


Third-party events fundraising information kit



adeara

A photograph of a woman with blonde hair tied back, smiling and hugging a young child with curly blonde hair. The woman is wearing a patterned tank top, and the child is wearing a light blue tank top and pink pants with a heart pattern. They are outdoors in a sunlit field with trees in the background. The text is overlaid in the upper right corner.

My daughter is my most precious gift and, because of Adeara, she and I are reconciled through Christ. I am empowered, and now I can empower those around me with my newfound voice and the example of my new life.

– Mavis L.



About Adeara

For 20 years, Adeara has worked fearlessly to provide hope, healing, and restoration to women struggling with addiction, poverty, trauma, and abuse. During that time, we have helped more than 600 women and their families rebuild their lives. But our work is not done yet.

The need for addiction recovery services in our community continues to grow, and we've set some ambitious goals to help us build for the future. We want to reach more women and children in crisis, expand our services, and collaborate with community partners on the creation of a new, larger facility.

Adeara is an accredited, long-term residential addiction recovery centre for women and their children staffed by a team of caring professionals. Our aim is to empower women on their journey to create lasting change in their lives. At Adeara, women are provided with the support and skills they need for real life change from the struggle with substance abuse, eating disorders and behavioural addictions, and other mental health concerns.

You can help us ensure that the most vulnerable women in our community—women suffering from the effects of addiction, trauma, and abusive situations—have a chance to recover in an environment of compassion, dignity, respect, integrity, and accountability.

Rebuilding even one woman's life can break the cycle of addiction and create a lasting positive impact that can be felt across our community.

We're ready to grow forward, together.

Adeara's third-party events fundraising information kit

Thank you for choosing us as the beneficiary of your event. Third-party events are a great way to raise funds for Adeara. From pop-up markets to soccer tournaments, you can plan an event that will help more women and their families access the life-changing programs and services we offer.

This information kit will help you plan a successful fundraiser within Adeara guidelines. Before you plan your event, please read this document. If you have any questions, please let us know.

Adeara's policies and procedures on how we support you through your Third-Party Fundraising Event/Initiative

Approval

Before you host a third-party fundraising event for Adeara, please contact us at office@adeara.ca to discuss your event and receive approval from an Adeara representative. Approval is based on the type of event proposed, the theme, and the financial viability of the event. We reserve the right to withhold the use of our name and logo from any event that does not support our vision and mission.

Next steps

Once you have submitted your Third-Party Fundraising Agreement, a representative from Adeara will contact you. If your event is approved, Adeara will send you several resources to support your event planning and promotion, including logo files in various formats, posters, brochures, videos, graphics, key messages, links to social media handles, and more.

Promotions

Adeara must approve all promotional/advertising copy featuring our logo. If you're designing your own poster, please send it to Adeara for approval so we can ensure it meets our Brand Standard Guidelines before you display or distribute it. All promotional material must state that your event is "in support" of Adeara.

Insurance and licenses

If you're holding your event on public property, you may require public liability insurance. Be sure to check with your event venue or municipality to make sure you're covered. Adeara does not provide insurance coverage for any Third-Party Event, nor will we assume any legal or financial responsibility relating to the fundraising event or event organizer. The event organizer must provide proof of insurance, if requested. Many venues will already have appropriate licenses (e.g. liquor licenses), but do your due diligence and confirm these details before booking your event.

Sponsorships

Adeara will not solicit sponsors on behalf of the event organizers, nor will we provide contacts for sponsorships. We will provide you with a letter stating that we approve of you seeking sponsorships for your event in support of Adeara.

Staffing and volunteers

As an event organizer, you will be required to provide all staffing and recruitment of volunteers for your event. We are happy to provide a letter to your volunteers recognizing them for the volunteer hours they contribute to your event. If you have a volunteer who requires a letter, please contact our office. Involvement of Adeara staff and volunteers will be at the discretion of Adeara and will be based on availability and the nature and location of your event.

Adeara speakers

When possible, we are happy to attend third-party events to speak about Adeara, who we are, and what we do. We cannot guarantee that a representative will be available to attend or participate in your event, but we will do our best to accommodate your request. To book a representative to speak at your event, please email bethany@adeara.ca.

Tax receipts

When you make a personal donation of \$25.00 or more to a registered charity, you are eligible to receive a tax receipt. Adeara issues official income tax receipts in accordance with the guidelines set by the Canada Revenue Agency. The donation must be made directly to Adeara (e.g.: a cheque written out to Adeara) and without personal return. In-kind donations (items or services) may not be eligible for tax receipts—please contact our office at 780.423.5516 to confirm eligibility.

Please note: We require the following information to properly process a tax receipt: Donor's Name, Donor's Mailing Address (including postal code), Donor's Telephone Number, Amount of Donation. Tax receipts cannot be processed by Adeara unless the event organizer remits the funds. Processing of tax receipts takes place at the end of the fiscal year and calendar year.

Donations policy

Adeara 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 Adeara's integrity, autonomy, or our mission, vision, and values.

Adeara will not accept any cash, real property gift, pledge of support, non-cash gift, or services, nor enter into any partnership with any company or other organization that produces products that are or may be harmful to the persons served by Adeara. In addition, we will not accept any of the above or support from any company or organization that in the judgment of Adeara exploits the persons served by Adeara in its product lines, advertising, marketing, workforce or in any other way.

Adeara will not accept any support that implies or requires an endorsement of products.

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

We are very thankful for all the donations received from individuals, corporations, foundations, and organizations that coordinate events in support of our programs and services. All donations solicited on behalf of Adeara will be used to further our mission and follow the policies and procedures outlined here.

Your Event

Here are a few important things to consider before you start planning your third-party event.

1 Get in the know

People are more likely to donate or volunteer to help if you can clearly articulate why this cause is important and why you need their support.

2 A good idea can sell itself

Brainstorm, research, and test out your fundraising idea on friends, family, and colleagues. Would they be likely to attend and/or give?

Here are some event ideas to get you inspired: auctions (art, silent, service), bottle drive, trivia night, movie night, sports tournament, benefit concert, school dance, rummage sale, walk/swim/skip-a-thon, casual day, 50/50 draw, fashion show, food sale, gala event, games tournament, cook-off, benefit BBQ, speaker series.

3 Know your audience

Who are you trying to attract to your event? Tailoring the size of your event to the size of your potential audience helps you narrow down options for suitable events and venues, and will give you a better idea of how much planning and promotion will be required in advance.

4 Set realistic goals

Setting a realistic fundraising goal helps motivate your team members and gives your supporters something to work towards. This often encourages them to be more generous to ensure you achieve your goal.

5 Don't over-commit yourself

Give yourself enough time and enlist adequate help to ensure that all the elements of your event can be completed successfully.

6 Have a back-up plan

Make sure you have a contingency plan, especially if your event is dependent on unpredictable factors like the weather. Setting a rain date or arranging an indoor venue as a backup may take a bit of extra planning upfront, but it will help ensure that the results of your hard work aren't limited by factors you can't control.

7 Timing is everything

The timing of your event often determines how successful it will be. Check out whether there are competing events on the day or at the time you've chosen. To give your event special relevance, schedule its theme to coincide with special days. For example, the Canadian Centre on Substance Use and Addiction (CCSA) joins organizations across the country in observing National Addictions Awareness Week (NAAW) every year in November.

Promoting your event

Online promotion

Social networking sites such as Facebook, Instagram, and Twitter are quick and efficient ways to spread the word about your event to all your friends and followers. For example, Facebook event pages are a great way to inform everyone in your contact list about your event. You can also ask them to share the event with their friends via Facebook. Be sure to tag or mention Adeara so we can share the post with our followers too. Consider contacting online event calendars that serve your community, such as municipal or community centre websites, to see if they will accept a posting for your event.

Posters

Be sure to send any event posters you have created to Adeara prior to distribution so that we can review and approve them.

Email blast

Send promotional emails to your contact list and ask them to share within their own networks.

Media

If you're planning a large event, you may want to send a press release to local newspapers, radio, and TV stations to see if editors are interested in doing an advance story, covering your event, or taking photos. Local news outlets love human interest stories, but they receive so many requests to cover fundraising events that you often need to have a unique angle, so don't be discouraged if they don't respond to your release.

If a reporter does contact you, tell them about your event, what you have planned, why you're doing it, and so on, but if a reporter has any questions about Adeara, please refer them to us directly. If the media doesn't cover your idea for a story, you can still get media promotion on their daily event calendars by submitting a media advisory a minimum of one week in advance. Be sure to follow up with all media outlets a couple of days in advance of your event to make sure they received your advisory and intend to list it on their event calendars.

Planning checklist

Use these step-by-step checklists to help you plan a successful fundraising event.

Before your event

- ☐ Brainstorm fundraising ideas
- ☐ Check into any possible safety or legal issues (e.g. are permits required for your event?)
- ☐ Determine how many people you will need to help you execute your plan
- ☐ Enlist volunteers – friends, family, colleagues, or other motivated people
- ☐ Let Adeara know about your event by contacting us
- ☐ Plan your budget
- ☐ Find a suitable location
- ☐ Determine your entertainment needs (e.g. music, MCs, AV equipment, band, comedian, auctioneer)
- ☐ Schedule your event
- ☐ Promote your event, ensuring that all materials with the Adeara name/logo have been approved prior to use

During your event

- ☐ Assign someone to be responsible for handling the donations
- ☐ Have an Adeara donation form handy for donations of \$25 or more (this will be sent to you after your event has been approved)
- ☐ Display and/or distribute Adeara brochures

After your event

- ☐ Collect the funds
- ☐ Thank your volunteers
- ☐ Thank your donors
- ☐ Compile all of your donation forms and money collected, and send them to Adeara within two weeks of the event
- ☐ Learn from your mistakes and successes: evaluate your event and take note of what worked, what didn't, and useful contacts for future events

We are here to help! Please keep in touch with Adeara as you move through the process of planning and executing your fundraising event.

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