

# COMMUNITY EVENT TOOLKIT



All you need to know about

## HOSTING YOUR OWN FUNDRAISER



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

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# Thanks for checking out our COMMUNITY EVENT TOOLKIT

Founded in 2002, Multifaith Housing Initiative (MHI) was established to provide safe and affordable housing to the greater Ottawa Community. MHI has grown a lot since then and has the ability to provide more homes that are safe, well-maintained, in inclusive communities, and offer community programming to help our tenants thrive in their new homes.

Please use this Community Event Toolkit to help brainstorm and plan your successful event. If you have any questions or additions to this toolkit, please reach out to us at [office.admin@multifaithhousing.ca](mailto:office.admin@multifaithhousing.ca) or 613-686-1825.



## WHO IS MHI?

MHI is a coalition of diverse faith groups which, to date, has five housing communities, and is providing homes for approximately 400 people. Since completing the construction of The Haven (Barrhaven, Ottawa) in 2017, MHI has continued to press on, creating the first permanent, supportive housing community for Veterans, The Andy Carswell Building, and planning for two more communities: Dream LeBreton Flats and The Anchor.

MHI fundraises to offset construction costs for new projects, provide tenant subsidies to folks who need it most and to fund MHI's signature programming, which increases social interaction, education, and overall wellness.

MHI never stands still. The need is too great – and immediate.

# WHY ORGANIZE A FUNDRAISER FOR MHI?

## **HELP INCREASE AFFORDABLE HOUSING IN OTTAWA**

By organizing a fundraiser in your community where the proceeds go to MHI, you can help provide housing and on-site support for those who need it most.

## **INCREASE AWARENESS**

Your event can help raise awareness about MHI and the need for affordable housing in Ottawa. Help MHI broaden our support base and get the word out about who we are, what we do.

## **INSPIRE OTHERS**

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

## **HELP MHI WITH FUNDRAISING**

While we run fundraising campaigns throughout the year, MHI started with grassroots volunteers who wanted to make a difference. That could be you!

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

When you organize an event to fundraise for Multifaith Housing Initiative, 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

## 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**
- decide on the **date, time and place**
- **develop a contingency plan** in case your event is impacted by weather etc.
  - at least two weeks before the big day, **register your event** on the MHI website at [www.multifaithhousing.ca/host-an-event](http://www.multifaithhousing.ca/host-an-event)
  - 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



## 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
- **wait 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 whenever possible (we use YouTube, LinkedIn, Facebook, Instagram and Twitter)
- **email** your family, friends and other contacts to ask them to participate

## 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

**FOLLOW US ON SOCIAL MEDIA AND  
TAG US IN YOUR FUNDRAISING  
POSTS AND PHOTOS**

 @MHIOTTAWA

 @MHIOTTAWA

 @MHIOTTAWA

 @MHIOTTAWA

 MULTIFAITH HOUSING INITIATIVE



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# FUNDRAISING IDEAS

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

## **YOU SAY IT'S YOUR BIRTHDAY?**

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 cheque instead of spending hours trying to shop for you.

## **WEDDING ANNIVERSARY**

If you've got a wedding anniversary coming up, ask your loved ones to skip gift shopping and instead make a donation.

## **THEME PARTY/DINNER**

Hold a theme/costume party with your friends. Award prizes for the best costumes. Donate the admission fees to MHI.

## **TRIVIA NIGHT**

Host a trivia night and charge for admission and snacks.



## **YOGA CLASS**

Know any yoga instructors? Ask them to organize an in-person or online yoga class and charge an "admission fee". Depending on your social circle's interests, consider alternative classes to yoga – perhaps you're acquainted with a ballet, pilates, or aerobics teacher who'd be willing to teach a class for charity.







## MUSIC CONCERT

If you're part of the music community, host a concert in-person or stream it online and sell tickets with proceeds going to MHI.

## TUTORING SESSION

Lots of kids these days need help with their schoolwork. Break out your French, English, science or math skills and offer a one-on-one in-person or Zoom tutoring session with your teaching fee going to MHI. You'll be helping MHI with its fundraising efforts and helping kids stay on top of their studies

## MOVIE NIGHT/PARTY

Folks are consuming more video-based entertainment now more than ever. Why not host a film party fundraiser? Have your friends over and charge admission or set up an online link, and watch together! A great way to socialize and connect with friends while supporting a great cause!



## CURSE JAR

C'mon, everyone does it. Now they can 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 money in the swear jar. Between your family, decide on the cost per a swear word and before you know it, you could have a fair bit of cash to donate.

## ART AUCTION

Calling all artists! Consider hosting an art auction, on or offline. Direct some or all of the proceeds to MHI.

## SUMMERTIME 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 mowing along with your name, address, email or phone number. Even better, if you have (or know) teenagers who are willing to help, involved them too!



## **BIKE-A-THON, SKATE-A-THON OR CROSS-COUNTRY SKI-A- THON**

Simultaneously promote fitness and fundraising by hosting a “a-thon” in your community.

Perhaps you’d like to host a 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 activity in advance of the big day... and then ask your cyclists/skaters/skiers to share pictures and videos of them completing the route. Use your imagination for other “a-thons” that might interest your family, friends and extended social circle! (Rollerblade-a-thon or canoe-a-thon, etc.)

## **GIVE SOMETHING UP!**

Wait, what do you mean? Do you have a daily habit that you want to break? Why not stash the money away each day in a jar or envelope instead of purchasing that product. Maybe it's your fancy coffee and scone, or perhaps you want to quit smoking cigarettes? Track your progress over a few weeks and then donate the money you saved to MHI. It all adds up!

## **AWARDS PARTY**

Watch an annual awards gala together on TV. Have your family and friends dress up, attend your event, and pay an admission fee. You could even build snacks into the cost of attendance.

Champagne anyone?

## **SPORTING EVENT WATCH PARTY**

Host an event with your friends and watch the Superbowl together at someone's house or online.

## **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!



## **GARAGE SALES**

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

## **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.

## **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 the proceeds going to the MHI.



## **EBAY**

Host a garage sale on ebay.com and donate the proceeds to MHI.

## **FAMILY PHOTO DAY**

If you or someone you know has a knack for photography, offer family photography sessions with all proceeds going to MHI.

## **DESSERT FESTIVAL**

Hey who doesn't like a piece of cake?! 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 the holidays as it can save guests a lot of baking time!



### **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. 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.

### **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 MHI and its current housing projects. Consider doing the same with any publications produced by your alumni organization.



## **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.

## **WINE & CHEESE PARTY**

Host a party at a local restaurant and ask the owner to donate the wine and cheese.

## **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 in support of MHI.

## **KARAOKE NIGHT**

Who cares if you can't carry a tune? Spend a Friday night at a Karaoke Bar (or at a friend's house!) and sing your heart out. Have the announcer tell the crowd that you're singing for pledges! (Or collecting pledges to stop singing!)

## **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**