

# HOST YOUR OWN EVENT FUNDRAISING TOOLKIT

## Thank You for Supporting MOSAIC and Diversity!

MOSAIC's Host Your Own Event Fundraising Toolkit provides you with the resources and guides you need to organize your own event or start crowdfunding. With the tools enclosed, you'll be able to create an event that can help to support newcomers. Together, we can build strong communities and support diversity!

### About MOSAIC

MOSAIC is a registered charity serving immigrant, newcomer and refugee communities in Greater Vancouver for over 40 years. Our services include settlement assistance, English language training, employment programs, interpretation and translation, counselling and support services for families and individuals, including children, youth and seniors. MOSAIC also offers services for many vulnerable groups including the LGBTQ and temporary foreign worker communities.

### Our Mission

MOSAIC delivers services and engages in community building and advocacy to facilitate meaningful participation of immigrants and refugees in Canadian society.

### Our Vision

Empowering newcomers to fully participate in Canadian society.

### Our Values

#### Excellence

We value the delivery of client-centred quality services to the community.

#### Innovation

We value relevant and responsive services, embracing creativity and adaptability.

#### Inclusion

We value and advocate for diverse voices in building community.

#### Commitment

We value the passion and contributions of our staff, volunteers and clients in creating a just society.

#### Integrity

We value accountability, transparency and ethical thoughtful decision-making.

## What Are Host Your Own Events?

**A Host Your Own Event** is an event organized by external individuals, Service Clubs, school groups, external employee associations, etc. who choose to raise funds for MOSAIC by crowdfunding or planning an event or activity that is fully orchestrated in all aspects and organized by the third party. Friends, co-workers, and peers etc. are rallied to join your fundraising campaign and donate gifts.

## We're Here to Help

MOSAIC staff are dedicated to helping newcomers meet their fullest potential, and we will help you with your event in whatever ways we can.

We are available to guide you and can answer any questions you may have.

The earlier you submit your event idea and completed Registration Form to MOSAIC for approval, the better we can help you to navigate how to organize it!

We will consider any and all requests, but we cannot guarantee availability of MOSAIC staff members to speak or be present at your event due to limited resources. Staff and volunteers will not be available to attend events as support staff, and MOSAIC will not be able to purchase tickets or tables. MOSAIC is unable to reimburse event expenses or share donor lists.

## Ways MOSAIC Can Support Your Event

MOSAIC wishes for your event to succeed and we can provide you with the following:

- ✓ MOSAIC representative available to attend cheque presentations and acknowledgments following your event (when possible)
- ✓ Promotion through MOSAIC social media channels (when possible) Upon approval, a link to your event on the MOSAIC website
- ✓ MOSAIC will issue official income tax receipts, according to CRA compliance
- ✓ MOSAIC logos and relevant program collateral
- ✓ Information about MOSAIC's programs and services
- ✓ Templates, forms, and worksheets included in this Toolkit

## Getting Started and Event Ideas

### Getting Started!

Host Your Own Events are a fun and exciting way for you to support MOSAIC. Your event helps spread the word about how we can help newcomers together. With your help, we are building stronger communities and supporting diversity throughout the Lower Mainland. Getting started is easy!

- ★ Create an idea for your event! There are so many ways to support newcomers, be creative and find the best way for you to both have fun and raise funds!
- ★ Print our Registration Form, fill it out, and send it to MOSAIC for approval!
- ★ Use this Toolkit as a resource guide and be sure to contact the Fund Development team for help and ideas
- ★ Tell everyone! The more people who know, the better your event will be
- ★ Hold your event. Use social media to showcase your event. Take lots and lots of pictures and ask friend to share and like your social media posts
- ★ Contact MOSAIC and tell us all about your event and how much money you raised!

### Host Your Own Event Ideas!

Be creative! Here is a list of ideas but make sure to have fun and make the event fun for you and your friends!

- ✓ Crowdfunding in lieu of gifts at a birthday party and other celebrations
- ✓ Movie trivia night
- ✓ Dinner party
- ✓ School dance or event
- ✓ Garage or yard sale
- ✓ Growing and shaving a moustache/beard
- ✓ Car wash or pet wash
- ✓ Work event
- ✓ Bakes sale
- ✓ Can and bottle drive
- ✓ Lemonade stand with your children
- ✓ Book sale
- ✓ BBQ
- ✓ Craft sale
- ✓ Scavenger hunt
- ✓ Sporting activity like a walk or run

## Host Your Own Event Guidelines

### How to Get Started

- ✓ Before you Host Your Own Event , you must receive approval from MOSAIC’s Fund Development Team
- ✓ All event types must be in alignment with MOSAIC’s Mission, Vision, and Values
- ✓ Fill out MOSAIC’s Registration Form and submit it to our team for processing before you hold your event so that MOSAIC can approve your concept and supply you with resources and promotion where applicable

### Your Responsibilities

- ✓ Event organizers are responsible for meeting all legal criteria, be it Municipal, Provincial, or Federal, including any licensing, permits, fees, or insurance etc. required by law
- ✓ Event organizers must cover all costs and fees associated with the event
- ✓ MOSAIC must not be included in any external contracts, including insurance and liability without previously receiving approval. MOSAIC holds no responsibility in these areas
- ✓ All donations, including Gift In Kind, are the responsibility of the event organizer to manage until they are submitted to MOSAIC

### MOSAIC Marketing Materials, Logos, and Promotion

- ✓ MOSAIC must approve all promotional, marketing, and advertising materials that have MOSAIC logos and/or messaging
- ✓ Logos and messaging will be provided by the Fund Development Team
- ✓ In promoting your event, you must state that it is “In Support of MOSAIC”, as the event cannot be labeled an official MOSAIC event

### MOSAIC Staff Resources

- ✓ MOSAIC staff may not be available to attend or speak at your event due to limited resources

### Tax Receipting and CRA Compliance

- ✓ MOSAIC will issue tax receipts for donations of \$20 or more that are CRA Compliant

## Steps for a Successful Event

### Before Your Event

#### Type of Event, Logistics, and Timelines

Register your event with MOSAIC. Brainstorm ideas on how to fundraise and decide on the type of event you are holding. Think about logistics, where it will be held and how many people will be attending. Start connecting with friends and peers to rally support and form a volunteer group to help you. Identify roles and responsibilities for your volunteers. Secure your event location and any licenses and permits required.

#### Promotion and Support

Tell everyone; email, phone, text, and message! Contact MOSAIC and receive logo and messaging permissions, ideas and support, and start a social media campaign to create awareness and buzz amongst your peers; Twitter, Facebook, Instagram! Make posters and contact community centres and other community groups and post them. Always keep everyone up to date and start collecting donations. Send your invitations and/or sell your tickets!

#### Tracking and Organizing Tools

Use the tracking and organizing templates, forms, and worksheets available in this Toolkit. Keep in touch with the MOSAIC Fund Development Team for assistance, advice, and support.

### During Your Event

#### Registrants, Volunteers, and Guests

Have volunteers arrive early and greet them, knowing their specific tasks and ready to answer questions. Make sure guests are greeted as well and have hard copy donation forms available.

#### Pictures, Pictures, and More Pictures!

Take pictures of volunteers and guests! Make sure you have consent to use the photos and ensure those in the pictures have filled out and signed a photo release consent form. Children require a guardian's consent.

#### Donation Forms and Handling Cash

Have a safe and secure means to collect and store any donations.

## Steps for a Successful Event

### After Your Event

#### **Collecting Donations and Submitting Gifts to MOSAIC**

Collect any outstanding donations and tally your total. Bring in all of the donations to MOSAIC Head Office at 5575, Boundary Road, Vancouver, attention to Fund Development Department.

#### **Thanking Your Supporters and Submitting Photos and Photo Consent Forms**

Remember to thank all of your supporters and volunteers! Collect all of the photos and corresponding consent forms and submit them to the Fund Development Team for use on our website to celebrate your event!

#### **Feedback and Evaluation**

Complete an Event Wrap Up Form so that the Fund Development Team can learn how to help and support future events.

#### **Celebrate!**

Thank all of your supporters again! Celebrate your fundraising and support of MOSAIC on social media!

## Host Your Own Event Registration Form

*Please fill out and return to MOSAIC's Fund Development Team for approval.  
Submit completed form to Alina Wilson at [awilson@mosaicbc.org](mailto:awilson@mosaicbc.org) (604 254 9626 ext. 1029).*

### Contact Information

Name: \_\_\_\_\_

Organization (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Other Contact Information: \_\_\_\_\_

### Host Your Own Event Information

What kind of Host Your Own Event are you holding? Please describe.

---

---

How do you plan to raise awareness and raise funds for your event?

---

---

---

Please let us know what inspired you to hold an event in support of MOSAIC.

---

---

### Host Your Own Event Location/Area

Location: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_



## MOSAIC Logos and Support Statement Messaging

### MOSAIC Logos

- ★ The Fund Development Team will provide you with the preferred MOSAIC logo(s)
- ★ The MOSAIC logo is best used on a white background

### Support Statement Messaging

- ✓ Messaging in printed or web-based materials should follow the below formats
  - Donations supporting MOSAIC programs and services
  - Donations collected for the support of MOSAIC programs and services
  - Sponsorship in support of MOSAIC programs and services

## Official Tax Receipting Information

MOSAIC is a registered charity and official income tax receipts are issued according to Canada Revenue Agency (CRA) guidelines. For more information please visit the CRA website at:

<https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/operating-a-registered-charity/issuing-receipts.html>

## Tax Receipting and Your Event

- ✓ MOSAIC will issue tax receipts to those who have donated cash gifts (including cheques and credit cards), in accordance to CRA compliance, for gifts of \$20 or more
- ✓ Gifts of services and gifts of products (Gifts In Kind) will not receive tax receipts
- ✓ Purchases of tickets to events will not receive a tax receipt. The donor receives a value for the ticket (food, drinks etc.), making the ticket purchase unable to receive a receipt. Donors can receive acknowledgements for their ticket purchases (see below)
- ✓ Tax receipts can only be issued in the name of those who have donated; the true donor. Please record all of the donor's information clearly so that MOSAIC can issue a tax receipt. Full names and home addresses are required
- ✓ If donations are not tracked and separated by those who gave them, MOSAIC will not be able to provide tax receipts

## Acknowledgement Receipts and Letters

MOSAIC understands that although some gifts are not eligible for tax receipts, they are still very important. Large donations of Gifts In Kind and event ticket purchases are an example. In these cases, MOSAIC can provide the donor with an Acknowledgment Receipt or an Acknowledgement Letter. An example of a significant Gift In Kind would be providing free catering to your event, or providing substantial free door prizes.

## Templates Included in the Host Your Own Event Toolkit

MOSAIC wants to help with the success and efficiency of your event! To help you along the way, we have included templates in this toolkit that will help you organize and execute your event. The templates and resources in this toolkit are for reference purposes and are not required to run your event.

Remember to have fun too!

- ✓ Planning worksheets to help track your event from start to finish
- ✓ Budget template to keep your expenses and revenue organized
- ✓ MOSAIC pledge form for use with your peer-to-peer fundraising event
- ✓ MOSAIC donation form that can be copied and used for incoming donations
- ✓ MOSAIC photograph release form
- ✓ Cash management procedures for efficient information collection and cash handling
- ✓ Gift tracking form to keep donor information accurate and organized
- ✓ Event wrap-up form for you to provide us about your event

## Event Planning Worksheets

### Event Details and Fundraising Planning

Name of Your Event: \_\_\_\_\_

Location: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Fundraising Goal: \_\_\_\_\_ Projected Expenses: \_\_\_\_\_

How many guests do you expect to attend your event? \_\_\_\_\_

How do you plan to raise funds? \_\_\_\_\_

- Are you selling tickets?
- Are you collecting donated items for auctions or raffles?
- Will you be having craft/bake sales?
- Will participants use pledge forms to collect donations beforehand?
- Are you fundraising online through a third party site?
- Will you be collecting donations individually with donation forms?

### Donations and Cash Handling

Will there be tickets or admission fees? \_\_\_\_\_ How much? \_\_\_\_\_

How will they pay (before/during)? \_\_\_\_\_ Who will handle cash? \_\_\_\_\_

Where and how will donations be received during the event? \_\_\_\_\_

Do you require a float, and how much? \_\_\_\_\_

Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Event Planning Worksheets

### Volunteers and Their Responsibilities

Total Number of Volunteers Needed for pre-event, during event, and post-event: \_\_\_\_\_

What responsibilities are you assigning to your volunteers?

Break down the volunteer activities, tasks, and responsibilities into individual assignments.

| Volunteer Name | Responsibility |
|----------------|----------------|
|                |                |
|                |                |
|                |                |
|                |                |
|                |                |
|                |                |
|                |                |
|                |                |

### Event Day Logistics

Will there be set-up required? \_\_\_\_\_ When should you arrive? \_\_\_\_\_

Will you have marketing items or decorations? \_\_\_\_\_

How long will the set-up take? \_\_\_\_\_ How many volunteers will you need? \_\_\_\_\_

Will you require direction signs to be placed outdoors? \_\_\_\_\_

Where will you place them and how many do you require? \_\_\_\_\_

What kind of materials need to be picked up beforehand? \_\_\_\_\_

Do you require help organizing and transporting materials and decorations? \_\_\_\_\_

Are any supplies being rented or borrowed and need to be returned? \_\_\_\_\_

## Event Planning Worksheets

### Entertainment and Event Activities

Will you be having entertainment or activities?

- Singers or musicians
- Entertainers, such as magicians, comedians etc.
- Craft activity tables or other interactive activities
- Guest speakers or presentations
- Auctions or raffle tickets
- Other

What time(s) will the entertainment or activities take place? \_\_\_\_\_

Do you require special supplies, computers, or audiovisual equipment? \_\_\_\_\_

\_\_\_\_\_

How will you set up and take down? \_\_\_\_\_

\_\_\_\_\_

### Refreshments

- ★ Is your event going to have food or drinks?
- ★ Will guests pay for refreshments or will it be included in their ticket/fee for attending?
- ★ Will the event be catered or will the refreshments be handled by volunteers?
- ★ Do you require a full kitchen or a kitchenette?
- ★ Will cooking or heating of food be required?
- ★ Do you need a refrigerator or coolers?
- ★ Does your venue supply plates, utensils, glasses, and napkins?
- ★ Is there a deposit on any items supplied by the venue or that you rent yourself?
- ★ Does your venue include cleanup services or will you have volunteers for cleanup?
- ★ Do you need to supply garbage and recycling bins?

Notes: \_\_\_\_\_

\_\_\_\_\_

## Budget Template and Donated Items

### Creating Your Budget

As you are creating your budget, be careful to keep expenses low (securing donated items and supplies can help with this). Ensuring you have a budget in place will help you track your expenses and revenue, and enable you to keep on target for your fundraising efforts. Being able to keep track of your cash flow can help you identify where you require more supports such as donated items and volunteer help.

### Sample Budget Template

| Revenue                     | Projected | Actual |
|-----------------------------|-----------|--------|
| Tickets/Entrance Fees       |           |        |
| Donations                   |           |        |
| Sponsors                    |           |        |
| Other                       |           |        |
|                             |           |        |
| Expenses                    | Projected | Actual |
| Location or Venue           |           |        |
| Refreshments                |           |        |
| Entertainment               |           |        |
| Marketing Items/Decorations |           |        |
| Licenses or Permits         |           |        |
|                             | Projected | Actual |
| Total                       |           |        |

### Securing Donated Items

Securing donated items can be accomplished by planning ahead. Touch base with local businesses (no national support) by sending them a letter that details who you are and what cause you are fundraising for, and what you wish for them to donate. Send the letter well in advance of your event to ensure you secure the items or have the time to ask other businesses if you are declined. Always follow up your letter with a phone call. And, remember that if you are able, reaching out in person is always a good idea.

Reach out to your pool of event volunteers and ask if they know of any businesses that would be interested in supporting your event with donated items. Plan to acknowledge and thank the businesses for their generosity!

## MOSAIC Cash Management Guidelines

Please use the tracking forms provided as templates to record and track your fundraising efforts. It may be useful to separate your gift tracking by gift method type. Credit Cards and Cash, for example, may be tracked on separate forms.

All donor information must be accurate and complete, including first and last names, and home addresses. Official Tax Receipts cannot be issued otherwise. Be aware that only the individual who gives the donation can be issued a receipt.

Print clearly and accurately.

If you choose to offer receipts of payment, be advised that these are not Official Income Tax Receipts. Only MOSAIC can issue those.

Have a designated person to be responsible for accepting, tracking, and managing the incoming donations.

No Official Income Tax Receipts will be issued unless we have the donor's full first and last name, and full home address. This information must be clear and legible.



# MOSAIC Donation Form

**Yes, I support MOSAIC!**

Date \_\_\_\_\_

**I would like to make a donation to MOSAIC in the amount of:**

- \$25     \$50     \$100     \$250     \$500     Other \_\_\_\_\_  
 This is a re-occurring monthly donation     This is a one-time gift  
 Cash     Visa/MC# \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on card \_\_\_\_\_ CVV \_\_\_\_\_

Cheque – Please make cheque payable to: MOSAIC

Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Prov \_\_\_\_\_ Postal Code \_\_\_\_\_

*Tax receipts will be provided for all donations of \$20 or more.*

**I would like to have information about leaving a gift in my will to MOSAIC**

**Please send me information about:**

- Volunteer Opportunities     Fundraising Opportunities  
 MOSAIC Programs     Host Your Own Events

**Privacy Policy:**

MOSAIC will not use or disclose personal information for purposes other than those for which it was collected, except with the consent of the individual or as required or permitted by law. This may include use or disclosure in order to protect MOSAIC's interests in civil proceedings and in proceedings involving criminal activity, fraud or misrepresentation.

Charitable Reg. No. 13017-8130-RR0001

**MOSAIC Head Office, 5575 Boundary Road, Vancouver, BC V5R 2P9**







|  |  |  |
|--|--|--|
|  | <p><b>Photograph/Video Release Form<br/>                 For Marketing, Advertising and Promotions</b></p> |  |
|--|--|--|

I, \_\_\_\_\_, give permission to MOSAIC to:  
 (Print name)

|  |                                   |
|--|-----------------------------------|
| <input type="checkbox"/> Take a photograph of me | <input type="checkbox"/> Video Me |
|--|-----------------------------------|

and that these images can be used for publication purposes, fact sheets, audio visual or printed materials, including brochures, newsletters, news articles, posters, web sites, and social media accounts without financial payment or other considerations to myself. I agree that MOSAIC owns the copyright to these photographs. I waive any claims I may have based on any usage of photographs or videos of me.

I am giving permission for MOSAIC to: (check the boxes that may apply)

|   |  |
|---|--|
| <input type="checkbox"/> use my full name       | <input type="checkbox"/> use the photo/video taken of me     |
| <input type="checkbox"/> use my first name only | <input type="checkbox"/> use the photo/video I have provided |
| <input type="checkbox"/> use my last name only  | <input type="checkbox"/> change my name                      |

\_\_\_\_\_  
 Date:

|                           |       |
|---------------------------|-------|
| Signature of Photographed | Phone |
|---------------------------|-------|

|         |      |             |
|---------|------|-------------|
| Address | City | Postal Code |
|---------|------|-------------|

|                              |                           |
|------------------------------|---------------------------|
| Event Organizer Name (print) | Event Organizer Signature |
|------------------------------|---------------------------|

## Event Wrap Up

Thank you so much for raising funds for MOSAIC! And, congratulations on your success! We are very grateful for all of your support. Because of you, MOSAIC is able to provide essential programs and services and empower newcomers. Please fill out the questionnaire below to tell us about your event and forward it to MOSAIC. Thank you!

Please describe how your event went, and how many people attended.

---

---

---

How much did you raise? Did you meet your goal, and what was your goal?

---

---

---

Did you promote your event? How?

---

---

---

What would you consider to have been the strengths of your event?

---

---

---

---

What do you feel were challenges as you planned and held your event?

---

---

---

---