



**Big Brothers
Big Sisters**
OF TORONTO

Fundraisers Tool Kit for Big Brothers Big Sisters of Toronto

Thank you for choosing to support Big Brothers Big Sisters of Toronto (BBBST)! Hosting a fundraiser is a powerful way to ensure more children in our community receive the mentorship they need to thrive. This guide will walk you through the steps to plan a successful fundraising event.

Step 1: Planning & Goal Setting

The first step to hosting a successful fundraising event is to plan out the details and set clear goals. Here's what you need to determine:

- **What's your event activity?** (e.g., a bake sale, silent auction, trivia night, etc.)
- **When and where?** Decide on the date, time, and venue.
- **Who's attending?** Consider your target audience and who you'll invite.
- **What materials do you need?** Make a list of resources like supplies, equipment, or decorations.
- **Do you need help?** Identify friends or colleagues to volunteer during the event.
- **What's your fundraising goal?** Set a realistic amount you aim to raise for Big Brothers Big Sisters of Toronto.

Check out our **Fundraiser Ideas** (insert link) to get inspired!

Step 2: Register Your Event

Create your own online fundraising page and encourage your social network of friends, family and colleagues to raise money on behalf of Big Brothers Big Sisters of Toronto. It's simple to set up through [CrowdChange \(https://bigbrothersbigsistersto.crowdchange.ca/\)](https://bigbrothersbigsistersto.crowdchange.ca/). Your page will be approved within 24-48 hours.

Step 3: Fundraise & Promote

With your event set, it's time to focus on fundraising and spreading the word!

- **Fundraising:**
 - **Online fundraising** is an excellent way to reach a larger audience. Reach out if you need any help setting up your Crowdchange page!



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- **Offline donations** are also welcome. You can collect cash, cheques (made payable to *Big Brothers Big Sisters of Toronto*), and pledges. Be sure to gather accurate donor information to ensure proper tax receipts are issued.
- **Promotion:**
 - Use social media platforms to share your event with your network - you can share the link that takes them directly to your fundraising page!
 - Spread the word via local community boards, schools, businesses, and workplaces.
 - Encourage friends, family, and colleagues to share your event to expand your reach.

Need Help?

We're here to support you every step of the way. Whether you need assistance with your event idea, setting up online donations, or promotion tips, don't hesitate to reach out to jade.nilsson-byberg@bigbrothersbigsisters.ca.

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



Thank You for Making a Difference!

Big Brothers Big Sisters of Toronto thanks you for your support and commitment to our organization. Your efforts in hosting a fundraiser will help us continue our mission of providing life-changing mentorship to youth in our community.