

# COMMUNITY EVENT TOOLKIT



All you need to know about

## HOSTING YOUR OWN FUNDRAISER



**VETERANS' HOUSE**  
A Multifaith Housing Initiative Community



Community Event Toolkit

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**ON THE COVER |** On the cover is a fantastic example of a creative fundraising idea in action. Veteran and painter Robert Bradley is an artist based in Chelsea, Quebec. His work in progress, the Unknown Soldiers, is currently under construction. Bradley will be making two copies of this piece: one to hang on the wall at Veterans' House, and a second version that will be auctioned off in support of the Veterans' House Capital Campaign. (While we are not accepting more artwork for the Veterans' House walls at this time, Bradley's idea is a great example of how volunteers can use their skills to help MHI!) We hope this toolkit contains more ideas to similarly inspire you.



*Check out more of Robert Bradley's work on his Instagram page @hobbit\_studios! To inquire about the painting, please email [communications@multifaithhousing.ca](mailto:communications@multifaithhousing.ca).*

Thanks for checking out our

# COMMUNITY EVENT TOOLKIT

In January 2021, **Multifaith Housing Initiative (MHI)** is scheduled to finish construction on our fifth community – **Veterans' House: the Andy Carswell Building**. Veterans' House will be home to 40 veterans who are homeless or at risk of homelessness. Veterans' House will be a resource that's direly needed in Ottawa, which is a well-known crossroads point for transient homeless populations. On average, 80 homeless veterans are either sleeping in – or passing through – the nation's capital on any given night.

Veterans' House cost about **\$11.5 million to build**, and there's still about **\$2 million left to fundraise** as of September 2020. Our team at MHI is small, and we'd be deeply appreciative if you would consider running a fundraising event in your community to help us across the fundraising finish line. Please use this **Community Event Toolkit** in order to help plan your event and help you brainstorm for ideas that can work, even during the COVID-19 pandemic!

If you have any additional questions or suggestions for additions to this toolkit, please do not hesitate to reach out to us at [office.admin@multifaithhousing.ca](mailto:office.admin@multifaithhousing.ca) or 613-686-1825.



**THE VETERANS' HOUSE  
CAPITAL CAMPAIGN**

## TOOLKIT VERSION

**LAST UPDATED IN OCTOBER 2020** | The most recent version of this Community Event Toolkit was published on October 18, 2020. Check for version updates on our website at [multifaithhousing.ca](http://multifaithhousing.ca).

## CHARITABLE STATUS

**MHI IS A REGISTERED CHARITY** | Multifaith Housing Initiative is a charitable organization, founded in 2002. Our mission is to provide and promote safe, affordable housing in inclusive communities and to mobilize resources for these purposes. Our Canada Revenue Agency number is 85666 3083 RR0001. For more information, visit [multifaithhousing.ca](http://multifaithhousing.ca).





## VETERANS' HOUSE: THE ANDY CARSWELL BUILDING....

- is MHI's **fifth housing community**
- is being constructed on the site of the **former Canadian Forces Base Rockcliffe**
- cost **\$11.5M to build**, and MHI has **\$2 million left to fundraise** (as of September 2020)
- was designed with the input of **veterans organizations** in Ottawa
- will accept applications from anyone who is **homeless or at risk of homelessness**, and who **served with the Canadian Armed Forces or Royal Canadian Mounted Police**
- will contain **40 bachelor units**
- will provide **mental health supports** and **addiction supports**
- **will** feature a **dog park for training service dogs**
- will feature plenty of **communal spaces**, including a barbecue area, designed to foster community building
- will open as soon as possible after construction is finished; construction is **scheduled to wrap up in January 2021**
- will provide **permanent supportive housing**, which means veterans can stay at Veterans' House for as long as they need to
- is a **pilot project** that MHI hopes will be copied in cities across Canada

Learn more at [www.multifaithhousing.ca](http://www.multifaithhousing.ca)!



# Why run a fundraiser for **VETERANS' HOUSE: THE ANDY CARSWELL BUILDING?**



## **#1. HELP BRING AN END TO VETERAN HOMELESSNESS**

*By running a fundraiser in your community to support the Veterans' House Capital Campaign, you're helping provide permanent, supportive housing for veterans who are homeless or at risk of homelessness.*



## **#3. INCREASE AWARENESS**

*Your event can help raise the profile of Veterans' House, MHI, and the need for affordable housing. Help MHI broaden our support base and get the word out about who we are, what we do, and the change we want to see in the world.*



## **#5. INSPIRE OTHERS**

*Your event could inspire others! Every fundraiser organized in support of Veterans' House has the capacity to motivate more people to join the cause... and perhaps even host their own community fundraisers!*



## **#2. HELP MHI WITH FUNDRAISING**

*Veterans' House: the Andy Carswell Building will be the fifth home built and operated by Multifaith Housing Initiative, a charity devoted to helping end the housing crisis. Help us across the fundraising finish line for Veterans' House!*



## **#4. FEEL GOOD (AND RIGHTLY SO!)**

*When you organize an event to fundraise for Veterans' House: the Andy Carswell Building, you'll be supporting a cause you're passionate about, while knowing you're making a change in your community.*

# HOW MHI CAN HELP

What we can do to assist you with your event (and what we can't do)



## WHAT MHI CAN DO TO ASSIST YOU WITH YOUR EVENT

- promote your event through social media
- provide you with a logo kit to help you with event promotion
- provide a supply of standard MHI pamphlets upon request
- provide advice and suggestions for the event
- issue official tax receipts (see p. 6 for more information)

## WHAT WE CANNOT DO...

- organize your event for you
- guarantee that a staff member will be present to support you on the day of the event (although we'll try to come when we can!)
- reimburse expenses incurred by your event
- acquire sponsors/sponsorship for your event
- assume liability for your event (legal or financial)



# EVENT PLANNING CHECKLIST

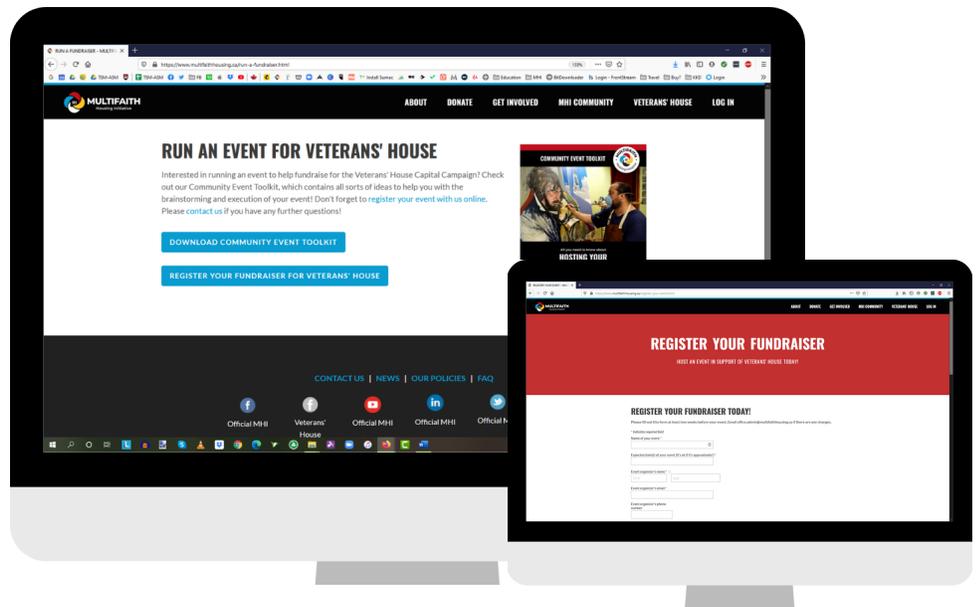


## STEP #1: THE PLANNING STAGE

- **brainstorm** event ideas
- narrow down your list to **choose one idea**
- look up your **local COVID-19 physical distancing rules** and ensure your event will be in compliance
- decide on the **date, time and place**
- **develop a contingency plan** in case COVID-19 restrictions change before the day(s) of your event
- at least two weeks before the big day, **register your event** on the MHI website at [www.multifaithhousing.ca/run-a-fundraiser](http://www.multifaithhousing.ca/run-a-fundraiser)... click on the blue "register your fundraiser for Veterans' House" button to fill out the online **Register Your Fundraiser Form/Community Event Fundraising Agreement**
  - when you register your event, you'll be asked to specify your **plans for tax receipting** and select one of the following options:
    - (1) *there will not be tax receipts issued after the event*
    - (2) *I represent/am working with an organization (church, mosque etc.) that will handle tax receipting*
    - (3) *I want to issue tax receipts after the event. Please have MHI staff get in touch with me about receipting*
    - (4) *I honestly don't know much about tax receipting! Please contact me to discuss this further*
- secure the **resources** you need to pull off your event (technology, rentals etc.)
- line up the assistance of **volunteers** to help you out if needed



When you're ready, go to the page [www.multifaithhousing.ca/run-a-fundraiser](http://www.multifaithhousing.ca/run-a-fundraiser) and click on the blue "register your fundraiser for Veterans' House" button. Then fill out the Register Your Fundraiser Form and Community Event Fundraising Agreement! You'll be asked about the date, time, location, and other details of your event. You'll also be asked about your plans for tax receipting (if applicable) and be able to ask any questions you might have. After you fill out the form, someone from MHI will be in touch with you.



## STEP #2: THE PROMOTION STAGE

- after your event is approved and you receive the logo kit from MHI's office, **design your publicity materials** (eg: posters, social media graphics etc.)
- **email your publicity materials** to [communications@multifaithhousing.ca](mailto:communications@multifaithhousing.ca) for approval
- **await for approval** of your publicity materials (MHI will ensure this takes place as quickly as possible)
- **promote** your event in the physical and/or digital worlds... be sure to tag MHI and Veterans' House whenever possible (we use YouTube, LinkedIn, Facebook, Instagram and Twitter)
- **email** your family, friends and other contacts to ask them to participate

## FOLLOW US ON SOCIAL MEDIA

- MULTIFAITH HOUSING INITIATIVE
- MULTIFAITH HOUSING INITIATIVE
- @MHIOTTAWA
- @VETERANSHOUSECANADA
- @MHIOTTAWA
- @VETSHOUSEMHI
- @MHIOTTAWA
- @VETSHOUSEMHI



[WWW.MULTIFAITHHOUSING.CA](http://WWW.MULTIFAITHHOUSING.CA)

## STEP #3: THE POST-EVENT STAGE

- **give yourself a pat on the back**... your event is finished, you've done it!
- **thank everyone** who attended, sponsored, or supported your event (including on social media)
- **submit your revenue** to MHI within 60 days of your event and, if applicable, your Donation Tracking Form for tax receipting purposes

# FUNDRAISING IDEAS

Thinking about running your own fundraiser? Feel free to use one of the ideas below, or come up with your own concept!



## TRY THEM NOW! PHYSICAL DISTANCING-FRIENDLY IDEAS

*The following fundraising ideas are designed to be social-distance friendly and be implemented during the pandemic. Be sure to visit your local public health agency's website to stay abreast of COVID-19 rule changes for your area.*

**YOU SAY IT'S YOUR BIRTHDAY? |** If your birthday falls between now and June 2021, ask for donations instead of gifts. This is a very simple way to raise money and it'll be a lot easier for your friends and family to write you a check instead of spending hours trying to shop for you!

**WEDDING ANNIVERSARY |** Same situation as the birthday scenario! If you've got a wedding anniversary coming up, ask your loved ones to skip gift shopping and instead make a donation in support of Veterans' House.

**THEME PARTY/DINNER |** Hold a theme/costume party with your friends on Zoom. Award prizes for the best costumes. Ask guests to donate to MHI as a virtual admission fee.

**ZOOM TRIVIA NIGHT |** Host a trivia night on Zoom and charge for virtual admission.

**ONLINE YOGA CLASS |** Know any yoga instructors? Ask them to run an online yoga class and charge an "admission fee" in support of Veterans' House. Depending on your social circle's interests, consider alternative classes to online yoga – perhaps you're acquainted with a ballet, pilates, or aerobics teacher who'd be willing to teach a Zoom class for charity.





**ONLINE MUSIC CONCERT |** Music shows ground to a halt during COVID-19, leaving fans short of their live music fix. If you're part of the music community, host a concert streamed online and sell tickets with proceeds going to Veterans' House.

**ONLINE TUTORING SESSION |** Lots of kids these days need schoolwork help, and the COVID-19 pandemic has made school more challenging than ever. Break out your French, English, science or math skills and offer a one-on-one Zoom tutoring session with your teaching fee going to Veterans' House. You'll be helping MHI with its fundraising efforts and helping kids stay on top of their studies during the pandemic.

**CURSE JAR |** C'mon, everyone does it. Now they'll have to pay for it. Place a curse jar in your office or home and whenever someone curses, they'll have to open up their wallet and put a dollar in the jar.

**ONLINE ART AUCTION |** Calling all artists! Consider hosting an online art auction. Direct some or all of the proceeds to Veterans' House.

**MOW-A-THON |** Ask your neighbours if you can mow their lawn for a \$50 donation. Create flyers advertising this and letting them know a set weekend you will be doing this along with your name and email/phone. Even better, if you have (or know) teenagers who are willing to help, get them involved too!





**VIRTUAL BIKE-A-THON, SKATE-A-THON OR CROSS-COUNTRY SKI-A-THON |**

During the COVID-19 pandemic, many of us have found it more difficult than usual to stay in shape – and those challenges are only likely to increase during the colder months! Here’s an idea: Simultaneously promote fitness and fundraising by hosting a virtual, socially distanced “a-thon” in your community. Perhaps you’d like to host a virtual 5K bike-a-thon in the fall colours, or a 2K skate-a-thon or cross-country ski-a-thon during the winter months! Set a date, encourage your participants to have their family and friends sponsor their athletic endeavour in advance of the big day... and then ask your cyclists/skaters/skiers to share pictures and videos of them completing their socially distanced journey in their own neighbourhoods. Use your imagination for other “a-thons” that might interest your family, friends and extended social circle! (Rollerblade-a-thon or canoe-a-thon, anyone?)

For inspiration, check out MHI’s Tulipathon archive webpage at [www.multifaithhousing.ca/tulipathon](http://www.multifaithhousing.ca/tulipathon). MHI’s annual walkathon went virtual this year and raised a record \$68K for housing subsidies! If you want some extra advice from the Tulipathon organizers on how to run a virtual “a-thon,” don’t be shy... please feel free to reach out to MHI staff, who will be happy to provide extra advice and tips based on their Tulipathon experience!

**ONLINE MOVIE NIGHT/TELEPARTY |**

Folks are consuming more video-based entertainment than ever before during COVID-19. Why not host a film party fundraiser? Set up a virtual Teleparty through [netflixparty.com](http://netflixparty.com), invite your friends via online link, and watch the same movie at the same time! Use the chatbox function to share the online link to donate to Veterans’ House. A great way to socialize and connect with friends during the pandemic while supporting a great cause!





**ZOOM AWARDS PARTY |** Watch the annual online (Academy/Grammy Awards) together. Have your family and friends dress up, attend your event online, and pay a virtual admission fee.

**ZOOM SPORTING EVENT PARTY |** You could do a similar thing to the Zoom Awards Party.... Host an online event with your friends and watch the Superbowl together.

**CLUTTER PICKUP SERVICE DAY |** So many people have been itching to declutter their homes lately, but just haven't found the time to sort through their closets and make a trip to their local second-hand store. If you have a vehicle, team up with other people in your social bubble and offer your neighbours a pay-for-pickup service on a set day. Get your neighbours to leave their gently-used goods outside at a set time, box them up, and take a trip to your local Value Village or Salvation Army (just be sure to check ahead to ensure these shops haven't paused

donation dropoff due to COVID-19 related policy changes).

**INSPIRATIONAL BOOKMARKS |** Create your own inspirational bookmarks and sell them to your friends, family and neighbours.

**STOREFRONT COLLECTIONS |** Ask your local grocery store, retailer or bank if you can spend a day asking patrons to support your efforts. Don't forget to ask the store if they have a policy of matching funds raised - this will double your efforts!

**EBAY |** Host a garage sale on ebay.com and donate the proceeds to Veterans' House.

**FAMILY PHOTO DAY |** Not every school is hosting picture day this year. If you or someone you know has a knack for photography, offer socially distanced family photography sessions with all proceeds going to Veterans' House.





**SNOW SHOVELING SERVICE** | Is your schedule flexible enough that you can start shovelling at the drop of a hat (or, more specifically, at the drop of a snowflake)? Let your neighbourhood know you'll be offering snow shovelling service on demand this winter, with all proceeds going to the MHI Veterans' House project.

**DRESS-DOWN DAY** | Ask your workplace to allow an official dress down day. For the privilege of dressing down, employees donate \$20 towards your fundraising efforts.

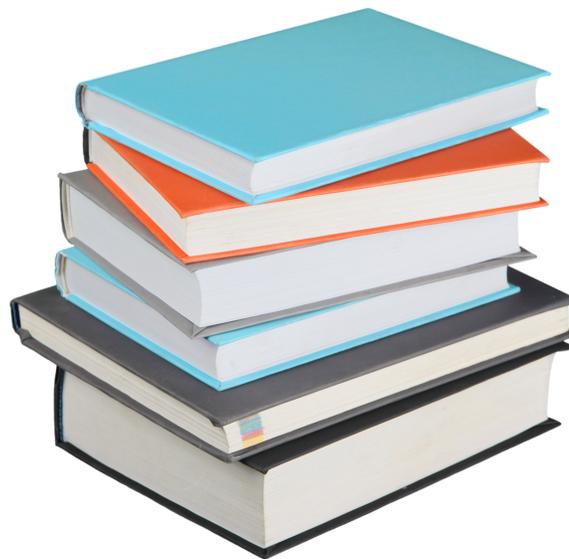
**BOOK SALE** | Have your coworkers donate books they have read, then sell them to other coworkers to make a profit. Most everyone has some pre-read books they want to get rid of and would be glad to contribute. A variant might be CDs or videos/DVDs. You can also sell them to customers if you are in a retail environment.

**FAITH GROUP BULLETIN** | Place an advertisement in your faith group's newsletter or bulletin letting the congregation know what you're doing with MHI.

**COMPANY GRANTS** | Find out if your company offers grants to employees who volunteer their time for charities. If so, you can volunteer for MHI and get paid grant money for the work.

**FRATERNITIES & SORORITIES** | Contact the national chapter of your college fraternity or sorority and ask them to make a donation.

**UNIVERSITIES & COLLEGES** | Contact local schools and ask if you can put an advertisement in their newsletter promoting the Veterans' House project. Consider doing the same with any publications produced by your alumni organization.





## MAYBE LATER? FUNDRAISING IDEAS THAT COULD BE IMPLEMENTED WHEN GATHERING RESTRICTIONS ARE RELAXED

*The following fundraising ideas will come in handy when the pandemic winds down and/or gathering restrictions are more relaxed. Be sure to visit your local public health agency's website to stay abreast of changing COVID-19 rules for your area.*

**"IN-PERSON VERSIONS" OF THE SOCIAL DISTANCING-FRIENDLY IDEAS!** | Most of the previous section of "social distancing-friendly ideas" can easily be converted into in-person fundraisers! If COVID-19 gathering restrictions relax, consider hosting an in-person movie night or costume party.

**GARAGE SALES** | All that stuff that's been hanging out in your garage/attic/basement? Gather it up and ask your friends to donate their giveaway and have a garage or yard sale! Make sure to post signs that all proceeds will go to MHI and Veterans' House.

**BOWLING NIGHT** | Plan a fun night of

bowling at your local lanes. Ask the owner to waive the cost of bowling or give you a discounted rate and you can collect the money for donations.

**DESSERT FESTIVAL** | Host an event where supporters/local businesses donate desserts, and attendees are charged a flat rate to enter the venue and eat as much dessert as they want. Set a lively atmosphere with pre-recorded or live music. If you anticipate you'll have a lot of leftover desserts at the end of the evening, provide guests with doggybag cartons that they can fill up before heading home. (Dessert parties can be helpful around Christmas... it can save guests a lot of baking time!)





## POST-PANDEMIC/RELAXED GATHERING RESTRICTION IDEAS

**HAPPY HOUR |** Talk to your local bar manager about hosting a gathering at their bar by inviting your friends and family (and their friends & family...) Get the manager to give you a set rate for all you can drink for an hour and then add \$10 to that which you keep for your fundraising.

**KARAOKE NIGHT |** Who cares if you can't carry a tune? Spend a Friday night at a Karaoke Bar and sing your guts out! Have the announcer tell the crowd

that you're singing for pledges! (Or collecting pledges to stop singing!)

**BOARD GAME NIGHT |** Get out those board games, invite your friends, break out the snacks, separate into teams, and let the fun begin! Ask guests to make a donation to MHI in support of Veterans' House for coming.

**WINE & CHEESE PARTY |** Host a party at a local restaurant and ask the owner to donate the wine and cheese.



### AND THE LIST GOES ON...

- Craft show
- Hotdog stand
- Candy sale table
- Holiday bazaar
- Babysitting service
- Valentine carnation sale
- Golf tournament
- Dunk tank
- Community BBQ
- Snack bar at work
- Pancake breakfast
- Scrapbook party
- Ice cream party
- Hot cocoa sale
- Volleyball tournament
- Car Wash
- Bingo night
- Bachelor/bachelorette party