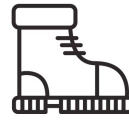
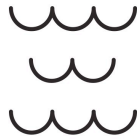


Organizer's Guide

Holding a fundraiser for the On the Tip of the Toes Foundation



The first step

You would like to organize an event whose proceeds will be donated to the On the Tip of the Toes Foundation?

To do so and after consulting the **Organizer's Guide**, print, complete, and send us the "**Project Proposal**" form for the On the Tip of the Toes Foundation. We will contact you upon receipt of your proposal.

Do take note that we are there to support you and, before you start planning your project, we invite you to contact the person in charge of fundraising activities at the On the Tip of the Toes Foundation office, by phone at **418 543-3048** or by email at info@pointedespieds.com.

A few steps to follow

Form the Organizing Committee

Don't do all the work yourself! Form a team of enthusiastic people to whom you can assign roles according to their skills and interests. This is the key to success! Do not forget to recruit enough volunteers to perform all tasks related to your event.

Choose an appropriate activity

Define the formula of your fundraising activity according to financial goals, your network, the resources at hand, and the time you can spend on your project. Schedule a meeting to brainstorm with your Organizing Committee. To combine pleasure and success, aim for a project that could be suitable for your committee in terms of availability, skills, and interests.

Here are some examples:

- “a-thons” of sorts (wash-thon, Bowl-a-thon, ski-a-thon, etc.)
- sport tournament (golf, hockey, rollerblading, etc.)
- auctions, silent auctions
- garage sales
- cultural events
- fashion shows
- theme nights
- balls
- dinner dances
- carnivals
- bingos, half-and-half draws

There is no limit to what you can organize! Show that you are imaginative, daring and talented: your originality has every chance of being noticed.

Plan your activity down to the smallest detail

These are the key steps and elements you need to consider:

Budget

Set a realistic and easily measurable financial goal.

Make a budget of income, expenses, and estimated profits. Cost control allows for a larger donation to the Foundation. The more you will reduce your expenses through sponsorships, the more you can generate more revenues. Begin searching for sponsors early, while respecting the Foundation request for a list of those you wish to solicit. Start with local and regional partners; it is them who are most willing to support your project.

Identify all sources of income and expenditure.

Here is a checklist of expenditures you might encounter during the organization of your activity:

- leasing costs, security;
- permits, insurance;
- printing materials, advertising, promotion;
- food, drink, alcohol;
- door prizes.

Timetable

Clearly identify all the steps and draw up a realistic timetable. We recommend the formation of an organizing committee. This will allow you to benefit from a maximum of resources and visibility.

Event Date

The public being already stretched, monitor activities occurring in the area where the event is to take place. You do not want to end up with two similar activities in the same period.

Human Resources

Identify your needs clearly (Honorary President, master of ceremonies, volunteers required for the planning and the day of the event, people in the promotion and ticket sales, etc.). If you plan to sell tickets, we recommend a seller for every 10 tickets.

Material

Identify your needs: food, specific structures, technical equipment, audio system, tables, chairs, tablecloths, lectern, decoration, carts, etc.

Permits

Determine if you need permits (circulation, sale or service of alcohol).

Venue of activity

Evaluate the ease of access, capacity, parking, safety standards.

Identify your target audience

Identify your clientele and solicitation networks. Involve every member of the Organizing Committee in the process. Who is the activity for; for whom it could be of interest; who can participate?

Use Email

Promoting your event and asking for donations is simple and convenient. You can also refer the people you are soliciting to our website if they want to know more on what the Foundation accomplishes with the donations.

Visibility

Good visibility promotes success. Promote your event as soon as possible. Talk about it to those around you. The Foundation can provide promotional material for this purpose. Note that, if you use the logo and/or corporate signature of the Foundation, you must get authorization and documents must be approved in advance.

Fundraising

Establish how you will proceed to collect donations. The funds raised must be returned to the Foundation no later than 60 days after the end of the activity.

Solicitation

When you are soliciting people, emphasize that all donations, no matter how small, are important. Ask your family, your friends, your neighbours, your colleagues for a donation reminding them that it's for a good cause. Challenge your employer to make a donation equivalent to yours!

You can also ask:

- your doctor, dentist, pharmacist, optometrist, massage therapist,
- your beautician, hairdresser, your children's teachers,
- your grocer, convenience store owner in your neighbourhood, your florist
- your mechanic, car salesman, insurance agent, banker, real estate agent, etc.

Ask them if you can put up a promotion poster in their businesses and leave a money box to collect donations.

Say thank you!

You have spent a considerable amount of time completing your project. Once accomplished, it is important to thank all those who encouraged you and who contributed to the success of your event. Remember to inform them of the amounts collected and the success of your fundraising activity.

Thank you letters will accompany the tax receipts issued by the Foundation, but do not forget the others!

Keeping track of donations

The On the Tip of the Toes Foundation emits tax receipts for all donations of \$20 or more. Under the **Income Tax Act**, a registered charity can issue official donation receipts to donors. The On the Tip of the Toes Foundation must be able to provide the Canada Revenue Agency a full breakdown of the amounts or the portion of the amounts received as donations and receipts issued for these amounts, in addition to being able to report to the Canada Revenue Agency of the value of all benefits received by people who participated in the fundraiser.

You can get information from the person in charge of fundraising activities at the On the Tip of the Toes Foundation concerning tax receipts issuing policies.

If you plan to issue tax receipts, you must provide the Foundation with:

- a detailed statement of revenues and expenses of your activity to establish the exact value of each contributor's donation;
- a complete list of contact information of contributors and the amount of their donation.

Please contact the person in charge of fundraising activities on the eligibility of a gift before you commit to your donors and participants.

Registration

Complete, sign and return the form “**Proposal for a fundraiser for the On the Tip of the Toes Foundation**” by email, mail or fax.

You must allow about two weeks for a response.

By email:

info@pointedespieds.com

By mail to:

Organizing a fundraising event for the
On the Tip of the Toes Foundation
240, rue Bossé
Chicoutimi (Québec), G7J 1L9

By fax: 418,543-9912.

**We wish you good luck and great success!
Thank you for helping the Foundation to
pursue its mission.**