



# YW Calgary in the Community

*Have fun raising money to support vulnerable women and their families!*

By hosting a fundraising event in support of YW Calgary, you will make a difference in your own community. Your fundraiser will help women and their families who may be struggling with poverty, homelessness, family violence or isolation to move from a position of vulnerability to one of sustainable strength and opportunity.

**Here are a few ideas for ways you can help:**

- Host an online fundraiser! Find us on [GoFundMe](#) and [Facebook Fundraisers](#) to collect donations in lieu of gifts at your birthday, anniversary or company party.  
**Learn more about online fundraising ideas:**  
<https://www.ywcalgary.ca/you-can-help/ways-to-give/online-fundraising/>
- Organize a silent auction or raffle.  
Be sure to visit the [Alberta Gaming and Liquor Commission](#) site for guidelines.
- Organize a community garage or yard sale and donate proceeds.
- Be creative: host a fashion show, gaming tournament, golf tournament or bake sale to support YW Calgary!

We look forward to connecting with you to ensure your fundraiser is both fun and successful! Please contact us with any questions on where to start planning, and complete the attached fundraiser application and return to [donor\\_relations@ywcalgary.ca](mailto:donor_relations@ywcalgary.ca).

Thank you!

**Jaclyn Krucik**

Senior Development Officer, Annual Giving & Special Events

YW Calgary

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[donor\\_relations@ywcalgary.ca](mailto:donor_relations@ywcalgary.ca)

See next page.



# YW Calgary in the Community

## Fundraising Plan

<b>First &amp; Last Name:</b>			
<b>Corporate /Group Name:</b>			
<b>Address:</b>			
<b>City:</b>		<b>Postal Code:</b>	
<b>Phone:</b>		<b>Email Address:</b>	

<b>1. Title of your proposed event:</b>	
<b>2. Date(s):</b>	
<b>Time:</b>	
<b>3. Venue / Platform:</b>	
<b>4. Description of event:</b>	
<b>5. What are your fundraising goals?</b>	
<b>6. How will the funds be generated?</b>	
Tax receipts are available and applicable to donors through some fundraising efforts. CRA rules and regulations do apply so please inquire.	
<b>7. How will the fundraising initiative be promoted?</b>	
<b>8. Social media handles, hashtags etc. that will be used?</b>	
<b>9. What support do you need from YW Calgary staff?</b>	



# YW Calgary in the Community

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Signature

Date

*Please sign and return to a YW representative for approval.*

*Here are some helpful hints about how we can help you have the most successful event!*

## **Guiding Principles:**

1. The YW will not allow its name to be used in conjunction with any partner or activity that is in conflict with our Mission and Vision Statements or that the public would perceive negatively.
2. The YW has a responsibility to ensure that Third Party Fundraising Initiatives are highly ethical, accountable and provide full consumer disclosure.
3. We will discourage programs that are likely to erode existing funding to the YW.
4. Third Party Fundraising Initiatives should not place a demand on YW staff resources, financial resources and/or volunteer resources.
5. All messaging involving the YW and all materials using the charity's name must be submitted for approval to the YW prior to use.

## **Tax receipting:**

- The governing body in Canada is the Canada Revenue Agency (CRA). A donation is a voluntary transfer of property (cash or gifts-in-kind such as goods, land, or securities) to a registered charity.
- Donations are made to the YW Calgary.
- Gifts of services are *not* considered property and do *not* qualify as a donation.
- **The YW Calgary issues tax receipts for donations of \$20 or more.**
- Tax receipts are issued for the year in which the donation was made. For example: Donations received in 2013 will be issued a 2013 tax receipt. Donations received after Dec. 31 2013 will be issued a 2014 tax receipt.
- To provide a tax receipt the YW needs complete contact information.
- Sponsorship does not qualify for a tax receipt as the sponsor receives something (advertising, media coverage, etc) in return.
- CRA has very strict rules on issuing tax receipts for the donation of auction items. It is strongly recommended that the donor "write off" the donation as a marketing expense.
- In certain circumstances the YWCA will approve a cheque exchange to balance the expenses of your event.

***Please contact your YWCA representative for more details or any questions about hosting a fundraising event.***