



THE ROYAL OTTAWA FOUNDATION  
FUNDRAISING  
TOOLKIT

# Thank you for choosing to fundraise in support of mental health care and research at The Royal.

Whether you are hosting a fundraising event or setting up your own fundraising page, your commitment is paving the way for better access to better care and advancing research to benefit the one in four individuals who live with mental illness and addiction. Thank you for getting involved today.

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This toolkit will help guide you through the planning process of your fundraiser to ensure your success.

## HOSTING A FUNDRAISER

# WHAT IS IT ALL ABOUT

Your fundraiser can be online, in-person, or both!

### ONLINE FUNDRAISING

Online fundraising is an effective and efficient way to engage your supporters and create an easy way for them to contribute to your event. You can set up your very own online fundraising page [here](#) in only a few simple steps.

### IN-PERSON FUNDRAISING

You can plan an in-person event and collect your own donations using our printed materials (i.e. donation forms) so you can keep track of funds raised.

### ONLINE AND IN-PERSON FUNDRAISING

Why not have the best of both worlds? You can have an online platform to collect donations and set up a table at the event with a cashbox and our donation forms. The world is your oyster!

## THE FIVE W's

### WHO

Community events are generously planned and organized by individuals and groups in our community.

### WHAT

Events can come in all shapes and sizes; from lemonade stands to bake sales, motorcycle rides to galas... the sky is the limit!

If you are unsure of the type of event you would like to host, here are some suggestions:

- community or street party
- school fundraiser
- golf tournament
- benefit concert
- auction
- dinner party (large or small)
- bake sale
- garage sale
- work barbeque or celebration
- gala
- car show
- special occasion celebration i.e. birthday.
- art show
- online fundraiser

***\*THE POSSIBILITIES ARE TRULY ENDLESS***

### WHEN

Your event can take place any time throughout the year. For best results, start your planning and loop our team in as early as possible.

### WHERE

Your event can take place at almost any location. If the venue of your choice requires a letter of endorsement, we can help with that. If your event is online, we have a great platform you can use free of charge. If your event requires tickets, we can also help with this!

### WHY

Perhaps you or someone you know has been touched by The Royal, or maybe you simply want to make a difference in the lives of those living with mental illness and addiction.

***To note, all community event fundraisers must be consistent with the [mission and values of The Royal](#).***



# HOW DO THE FUNDS YOU RAISE MAKE A DIFFERENCE?

Better care for MORE people!

## BETTER ACCESS

The Royal is developing a system that ensures a full continuum of care, including immediate access to urgent services, ongoing support, and innovative treatments.

## BETTER TREATMENTS

We are advancing high-impact research to make diagnostic, treatment and prevention options for mental illness and addictions more personalized and effective.

## BETTER DISCOVERIES

By recruiting top mental health leaders and leveraging cutting-edge technology, we are accelerating new discoveries and transforming mental health and addictions care.

## IMPACT ON PEOPLE & FAMILIES

- More people will receive personalized care, improving their quality of life.
- Faster access to urgent care will prevent crises and save lives.
- Families will have better resources and support programs for their loved ones.

## IMPACT ON HEALTH CARE SYSTEM

- Helping more people in need by way of faster adoption of research discoveries.
- A model for the future of mental health care that can be replicated to support more individuals across the country.
- Reduced burden on the health care system with less emergency visits and hospitalizations.

## IMPACT ON COMMUNITY

- Stronger, more productive communities as individuals get the care they need.
- A more inclusive society, with reduced stigma around mental illness.
- Communities will thrive as people become more engaged.

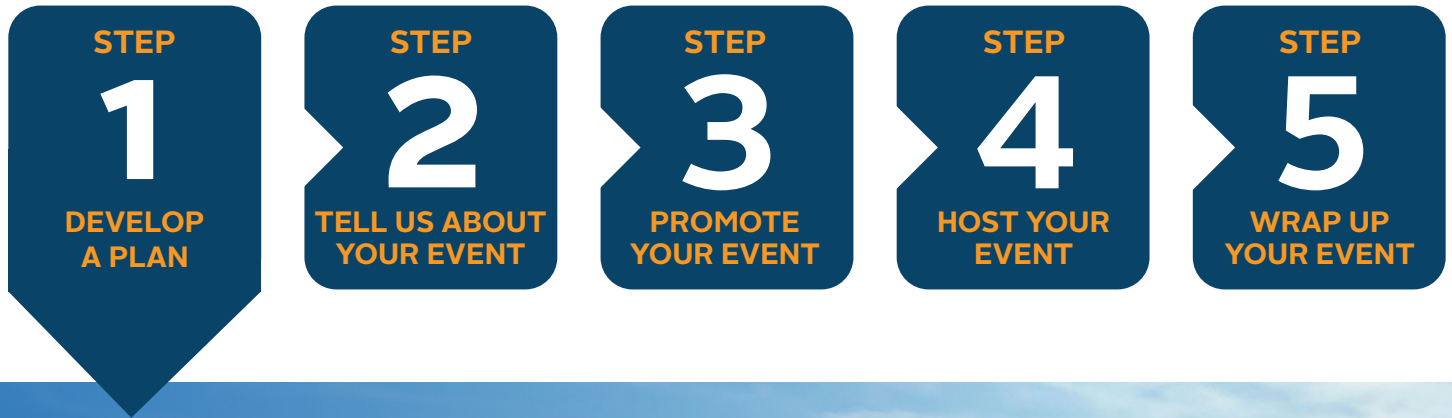


## WHERE DO THE FUNDS I RAISE GO?

All funds raised support mental health care and research at The Royal. The funds support the most urgent priorities of The Royal including patient care and emerging research projects.

# FIVE STEPS

TO A SUCCESSFUL FUNDRAISER!



STEP

1

## DEVELOP A PLAN



### Identify your audience

Who is most likely to attend? Age, demographics, geographic, etc.



### Set a fundraising goal

Having a goal means you and your supporters will have something to work towards. Some people are most generous when there are goals and incentives involved. Set a meaningful goal, but one that is also attainable.



### Set a date

Start planning early. Check your community calendar to ensure your event does not compete with other events or holidays. Give yourself time to obtain special insurance or licenses (raffle, liquor licenses, etc.) if required.



### Create a plan

Here is an [Event Plan template](#) that you can use to get started.

# STEP 2

## TELL US ABOUT YOUR EVENT

Once you have a plan,  
we want to hear about it!

Fill out our third party **Community Event Fundraising Form** [here](#).

We will review your submission and contact you within three business days. This form should be submitted at least fifteen days prior to your event. For larger events and activities, please allow at least thirty days.

### How can The Royal support your event?

- Ongoing event planning advice
- Resources including event budget, pledge forms, and branded collateral
- Access to online fundraising tools
- Letter of support that validates the authenticity of your event
- Event listing on our community events page
- Use of The Royal's name and "in support of" logo (if applicable)
- Issuing of tax receipts to donors according to Canada Revenue Agency guidelines (if applicable)

*Please note, any use of The Royal name and/or logo must be approved by a representative on our Events and Partnerships team before use and printing. Please see our Social Media Guidelines for more details.*

Community event organizers are required to handle all monetary transactions and present proceeds to the The Royal within thirty days of the completion of the fundraising event/activity. Under no circumstances will community event expenses flow through The Royal. Only the final net proceeds will be processed by The Royal.

The Royal is **UNABLE** to provide the following:

- Funding or reimbursement for event expenses
- Mail/e-mail lists such as donor lists and staff lists
- Guaranteed attendance of staff or volunteers at your event
- Application for gaming or liquor licenses
- Assistance with corporate sponsorship (You may pursue your own sponsorships, however please make it clear that you are hosting a community event on behalf of The Royal and that you are not a representative of The Royal.)
- Prizes and auction items
- Access to celebrities, influencers, community or Royal VIPs



## PROMOTE YOUR EVENT

Unlock your full fundraising potential with our new do-it-yourself (DIY) platform.

DIY fundraising allows those in the community to raise money by creating their very own fundraising page or campaign. Whether it's an event donation page or a generic fundraising page, our platform is customizable, user friendly, and most importantly, it fosters a sense of connection within the community.

Click [HERE](#) to set up your personal fundraising page online. This page will accept donations for your event and can be customized by you.



Tell everyone you know and talk about your event every chance you get.



Spread the word through all of your social media platforms. Use our **Social Media Guidelines** for ideas.



Send out a media release to your local media outlets. Use our **Media Release** template to get started.

### Inspirational Stories

[Click here](#) to be inspired by the experiences of Royal patients and family members. Share these stories to help promote your event.

### Follow us on social!



[@theroyalfdn](#)



[Royal Ottawa Foundation for Mental Health | Ottawa ON | Facebook](#)



[@theroyalfdn](#)

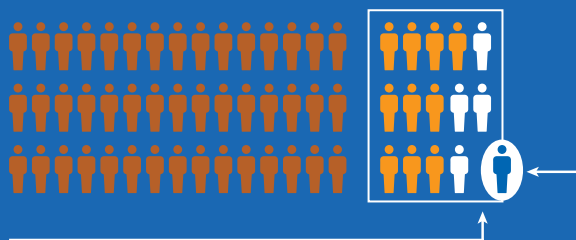
## Share your personal fundraising page! *(if applicable)*

### DID YOU KNOW?

### Mental Health Facts

If you're looking for social media content, event promotion, or simply to spread awareness with some up to date statistics, feel free to refer to some of these mental health facts:

**1 in 4** Canadians are living with a mental illness or substance use disorder.



**Of those, only 1 in 3** people will seek access to care.

**And of those, only 1 in 5** will have their needs fully met.

Only **1 in 15** people living with a mental illness or substance use disorder receives effective care

Mental health care is **underfunded by 1.5 billion** annually

In Ontario, **wait times of 6 months to 1 year** are common for specialized mental health services

People with substance use disorders are **10x more likely to die prematurely** than the general population

Mental illness and substance use disorders can cut **10 to 20 years** from a person's life expectancy

By 2030, **depression will be the leading cause of disease burden** globally

**Suicide is the second leading cause of death among young people** (ages 15-34)

It typically takes **17 years for new mental health discoveries to be adopted** into clinical practice

**12 people die by suicide every day in Canada**, and suicide is the second leading cause of death for young people

## STEP

# 4

## HOST YOUR EVENT

Take lots of pictures as we like to see photos from your event. With your permission, we may also share them on our social media platforms.

Display our promotional material at your event.

## STEP

# 5

## WRAP UP YOUR EVENT

Submit your event proceeds within 30 days of your event. You can submit your proceeds in a number of different ways:

**CASH:** Contact your Royal Ottawa Foundation representative and arrange to drop off the cash raised through your event.

**ELECTRONIC FUND TRANSFER :** Contact your Royal Ottawa Foundation representative to arrange an electronic money transfer.

**CHEQUE:** Mail or drop off a cheque payable to: **Royal Ottawa Foundation for Mental Health**. If you are mailing your cheque in please provide a note along with the cheque that references your event.

### YOU CAN MAIL IT TO:

**Attention: Events Team**  
**Royal Ottawa Foundation for Mental Health**  
**1145 Carling Ave. Ottawa, ON K1Z 7K4**

**CREDIT CARD:** Call your Royal Ottawa Foundation representative and donate the event proceeds via credit card over the phone.

**ONLINE:** Click [HERE](#) to make a donation online.

## Now, it's time to put all of your hard work into action!

Keep track of donor names and contact details on a **Community Fundraising Donation Pledge Form**, and submit this to us so we can issue a charitable tax receipt to participants who make a donation of \$20 or more.

## Let us know how the event went. We love hearing from you!

**Thank your event participants or volunteers  
by sending them an email or card.**

**Pick a date for next year's event. Now that  
you've got some experience, we cannot wait  
to see what's in store for the future!**

### TAX RECEIPTING WITH THE ROYAL OTTAWA FOUNDATION FOR MENTAL HEALTH

If you have questions about tax receipting, check the Canada Revenue Agency (CRA) website around charitable receipts. The Royal Ottawa Foundation for Mental Health follows CRA guidelines to protect our registered charitable status.

A tax receipt can be issued by the Royal Ottawa Foundation for personal donations of \$20 or more if money is given in the form of credit card, electronic fund transfer (EFT), cheque or cash. We can not issue a tax receipt if the gift comes from a registered charity. Individuals also qualify for a tax receipt if they did not receive any sponsorship recognition or services in exchange for their donation (e.g social media promotion, registration fees, silent auction items, door prizes or raffle tickets.)

Please ensure that all donations, along with a complete list of donor names and addresses, are submitted to the Foundation within 30 days of the event.



# HELPFUL RESOURCES

We want to make sure you enjoy your fundraising experience every step of the way and we want to help!

We have included some samples, templates, and guides for your reference. Please feel free to use these during your planning process.

- [Event Plan Template](#)
- [Event Budget Template](#)
- [Social Media Guidelines](#)
- [Media Release](#)
- [Donation Pledge Form](#)
- [Sponsorship Authorization Letter](#)  
*Upon request, The Royal can provide a personalized letter of support to be used to validate the authenticity of the event and its organizers. Please reach out to the events team at [events@theroyal.ca](mailto:events@theroyal.ca).*

Need more tips on how to fundraise successfully? Ask your Royal Ottawa Foundation representative. We cannot wait to hear from you!

**Thank you for helping us raise funds for the one in four in our community who live with mental illness and addictions. We look forward to working with you.**



**CONTACT INFORMATION**  
Email: [events@theroyal.ca](mailto:events@theroyal.ca)  
Phone: 613 722 6521 ex. 6059

1145 Carling Avenue,  
Ottawa, Ontario K1Z 7K4

**Charitable Registration Number:**  
119129179RR0001