



**TRANSWELLNESSONTARIO** 

# THIRD PARTY FUNDRAISING TOOLKIT



# ABOUT TRANS WELLNESS ONTARIO

The mission of Trans Wellness Ontario is to enhance and sustain the health and wellness of transgender, genderqueer, two-spirit, non-binary, queer and questioning communities and their families. Founded in 2016 as a hotline and social support group for transgender individuals who struggled to find accessible and affirming health and social services in the community, we have since grown into the only community centre in the city dedicated specifically to addressing the often overlooked and underserved needs of queer and trans communities. We offer services uniquely catered to the needs of 2SLGBTQIA+ individuals including mental health counselling, peer mentorship, peer groups, youth drop-in, parent and caregiver support, and a barrier-free clothing cupboard.

## DO YOU WANT TO HOST A FUNDRAISER FOR TRANS WELLNESS ONTARIO?

Thank you for your interest in hosting a fundraiser in support of our organization! We rely on the generous support of community members like you to ensure that we can keep our doors open and offer our free, low-barrier services to those who need them.

We refer to fundraisers entirely organized by other organizations or individuals on behalf of Trans Wellness Ontario as "third-party fundraisers". To ensure that you have the information and tools you need to host a successful fundraiser on our behalf, we have created this toolkit for you to reference. Please read this document carefully as it contains information regarding fundraising ideas and tips, the use of our name and logo, exclusion criteria, terms and conditions, payment methods, and the application form.

# FUNDRAISING IDEAS

There are countless ideas for fundraising events that you can host to raise money. Need some inspiration? Here are just a couple of ideas that individuals, clubs, businesses, or other organizations can host:

- Bake sale
- 5K marathon or walk-a-thon/ride-a-thon
- Open mic night
- Drag show
- Auction
- Raffle
- Social media or online campaign
- Peer-to-peer fundraisers
- Movie night
- Dinner or gala
- Gently used clothing drive
- Golf tournament
- Car wash
- Trivia night

# FUNDRAISERS WE WILL NOT SUPPORT

While we graciously welcome community members and organizations to raise funds on our behalf, there are some organizations and events that we will not align ourselves with, including but not limited to:

- Organizations that discriminate on the basis of race, ethnicity, gender, sexuality, religion, nationality, ability, age, or other identities
- Organizations identified as terrorist or hate groups
- Events that promote racism, sexism, homophobia, transphobia, antisemitism, ageism, classism, ablism, or other forms of discrimination
- Events where illegal activities take place
- Any other events or organizations that contradict our mission and values of enhancing and sustaining the health and wellness of queer and trans communities

# FUNDRAISING TIPS

- Organizing fundraising events and campaigns are time consuming and require extensive amounts of planning. Ensure that you allow adequate time to book your venue, secure sponsors, book speakers/performers, promote your event, etc.
- Consider establishing a fundraising team or committee to plan the event, and clearly assign tasks to each member to avoid confusion while planning. This may involve reaching out to the community for volunteers.
- Set a realistic budget so you know how much it will cost to organize the event and how much you estimate you will raise. Consider applying for sponsorships from businesses or other local organizations so that you do not have to dip into profits to pay for the event.
- Promote your event widely using any platforms you have access to including social media pages, newsletters, mailing lists, flyers, news outlets, and word-of-mouth. Ask other organizations (including Trans Wellness Ontario\*) to promote the event through their channels as well.
- Ensure that you consider potential accessibility needs throughout the event.
- If your event is outdoors, ensure that you prepare for the possibility of bad weather, possibly by having an alternative location or date.
- If your event is in-person, keep applicable public health guidelines in mind and remind participants to stay home if they are sick.
- Once the event is over, provide recognition to those who were involved in the event including sponsors/donors, participants, staff, volunteers, and all those involved in planning and running the event.

\*As outlined in the Guidelines, Terms and Conditions section, Trans Wellness Ontario reserves the right to refrain from promoting or supporting third-party fundraisers that are contrary to our mission and values.

# TAX RECEIPTS AND FINANCIAL INFORMATION

As a registered charity, Trans Wellness Ontario is able to issue charitable tax receipts. The third-party fundraiser cannot issue receipts on behalf of Trans Wellness Ontario.

- Tax receipts will be issued for donations over \$20. Purchases of tickets, raffle prizes, auction items, or other goods will not be eligible for a tax receipt.
- In-kind donations from sponsors or businesses valued at over \$20 will be issued a tax receipt for the value of the in-kind item donated. Trans Wellness Ontario will only issue a tax receipt in the name of the donor, not the third-party fundraiser.
- It is the third-party fundraiser's responsibility to communicate their potential tax receipt needs with Trans Wellness Ontario prior to the event.
- Tax receipts will not be issued for events not approved by or discussed with Trans Wellness Ontario.
- Tax receipts will only be issued after all fundraised monies have been received by Trans Wellness Ontario.

Donations can be made out to the following name and address:

Trans Wellness Ontario  
1435 Tecumseh Rd E  
Windsor, ON  
N8W 1C2

CRA Number: 792596314RR0001

To make a donation online, visit our website at <https://transwellness.ca> or use one of the following online donation platforms:

CanadaHelps:

<https://www.canadahelps.org/en/dn/57132?fbclid=IwAR0dANC2RUALvZ8f0QbQxmEI3e1uApw8ZloobA-xWXpGCsE4pvaG-avhags&v1=true>

PayPal:

<https://www.paypal.com/paypalme/TransWellnessOntario>

# GUIDELINES, TERMS AND CONDITIONS

- Trans Wellness Ontario is not legally or financially responsible for what occurs at a third-party fundraiser. This includes any activities, injuries, arrests, suits, lost or stolen items, etc.
- Trans Wellness Ontario reserves the right to refrain from allowing the use of our name and logo for or promoting events that we deem to be illegal, inappropriate, offensive, or contrary to our mission and values.
- Third party fundraisers are responsible for all costs associated with planning and hosting the fundraiser. All costs associated with planning and hosting the event shall be deducted prior to submitting the donation to Trans Wellness Ontario. No costs shall be incurred by Trans Wellness Ontario.
- All third-party fundraisers that wish to use our name and logo or obtain promotional materials must receive prior approval from Trans Wellness Ontario by filling out the Third-Party Fundraiser Application Form attached below.
- Third-party fundraisers must receive approval from Trans Wellness Ontario prior to discussing Trans Wellness Ontario in the media while promoting the fundraiser. This includes outlining exactly what will be communicated or having a representative from Trans Wellness Ontario communicate to media/news outlets.
- Trans Wellness Ontario reserves the right to withdraw name and logo permissions from a third-party fundraiser at any time.
- Organizations or individuals who wish to host a fundraiser on behalf of Trans Wellness Ontario should not expect involvement from our organization in planning, organizing, or running the fundraiser, unless otherwise agreed upon.
- If a raffle license or any other type of license or registration is needed to host a fundraising event, the third-party fundraiser is responsible for obtaining their own license. This includes licenses or authorizations for alcohol and gambling.
- When advertising or promoting the event, the organizing group or individual must state that the fundraiser is "in support of" or "on behalf of" Trans Wellness Ontario, or that "proceeds will be donated to" Trans Wellness Ontario. The organizer shall not advertise the event as Trans Wellness Ontario's event.
- Proceeds from the fundraising event shall be donated to Trans Wellness Ontario within 30 days of the event. If the donation cannot be made within 30 days, the third-party organizer will contact Trans Wellness Ontario to provide an approximate time that the donation will be received.

# THIRD PARTY FUNDRAISER APPLICATION FORM

Thank you for your interest in hosting a fundraiser in support of Trans Wellness Ontario! Please fill out this application form and submit it to [mjubenville@transwellness.ca](mailto:mjubenville@transwellness.ca) at least 30 days prior to the proposed fundraiser. You will be notified by email if your fundraiser is approved. If your fundraiser is approved, our logo will be sent to you. Please note that use of our name and logo is not permitted at third-party fundraisers that have not been approved, and Trans Wellness Ontario reserves the right to withdraw name and logo permission at any time.

Name of Primary Contact: \_\_\_\_\_  
Name of Organization (if applicable): \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
Phone Number: \_\_\_\_\_ Cell (if applicable): \_\_\_\_\_  
Email: \_\_\_\_\_

Event Name: \_\_\_\_\_  
Event Date/Time: \_\_\_\_\_  
Event Venue: \_\_\_\_\_  
Please describe your event (activities that will take place, how funds will be raised, etc.): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How did you hear about Trans Wellness Ontario? \_\_\_\_\_  
Expected Event Cost: \_\_\_\_\_ Expected Revenue: \_\_\_\_\_

By signing this form, I confirm that I have read and understand the Trans Wellness Ontario Third Party Fundraising Toolkit, and agree to comply with all guidelines, terms, conditions, and tax receipt information. I confirm that Trans Wellness Ontario is not legally or financially liable for any aspect of third-party fundraisers.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_  
Date: \_\_\_\_\_