

COMMUNITY EVENT FUNDRAISING TOOLKIT

**PLANNING A SUCCESSFUL EVENT TO SEND
KIDS WITH AND AFFECTED BY CHILDHOOD
CANCER TO CAMP OCH.**

OUR MISSION

Camp Oochigeas is a privately funded, volunteer based organization that provides kids with and affected by childhood cancer with unique opportunities for growth through challenging, fun, enriching and magical experiences.

Camp Ooch receives no government or hospital funding.



**CAMP
OOCH**

CONTENTS

| | |
|--|---|
| WHY YOUR SUPPORT MATTERS | 1 |
| HOW Ooch CAN SUPPORT YOU | 2 |
| EVENT PLANNING CHECKLIST | 3 |
| COMMUNITY FUNDRAISING EVENT IDEAS | 5 |
| TYPES OF ONLINE FUNDRAISING PAGES | 6 |
| STANDARDS AND GUIDELINES | 7 |
| TAX RECEIPTING GUIDELINES | 8 |
| SOCIAL MEDIA | 9 |

WHY YOUR SUPPORT MATTERS

The cost to send a child to Ooch for a two-week session of Camp is \$4,000. All Ooch programs are offered at no cost to families. Receiving no government or hospital funding, Camp Ooch relies on the generous support of donors, volunteers and community events.

COST TO SEND A CAMPER TO CAMP OUCH

\$4,000 for 2 weeks

\$2,000 for 1 week

\$300 for 1 day

\$150 for ½ day

ABOUT OUCH

Ooch provides magical experiences all year-round. Our programs happen at Overnight Camp in Muskoka, seven days a week at The Hospital for Sick Children (SickKids), three satellite centres and every week at our urban recreational facility, Ooch Downtown in the heart of downtown Toronto.

Thank you for choosing Camp Ooch as a beneficiary of your fundraising event. Community support is key to our success.

We have created this easy-to-use guide with tips and tools to help you plan your event and raise critical funds to help send kids to Camp!

NEED SUPPORT?

Contact our Events Team at 416.961.6624 x238

CAMP OUCHIGEAS

464 Bathurst Street, Toronto, Ontario, M5T 2S6

oochigeas@ooch.org

T: 416.961.6624 1.888.464.6624

F: 416.961.2267

Charitable Registration Number:

13111 6022 RR0001

    [OOCH.ORG](https://www.ooch.org)

Your event funds will be directed to the greatest need of the organization as determined by Camp Oochigeas.

*Support is available. Contact Camp Ooch at 416.961.6624

HOW Ooch CAN SUPPORT YOU

Once you have finalized the details of your event, be sure to register by filling out the Ooch Community Event Agreement Form at www.ooch.org/ceaf

Once you are registered Ooch will provide you access to online creative resources and assets.

INCLUDING:

- **Dedicated Staff Member** to answer questions and provide fundraising and planning support.
- **Promotional Materials** that support your fundraising efforts such as newsletters, posters, videos, stickers, and buttons.
- **Fundraising Tools:** donation forms, pledge forms, accounting forms and online fundraising pages.
- **Communications Support** such as a letter of support, Proud Supporter logo and public profile on our online event listing.
- **Post-Event Support** including thank you letters for event supporters and donors, accounting support for financial summaries and appropriate recognition for the event.
- **Key Messages**

Fundraisers over \$1,000 are listed online and in our Annual Report.

USE OF CAMP Ooch'S PROUD SUPPORTER LOGO

To use the official Proud Supporter logo you must register your event with Camp Oochigeas. Ooch must approve all materials that host our logo and brand.

Please send all marketing materials to oochigeas@ooch.org with

ATTN: EVENT MARKETING MATERIALS in the subject line.



Proud Supporter of
CAMP Ooch
A Camp For Children With Cancer

*Support is available. Contact Camp Ooch at 416.861.6624

EVENT PLANNING CHECKLIST

Planning an event can seem daunting, but it doesn't have to be! Here are some pointers on how you can host a successful event or fundraising campaign to send kids with and affected by childhood cancer to Camp.



DEVELOP A PLAN

Things to think about:

- What type of event are you going to host?
- Choose a convenient date for potential attendees.
- Where will you host it?
- What is your financial goal?
- How will you raise money?
- How are you going to promote the event?
- Do you need a committee to help plan your event?
- Does your event require any licenses? (Bingo, Raffle, Alcohol)



CREATE A BUDGET

The reality is that you will have expenses for your event. Creating a budget will help ensure that your registration fees cover your expenses while keeping you on track to raise funds and successfully meet your financial goal.



SET A FUNDRAISING GOAL

Consider using the cost of sending a kid to Camp as your fundraising goal. Having a tangible goal helps connect your donors to the cause. Strive to send a kid to camp for a day (\$300), a week (\$2,000), two weeks (\$4,000), or even fill a cabin (8 kids x \$4,000 = \$32,000)! Every donation makes a difference.

*Support is available. Contact Camp Ooch at 416.961.6624



REGISTER YOUR EVENT

Complete the Camp Ooch event form at ooch.org/ceaf. Once registered, Ooch will provide resources and assets.



COLLECTING DONATIONS

Depending on the type of fundraiser you are planning, Ooch can create an online fundraising page customized for your event. It's a great way to collect donations before, at, or after your event. You may also choose to have donation forms or pledge forms at the event. Collecting donor contact details is important. Without them, Ooch is unable to provide tax receipts.



POST-EVENT

We want to hear about your event! Remember to share your success and photos with us at oochigeas@ooch.org with "Community Event Photos" in the subject line.



CELEBRATE AND SHARE

Social channels like Facebook, Instagram, Twitter, and YouTube are great places to promote and celebrate the success of your event. This also encourages others to host events in support of Ooch. Remember to include #CampOoch in all of your posts.



FUNDS RAISED

Submit your event proceeds and donations to Ooch within 60 days of your event. Please include your accounting form.



THANK PARTICIPANTS

It's important to thank your participants, sponsors and donors! Every donation counts and makes a meaningful difference in the lives of children with and affected

FUNDS CAN BE SENT TO OR DROPPED OFF AT:

Camp Oochigeas
Attention: Community Events
464 Bathurst Street
Toronto, ON M5T 2S6

All cheques must be made payable to Camp Oochigeas

*Support is available. Contact Camp Ooch at 416.861.6624

COMMUNITY FUNDRAISING EVENT IDEAS



COMMUNITY FUNDRAISERS

BBQs, car washes, lemonade stands or bake sales. Turning your passion into a community fundraiser is simple. Invite your coworkers, classmates, friends and neighbours to contribute to your event. Making these events an annual tradition builds community spirit.



TOURNAMENTS

Whether your tournament is already established or you are thinking of launching a new event, tournaments are a great way to raise funds and awareness for Ooch. Not sporty? Host a board game tournament!



SCHOOL EVENTS

Schools are a great place to raise funds. Our programs help motivate your students to practice philanthropy, compassion, and empathy.



A-THONS

Walk-a-thon, Bowl-a-thon, Skate-a-thon and more! A-thons are a great way to bring together a group of friends to participate in doing something you all love. Pledge donations for every hour of an activity. Online fundraising pages are also a great resource for these events.



BIRTHDAYS/SPECIAL OCCASIONS

Encourage family and friends to donate to Ooch in lieu of bringing gifts. Set up a celebration page at ooch.org/celebrations and send out e-mails to collect donations online.



WORKPLACE CAMPAIGN

Dress down Fridays, monthly giving, or payroll deductions make charitable giving easy. Enquire if your work offers corporate matching programs where they may match charitable donations made by their employees.

*Support is available. Contact Camp Ooch at 416.861.6624

TYPES OF ONLINE FUNDRAISING PAGES

Bring your event online! Online fundraising is simple. You can personalize your online fundraising page with photos, information, and access e-mail templates to send to your family and friends. When an online donation is received, your fundraising total is updated instantly and your supporter receives an automated tax receipt.

CELEBRATION

Are you celebrating a special occasion like a wedding, birthday, mother's day, or Bar/Bat mitzvah? Visit ooch.org/celebrations and create your own custom tribute fundraising page.

SIMPLE FUNDRAISER

Customize your personal page with photos, logos, a description of your event and why you are supporting Ooch. This fundraising page allows you to include links to external websites or documents like a poster or sponsorship package.

TEAM FUNDRAISER

Team fundraisers allow individuals to set up their own personal fundraising pages, which collectively go towards an event total. The landing page will list fundraisers and also have a generic donate button where individuals can support the event. A-thons and employee campaigns are great examples of how a team fundraiser is often more effective than a simple fundraiser.

*Please allow the Ooch office one week to set up an online customized Community Event Fundraising Page.

"Camp is more than a place you go to in the summer. Camp is a place where you meet people who have gone through what you've gone through. You're no longer different, you're just the same. You can reach your goals that seem impossible elsewhere."

- Ooch Camper



*Support is available. Contact Camp Ooch at 416.361.6624

STANDARDS & GUIDELINES

It is the event organizer's responsibility to communicate to sponsors, participants and the general public that Camp Oochigeas is the beneficiary of the event and is not conducting your community event.

All promotional materials created by the event organizer must be submitted for approval to Camp Oochigeas prior to being printed or released to public audiences.

The community event organizer is responsible for obtaining all necessary permits, licenses and insurance for their event.

Please be advised that Camp Oochigeas will not assume any legal or financial liability at a third-party community event. Camp Oochigeas is not responsible for any damage, accidents to persons or property at such an event.

OOCH CANNOT PROVIDE THE FOLLOWING:

- Funding or reimbursement for event expenses.
- Donor or sponsor lists.
- Promotion or advertising of your event except online and through social channels when deemed appropriate.
- Guaranteed attendance of staff, volunteers, or attendees at your event. While we would love to be able to send an Ooch representative to every fundraising event, please understand that the volume of requests often exceeds our resources.
- Application for gaming and liquor licenses i.e. : bingos, raffles, or insurance.
- Prizes, auction items or awards.
- Tax receipts for cash or in-kind goods that were not directly received by the Ooch office.

*Be sure to review the event guidelines or talk to someone on our team to ensure you have fulfilled the tax receipt guidelines.

TAX RECEIPTING GUIDELINES

As a registered charitable organization, Camp Oochigeas must follow all Canada Revenue Agency (CRA) rules and regulations. As an event organizer part of your role is to communicate tax receipting policies to the participants of your event. Please review Camp Ooch policies and discuss questions or concerns you may have with the Ooch office. For more information visit <http://www.cra-arc.gc.ca/>

TAX RECEIPTS CAN BE ISSUED FOR THIRD PARTY FUNDRAISING EVENTS FOR DONATIONS OF \$25 AND OVER IF:

1. A benefit has not been received for the value of the donation (benefits could include: dinner, alcohol, entertainment, auction, parking, etc.)
2. Camp Oochigeas receives a statement showing all revenue and expenses from the community event.
3. Funds and a complete list of donor names, addresses, and donation amounts are received within 60 days of the event.
4. Funds are received by December 31 in the same calendar year that the event was held.

CAMP OUCHIGEAS CANNOT ISSUE TAX RECEIPTS FOR:

- Purchase of admission tickets or green fees
- Purchase of an auction or draw item
- In-Kind goods and services donated to an event
- Sponsorship, when a tangible benefit of advertising and promotion is being received in return for payment

Sponsors and In-Kind donors may be provided with a business gift letter as proof of contribution upon request.

On behalf of the children and families we serve, thank you for choosing to support Camp Ooch with your community event!

Remember to register your event at www.ooch.org/ceaf

*Support is available. Contact Camp Ooch at 416.961.6624

SOCIAL MEDIA GUIDE



FACEBOOK

- “Like” the Camp Oochigeas Facebook page at <https://www.facebook.com/campooch/>
- When you name Camp Oochigeas in your Facebook posts type **@campoochigeas** so we can be aware of all the great work you are doing.
- When uploading images and videos of your event, be sure to tag them **@campoochigeas**



TWITTER

- Follow Camp Oochigeas at <https://twitter.com/CampOoch>
- In your tweets include @campooch or #campooch so we will see your tweets.
- Using #Hashtags are a great way to track conversations on Twitter. Should your event warrant a unique hashtag please let Ooch know what it is.



INSTAGRAM

- Follow us <https://www.instagram.com/campoochigeas/?hl=en>
- In your posts, be sure to include @campoochigeas or #campooch so we can see them.
- If your event has a unique hashtag, let us know so we can follow along and join the conversation!



YOUTUBE

- Assign a friend or colleague to film your event. He or she could film it on your mobile camera or digital camera.
- If you don't have a YouTube account, set one up at youtube.com. It's easy and FREE.
- When you have an account, you can upload your own video(s) from your event. Follow the simple steps on YouTube to upload your video(s).
- Be sure to share your video efforts with Camp Ooch, so we can celebrate your event with you.
- Send video clips to <https://www.youtube.com/user/CampOochigeas1>

CANCER CAN'T DREAM.

But with the help of everyone who makes community fundraising possible, from event organizers to volunteers to participants, the kids who make Camp Ooch so special can.



CAMP
OOCH