



# Third-Party Fundraising Toolkit:

Children Without Borders



*CWB Volunteers at a fundraising event (2019 in Ajax, Canada)  
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# Table of Contents

Introduction.....3

**Planning Your Fundraiser**

Event Ideas.....5

Planning Your Event.....6

Promoting Your Event.....7

Online Resources.....8

To-Do Checklist.....9

**Applying**

Third-Party Event Terms & Conditions.....10

Third-Party Fundraising Application.....12

**Templates**

Thank-You Letter Template.....14



## Third-Party Fundraisers



Third-party fundraisers are fundraisers benefiting Children Without Borders that are coordinated and implemented by an individual or an organization in the community. Bake sales, silent auctions, board game tournaments—the options are endless!

### Children Without Borders (CWB)

CWB is a registered non-profit society dedicated to eradicating child labor in Afghanistan by investing in children’s education. We work in cooperation with provincial agencies, community groups, and faith-based organizations to develop educational opportunities and programs that helps eradicate child labor in Afghanistan.

Challenges facing children in child labor that we aim to address are included but not limited to:

- Lack of Access to Quality Education
- Homelessness
- Lack of Medical Care
- Malnutrition

**By Fundraising for CWB, you can help children of Afghanistan have a better future, through which they can help themselves, their families, and the country.**

Please see next page for fundraising ideas.

## Event Ideas



When selecting an event, consider cost and how much time it will take to organize. Also think about who would realistically participate. Do you have a group of friends that enjoy golfing? Great! A golf tournament would be an effective way to raise funds since your friends would be likely supporters.

### **Birthdays, weddings, graduations and other special occasions**

In lieu of accepting gifts, ask your friends and family to donate to CWB. It's a great way to show that you are grateful for what you have on your special day and would like to share your blessings with others.

### **Challenge events such as runs, walks or sporting games**

Host your own challenge event and ask participants to join or create a team and fundraise a minimum amount. You'll be doing something good for yourself and your cause.



A dinner served where proceeds go to CWB -- Ajax, Canada 2019

### **Bake sales, craft sales, car washes and other community events**

Turn your passion into a fundraising tool with the proceeds from your event being donated. Who doesn't love to eat a cupcake for a good cause?

### **Memorials and tributes honouring a loved one**

Create a fundraising page in tribute or in memory of a loved one.

### **School or corporate events**

Engage your students, co-workers, or employees. You can host a fun event like a bake sale, sporting game or silent auction.

In need of some more inspiration? Click [here](#).



## Planning Your Event



A well-planned event will help things run smooth and will increase the success of your fundraising. Here are some steps to follow.

### Build a Team

Recruit friends, family, and coworkers to help plan and execute your event. Delegating tasks to a group of people, instead of trying to do everything yourself, will make things easier.

### Pick an Event

Brainstorm ideas with your team and run them by your potential audience. Do they seem enthusiastic about participating? If not, you may want to choose something else!

### Resources

Make the most of the information that's already out there. The internet is full of fundraising resources from people and organizations who have extensive experience running successful fundraising campaigns. On page 9, we've listed a few for your convenience. Also speak to friends or family who have fundraising experience.

### Cost

Keeping costs low will increase the amount of funds that go to donation while also reducing financial burden on your end.

### Set a Goal

Set a realistic financial goal to reach. It will help motivate your team and encourage donors to give more in order to reach it.





## **Promoting Your Event**

It's important to get the word out early and often about your event. Below are some valuable mediums to utilize.

### **Word-of-Mouth**

Friends, family, co-workers—the more people know about your event, the better! Encourage them to share info about your event to their family and friends as well.

### **Social Media**

Using social media, such as Facebook Instagram, and Twitter, is an effective and free way to advertise your event. Encourage friends and family to share your event posts for maximum exposure.

We will be happy to share your event on our social media channels and website.

### **Posters**

Put up posters wherever you think your potential audience would see it: libraries, community centres, schools, coffee shops, bulletin boards, work, etc.

### **Traditional Media**

If you're planning a larger event, consider contacting your local newspapers, radio stations, and TV stations. Ask if they might be interested in doing a story in advance or sending someone to cover your event. If the reporter has a question about Children Without Borders, please have them connect with us at 1833- 292-5437.



## Online Resources

As mentioned earlier, the internet is a great place for fundraising resources from people and organizations with plenty of experience.



### Event Ideas

[101 Fundraising Ideas for Nonprofits](#)

[150 + Original and Easy Fundraising Ideas](#)

[44 Fundraising Ideas](#)

### Event Planning

[10 Steps to a Successful Fundraising Event Fundraising](#)

[Event Planning: The Step-By-Step Guide Fundraising Event](#)

[Planning Tips and Tricks from the Expert](#)

### Budget Planning

[How to Create a Budget for a Nonprofit Fundraiser](#)

[Fundraising Event Budget](#)



## To-Do Checklist



- Read the fundraising rules and regulations and filled the application form
- Create a fundraiser on your Facebook profile or platforms like GoFundMe
- Choose an event; review and utilize third-party fundraising toolkit.
- Promote your event via word of mouth, traditional and social media, email.
- Provide updates and encouragement throughout your event to keep your supporters engaged.
- If your fundraiser runs several weeks, send a “Last Call” message to your friends and family five days before your event end date so they can help you reach or exceed your fundraising goal.
- If you’ve received any funds by cash or cheque, please provide us with the funds within 90 days of the event end date.
- Show plenty of gratitude and thank each person who donated so they feel appreciated for contributing to your fundraising event (see our thank-you letter template on page 14).



## Third Party Event Terms & Conditions

This document outlines the terms and conditions necessary for conducting a third-party event/fundraiser for Children Without Borders (CWB).

### **THIRD PARTY EVENT/FUNDRAISER TERMS & CONDITIONS**

Thank you for your support of CWB. We want to ensure that your Event/Fundraiser is successful and that, together, we understand the lines of communication and responsibilities that we both have.

#### **General Terms & Conditions:**

1. One person must be chosen from your organization to act as Event/Fundraiser Coordinator, and this person must be identified as such on the Third Party Event Application.
2. The event must show sufficient potential for income and/or community awareness for CWB to warrant the use of the name and/or logo. We reserve the right to determine if your event meets these conditions.
3. Children Without Borders reserves the right to withdraw the use of its name at any time and will not assume any costs that may be involved in doing so.
4. In order to cancel the event, the Event Coordinator agrees to contact CWB at least 48 hours prior to the event.
5. CWB will not assume any legal or financial responsibility for the event or its promotion.
6. CWB is not responsible for any damage or accidents to persons or property.

#### **Promotional Terms & Conditions:**

1. CWB reserves the right to work with the Event Coordinator on promotional and/or publicity efforts
2. The name and logo of CWB are registered trademarks and use is not permitted without prior written permission from CWB. This includes the use of our name and/or logo on any printed or media form including but not limited to brochures, flyers, posters, banners, web site promotion, and press releases.
3. All information released to the media must be reviewed and approved by CWB prior to distribution.
4. The Event Coordinator assumes complete responsibility for making media contacts. It must be made clear CWB is not the organization requesting the participation of the media.



5. Existing CWB advertising in newspapers, on television or radio must not be used to benefit the event.
6. Application must be approved by CWB prior to publicizing or holding events.

### **THIRD PARTY EVENT TERMS & CONDITIONS**

#### **Financial Terms & Conditions:**

1. CWB has a legal obligation to be consistent with Canada Customs and Revenue Agency guidelines.
2. To ensure there is a distinction between CWB and all third party events, the Event Coordinator must handle all monies until the official donation is submitted to CWB.
3. All promotional materials must clearly state the percentage of proceeds that will benefit CWB.
4. Money raised must be received within 90 days of the event.
5. A financial accounting of the event income and expenses may be requested by CWB upon completion of the event.
6. CWB reserves the right whether, or not, to mention your name in the projects you helped raise funds for. If CWB wishes to mention your name, we will contact you prior to publicizing this and ask your consent.

#### **Tax Receipts:**

CWB will not be able to issue tax receipts for your donations at the moment.



## Third-Party Fundraising Application

### Section 1: Contact Information

Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/ Postal Code: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Minors: Are you under the age of 18? \_\_\_ Yes \_\_\_ No**

If yes, provide name of your Parent or Guardian \_\_\_\_\_

### Section 2: Fundraising Information

Fundraising Activity Name: \_\_\_\_\_

Fundraising Activity Description: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date(s): \_\_\_\_\_ Time: \_\_\_\_\_

Location/Address: \_\_\_\_\_

Is this event open to the public? \_\_\_ Yes \_\_\_ No    How many people do you expect to attend? \_\_\_\_\_

Will this be an annual event? \_\_\_ Yes \_\_\_ No

If there are costs associated with the event, will you be taking these out of proceeds? \_\_\_ Yes \_\_\_ No

If you are generating money through ticket sales/entry fees/product purchase, please indicate what percentage or amount will be donated to CWB. \_\_\_\_\_



What insurance covers the event/promotion? \_\_\_\_\_

Please list any other organizations attending/benefitting from this event.

\_\_\_\_\_

How do you plan to promote the event? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Section 3: Children Without Borders' Participation

Are you requesting CWB literature be at the event/promotion?

Yes  No  If possible, but not required

Are you requesting attendance by CWB staff or volunteer?

Yes  No  If possible, but not required

If yes, purpose of attendance \_\_\_\_\_

Please read and sign below.

I/we hereby understand, agree and submit the following:

**Children Without Borders will not assume any legal or financial liability for the above referenced fundraising activity. Furthermore, I/we understand and agree that Children Without Borders must approve, prior to any printing and distribution, any use of its name or logo.**

\_\_\_\_\_  
Third-Party Fundraising Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
CWB Representative Signature

\_\_\_\_\_  
Date

Please return the Third-Party Fundraising Application to: [Info@childrenwithoutborders.ca](mailto:Info@childrenwithoutborders.ca)



## Thank-You Letter Template

Date

Name

Address

City/Province/Postal Code

Dear [name of donor],

Thank you for your donation of [enter dollar amount] to our [name of third-party fundraiser/event]. Collectively, we raised [enter dollar amount].

Currently, every morning millions of children go to labor work instead of school. Most of these children have either lost their mom or dad or some in cases both. Our aim by raising funds at [enter event name] has been to make sure we give these kids the opportunity to go to school and build a strong future for themselves and their families.

Thank you for making a difference in the lives of children who are out of school.

Sincerely,

[name of event organizer]

