking forward, Youth Mental Health is at the forefront of the organization's minds. Demand for our mentorship services during the COVID-19 pandemic has increased by 33% as young people struggle with their mental health, and these numbers are expected to rise. Your support will bring BBBST closer to achieving their goal of doubling their impact and will ensure they can continue to bring waiting Littles into their life-changing mentorship programs.

Thank you for igniting potential!

With Gratitude,

[SIGNATURE]

[INSERT NAME/ORGANIZATION]

