



# Community Fundraiser Information Kit



# About Kids On Track

**Kids On Track is a Christian community-building charity that provides hope, direction, and ongoing support for children, youth, and their parents.**

**Since 1992, we have been working with underserved populations to address some of the most pressing social issues facing children and families.**

Educational, social, spiritual, and recreational elements are combined to deliver well-rounded programs. We cultivate relationships, encouraging participants in faith, character and leadership development, social skills, and a healthy lifestyle. We strive to support families experiencing limited opportunities due to various socioeconomic challenges.

Kids On Track has always relied on the support of the community to continue its important work.

For over 30 years, we have been dedicated to serving underserved populations and improving the lives of children and families in our community. We understand that it takes a village to raise a child, and we couldn't do it without the support of our partners, donors, and volunteers. Their contributions have helped us to provide mentoring, support services, and programs that have made a real difference in the lives of those we serve.

We are grateful for the ongoing support of our donors and look forward to continuing to make a positive impact in our community for many years to come. We know that our work matters, and that our history shows that when the community rallies around a cause, our whole city benefits.

We believe that every member of every one of our families holds intrinsic value, and we're working hard to support them as they tackle the challenges our world offers them.

**Thanks for thinking about getting involved in our cause. Let's do this.**

# Mission & Values

## Mission

Kids On Track is a community-building organization that provides hope, direction, and ongoing support for children, youth, and their parents. Educational, social, spiritual, and recreational elements are combined to deliver well-rounded programs. We cultivate relationships, encouraging participants in faith, character and leadership development, social skills, and a healthy lifestyle. We strive to support families experiencing limited opportunities due to various socioeconomic challenges.

## Our Values

### **Authentic Faith**

We have **Authentic Faith**, serving as Christ would serve.

### **Cultivating Community**

We are **Cultivating Community**, making room for connection and belonging

### **People First**

We put **People First** in our decisions and actions.

### **Generous Hearts**

We share our resources, time, and talents with **Generous Hearts**.

### **Pursuing Excellence**

We are **Pursuing Excellence**, always putting our best foot forward.

### **Responsible Stewardship**

We look after all we have been given through **Responsible Stewardship**.

# Policies and Procedures for Community Fundraisers

## **Approval**

In order to maintain the integrity and alignment of fundraising efforts with our organization's mission and values, it is essential that all community fundraisers seeking to raise funds on behalf of Kids On Track obtain approval from our team. This approval process ensures that the proposed fundraising initiatives are consistent with our organization's goals and adhere to established guidelines. By centralizing the approval process, we can provide guidance, support, and oversight to community fundraisers, helping them navigate potential challenges and ensuring that their efforts contribute positively to our cause. Approval times will vary based on the scope of each proposed fundraiser. To have enough time for approval and planning, reach out to us as early as possible!

## **Consultation**

Once your community fundraiser has been submitted for approval, a Kids On Track team member will reach out to you to discuss some of the details surrounding your event. If your event is approved, Kids On Track will send you resources to support your event including marketing materials, key messages, and other informational tools.

## **Promotion**

To maintain our organization's brand integrity, all promotional and advertising materials for community fundraisers supporting Kids On Track must receive our prior approval. This ensures consistency with our mission and messaging, enabling us to guide content and maintain a unified representation of our cause. This approach safeguards our reputation, provides accurate information to supporters, and fosters trust in all fundraising efforts.

## **Insurance and Permitting**

For certain events, community fundraisers may need to secure event liability insurance and obtain municipal permits, as required. These measures help ensure compliance with regulations and minimize potential risks, aligning with our organization's commitment to responsible and successful fundraising efforts.

## **Sponsorships**

Please note that Kids On Track does not secure sponsors for community fundraisers or provide direct contacts. However, we offer collateral materials and support letters to assist fundraisers in their efforts to secure sponsors. These resources provide valuable information about our organization and event, helping fundraisers approach potential sponsors effectively and fostering beneficial partnerships.

## **Staff and Volunteers**

The organizers of community fundraisers are primarily responsible for managing all aspects of staffing and volunteer coordination at their events. This includes recruiting, training, and overseeing volunteers to ensure the smooth execution of the event. However, in specific situations where deemed necessary, Kids On Track may consider providing additional support by sending staff and/or volunteers to assist with certain aspects of the event. This collaborative approach aims to enhance the event's effectiveness and impact while maintaining the autonomy of the fundraiser organizers.

# Policies and Procedures for Community Fundraisers con't...

## **Kids On Track Speakers**

Community fundraisers have the option to request a speaker from Kids On Track at their event. If interested, organizers can initiate this request by contacting their designated Kids On Track point of contact.

## **Tax Receipts**

When someone makes a donation of \$20.00 or more to Kids On Track, they are eligible for a charitable tax receipt. Kids On Track issues tax receipts in accordance with guidelines set by the Canada Revenue Agency. The donation must be made directly to Kids On Track and without personal return. In-kind donations (items or services) may be eligible for a charitable tax receipt. Please contact your Kids On Track contact for more details.

To issue a charitable tax receipt, we require the following:

- Donor's Name
- Donor's Mailing Address
- Donor's Phone Number
- Donor's Email
- Full Amount of Donation

Tax receipts from community fundraisers are processed at the end of the calendar year.

## **Other Donation Information**

Kids On Track will decline any donation that arises in whole or in part from activities that appear to violate federal, provincial, or municipal laws or that appear to compromise our organization's integrity, autonomy, or our mission, vision, and values.

Kids On Track will not accept any cash, real property gift, pledge of support, non-cash gift, or services, nor engage in any partnership with any company or other organization that produces products that are or may be harmful to the individuals we serve. Moreover, we will neither accept the aforementioned forms of support nor align with any company or organization that, in Kids On Track's judgment, exploits the individuals we serve in its product lines, advertising, marketing, workforce, or in any other manner.

Our organization will refrain from accepting any support that implies or necessitates an endorsement of products.

Recognitions for corporate support will be limited to the company's names, logos, or slogans that are established components of the supporters' identities, trade names, addresses, and telephone numbers.

We extend heartfelt gratitude for the donations received from individuals, corporations, foundations, and organizations that orchestrate events in support of our programs and services. All donations procured on behalf of Kids On Track will be directed towards advancing our mission and will adhere to the policies and procedures delineated here.

# Tips for Success

## A win for you is a win for Kids On Track!

### Understand the Cause

Get familiar with our cause, why it matters, and how people can donate or volunteer to make a difference in our community. Use our key messages and talk about the impact Kids On Track makes in the community!

### Refine Your Idea

Make sure your idea is a good one! Take time to brainstorm ideas for what kind of event you want to offer. Consider who might attend, and what people might do at your event.

Here are some ideas: bake sale, dinner party, charity auction, movie night, fitness challenge, art show, game night, pet parade, trivia night, craft fair, car wash, cooking class, book swap, dance party, and more!

### Don't Bite Off More Than You Can Chew

Avoid taking on more than you can handle to ensure a smooth fundraiser. Stay focused on feasible activities and commitments, allowing you to deliver a quality event that meets expectations without overwhelming yourself or your team.

### Set Realistic Goals

Setting realistic goals is essential for a successful fundraiser. Define achievable fundraising targets that motivate your supporters and reflect the resources and time available for planning and execution.

### Understand Your Audience

Understanding your audience is key to crafting a fundraiser that resonates. Tailor your approach, message, and activities to match their interests and values, ensuring a more engaging and successful event.

### Create a Backup Plan

Having a backup plan is crucial for unforeseen circumstances during your fundraiser. Prepare alternative strategies to address potential challenges, ensuring that your event can adapt and succeed even if things don't go as originally planned. Set a rainout date or secure an indoor venue!

### Choose the Right Time

Selecting the right time for your fundraiser is vital to maximize attendance and support. Avoid scheduling your event during times when Kids On Track is hosting major activities to ensure your fundraiser gets the attention and participation it deserves.



# Promoting Your Event

## How to promote like a pro!

### Online

Promoting your fundraiser through social media can be highly effective. Craft engaging posts that highlight your event's uniqueness and impact, using compelling visuals and clear calls to action. Remember that all marketing and promotional materials need to be approved by Kids On Track before posting to ensure consistency with our branding and messaging. Utilize our provided collateral and support letters to enhance your social media content and engage potential supporters effectively. We aim to approve online materials within two business days!

### Posters

Creating eye-catching posters is a great way to spread the word about your fundraiser. Design visually appealing posters that convey key details such as the event date, location, and purpose. Ensure all poster content aligns with Kids On Track's messaging and values. Remember that any posters you create must be approved by Kids On Track before distribution to maintain brand consistency and uphold our mission. Utilize the provided collateral and support letters to enhance your poster's visual appeal and communicate the importance of your event. We aim to approve posters within two business days!

### Emails

Leveraging email campaigns is an effective way to reach potential supporters. Craft compelling email messages that convey the significance of your fundraiser and its impact. Make sure to align your email content with Kids On Track's messaging and values. Utilize the provided collateral and support letters to enhance your emails, offering recipients a clear understanding of the event's purpose and how they can contribute.

### Word-of-mouth

Harnessing the power of word of mouth can greatly amplify your fundraising efforts. Engage in genuine conversations with friends, family, colleagues, and acquaintances to share your event's purpose and encourage their participation. The personal ask is a particularly potent tool – when you directly reach out to someone, explaining why their support matters, it can foster a deeper connection and increase their likelihood of contributing. Remember to highlight the impact their involvement will make and make it easy for them to spread the word further. Word of mouth can create a ripple effect, generating enthusiasm and support from a broad network of individuals who believe in your cause.

# Event Checklist

## Things to remember when planning your event.

### Before Your Event

- Brainstorm fundraising ideas
- Submit your event idea to Kids On Track for approval
- Check in on insurance and permit requirements
- Build your team that will help you run the event
- Recruit volunteers - friends, family, colleagues, etc.
- Plan your budget
- Find a location
- Determine what kind of entertainment you might have
- Schedule your event hour-by-hour, or as granular as you need
- Develop your promotional materials and submit them to Kids On Track for approval

### During Your Event

- Assign someone to be responsible for receiving donations
- Have Kids On Track donation forms on hand for donations of \$20 or more
- Hand out any Kids On Track brochures, postcards, or other materials you've requested
- Talk about Kids On Track, our mission, and our impact in Edmonton
- Highlight the various ways to get involved at Kids On Track (Donate, volunteer, advocate)
- Highlight your event and how other people can do this too!

### After Your Event

- Collect all donations and donor forms
- Thank your volunteers and lead team members
- Thank your donors and attendees
- Send all donations and donor forms to Kids On Track within two weeks of the event
- Take notes! Talk about what went well and what you might want to do better next time

Thanks for supporting our cause! Keep us in the loop and let us know if you need help. We want to ensure that your event is a success.



# Contact

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