



CASA
PUEBLITO

TOOLKIT

A GUIDE TO
CREATING YOUR
OWN FUNDRAISER





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*Compassion
and social justice
across borders.*

MISSION Casa - Pueblito facilitates community development and intercultural learning with a focus on youth in Canada and Latin America.

OUR VALUES



SOLIDARITY



SOCIAL JUSTICE



TRANSPARENCY



INCLUSIVENESS



EDUCATION



SUSTAINABILITY

OUR PROJECT AREAS



Our mission is to facilitate community development and intercultural learning with a focus on youth in Canada and Latin America. We do this by working in solidarity with our community partners to tackle community-identified needs and create positive change in 6 program areas. Check out our website for details on each project!

OUR VISION

Our long-term goal is to improve the lives of the communities we serve and work with. We imagine a world in which all peoples' basic human needs are met with dignity and where children, youth, women, families, and entire communities can fulfill their capabilities. We have a vision for a just and equitable world in which partnerships across borders bridge global disparities and create new opportunities for all. We will know we have reached our goal, when all communities are self-sustainable and when our partner communities no longer need us.

FOOD & WATER SECURITY

Everyone should have access to nutritious food and safe drinking water.

ENVIRONMENTAL JUSTICE

We encourage the meaningful engagement of community members in activities that promote environmental justice.

HEALTH & SANITATION

We aim to improve health conditions and reduce risk of disease by providing access to basic sanitation and hygiene services.

EDUCATION & CULTURE

We try to understand the world from the standpoint of others different cultures and experiences to educate ourselves and others to take action together in addressing local and global issues.

GENDER EQUALITY

We are constantly working to make our projects, our partnerships, our hiring practices and our governance structures inclusive to all. Through our programming, we combat inequality between men and women.

HOW TO PLAN YOUR FUNDRAISER



Community fundraisers boost the public's awareness of Casa – Pueblito and our diverse programs, promote community involvement and raise essential funds for our programs. You can help us raise money that will assist Casa – Pueblito in continuing to facilitate community development and intercultural learning with a focus on youth in Canada and Latin America. Every little bit helps and we appreciate your efforts to help us raise money for our programs.

HOW TO PLAN YOUR FUNDRAISER

Throwing your own fundraising event or making us your charitable partner for an existing event is easy and we are here to help you. To get started, follow the S W's of successful planning:

WHY

is this important to you and why would it be important to others? People will get excited about our cause if you can articulate why you need their support.

WHERE

will you hold your event? If you're not using your own home, make sure you budget for the cost of renting a venue in your plan.

WHAT

kind of event do you want to plan? Choose something that interests you and will be fun for you to plan. Be creative! You aren't only limited to our suggestions.

WHO

will attend your event and how will you communicate with them? Facebook is a great resource, but email and word of mouth can't be forgotten!

WHEN

will the event take place? Make sure you plan for a day and time that works for you so that you don't have to change it last minute- your guests need to plan too!

*How will you accommodate for disaster? Have a back-up plan. Make sure you have a 'plan B,' especially if your event is dependent on factors like the weather.

REGISTER YOUR EVENT!

Casa – Pueblito requires three (3) weeks' notice prior to any fundraising event. To register, please contact Casa – Pueblito at info@casapueblito.org or 416-642-5781.

SHARING YOUR CAUSE

SOCIAL MEDIA



Social media platforms like Twitter, Facebook, and Instagram make it easy to advocate for Casa - Pueblito. It's as simple as liking our pages and posts, and sharing a few links with your friends and family. Facebook's "Create an Event" page is also a great tool to organize and promote the event you're planning. And the best part is- there's no extra cost! Spreading the word at the click of a button!

BACK TO THE BASICS

Don't rule out the power of posters! If you're part of a club at school or otherwise, designing and putting up posters is also a great group bonding activity. No matter what your creativity level, getting everyone involved is a fun way to get excited about your event!

STRIKE UP A CONVERSATION

Starting up that first conversation can be difficult. But as third party event organizers, we hope that you're able to help us get others interested in Casa - Pueblito by sharing a little about what we do and where they can go to find out more. We've created a 5 minute elevator pitch to get started, but feel free to give it your own flair!

HELPFUL TIP

The more personal you can be, the easier it is. Why is Casa - Pueblito something that you're passionate about? Sharing your personal story is the best way to inspire others to get involved.

Have you heard of Casa - Pueblito? It's charity that builds intercultural learning between Canada and Latin America, and social justice movements. This year, we're working on a few different projects like digging wells for a community in Granada, Nicaragua. Right now, this community doesn't have access to clean water because of their geographic location and our wells will make a huge difference. I've been volunteering with Casa - Pueblito for *x amount of time* and it's been an great experience for me to learn and work towards something I believe in. Getting involved is really easy and there are lots of different things you can do to help out. If you're interested in learning more, you can check out our website or send us an email.

EVENT IDEAS

When it comes to event ideas, the opportunities are endless. We've started this list to get your creative juices flowing. Feel free to use one of these ideas or make your event entirely your own!

GARAGE SALE

Everyone's got that closet they avoid. But one person's junk is another person's treasure! And what better motivation is there for cleaning out your closet than supporting a great cause? Need more motivation? Collaborate with a friend or neighbour and pool your earnings together!

HOLIDAY PARTY

Tis' the season! Whether your office already holds an annual holiday party or you're organizing a party on your own, we're all feeling a little more generous over the holidays. Support us by keeping a donation jar, asking to receive donations instead of gifts this year, or even just talking about us- everything helps!

SPORTING EVENT

Organizing a tournament for a sporting event is a great way to give back *and* get active. Some event ideas include soccer, football, golf, hockey, and chess. To raise the funds you can charge a registration fee to participate and/or sell tickets to watch the matches. Don't forget to account for the venue fee!

ARTS AND CRAFTS SALE

Feeling crafty? You'd be surprised by the artistic talents of your friends and family. Showcase your creative side in an arts and crafts sale to support an organization you love. Get together and hold a fun craft night with all your friends to build your stock before going public.



OTHER GREAT IDEAS

Don't feel limited by our suggestions! Here are a few other ideas to get you going:

- BBQ
- Dinner Party
- Run/Walk
- Auctions- live or silent
- Raffle
- Trivia Night
- Church function
- Ticked party/function
- Bake Sale

Pressed for time? Keeping a donation jar at work or at events you're already hosting is an easy way to stay involved.

FOR SCHOOLS & UNIVERSITIES

Looking to get involved with something bigger than yourself? Starting your own club or partnering with Casa - Pueblito can be a great way to enrich your future career and develop your personal interests.

STARTING A CLUB 101

1

BRAINSTORM

- Gather your friends and other students who are interested in creating a new club.
- What social issues or topics are most interesting or most important to the group?
- Decide on a name you all agree on.

2

PLANNING

- Register your club with your school or university.
- Does your school have funding for clubs? Figure out your budget and plan activities accordingly.
- Assign roles within the group (ie. President, Secretary, Event Planner, Social Media).

3

KEEP IT SIMPLE

- For your 1st year, focus on just one major project or event to fundraise for your cause.
- Learn more about Casa - Pueblito and how it relates to your club. What values do we share?
- Set up Facebook and Twitter to share and advertise what you're learning and doing with the world.



Organizing a club or event is a great way to get involved with your school, community, and peers. This is also an amazing opportunity to earn volunteer hours and strengthen specific skills for your resume!



HOW CAN WE HELP YOU?

- Processing tax receipts (where applicable – see below for more details)
- Casa – Pueblito promotional materials (e-mail sign-up sheets, brochures, business cards)
- Event information on Casa – Pueblito website
- Support and promotion via Casa – Pueblito’s official social media pages

DONATIONS/TAX RECEIPT GUIDELINES

1. Tax receipts are available to people at your event that make a personal donation to Casa - Pueblito. The donation must be made directly to Casa Canadiense – Pueblito Canada. All donations of \$20 or more are eligible for receipts. Donations “in-kind” (item or service) may not be receiptable. We require the following information to properly process a tax receipt:

- a. Donor’s name
- b. Donor’s full mailing address
- c. Donor’s telephone number and/or e-mail address
- d. Amount of donation and payment type

2. Casa - Pueblito can provide you with a generic template form for this purpose. Tax receipts cannot be processed by Casa - Pueblito until the event organizer sends the funds to our office. Processing tax receipts takes approximately two (2) weeks after the donation has been received at the Casa – Pueblito office.

ADDITIONAL RULES & REGULATIONS

- Names and logos are registered trademarks; all materials must have approval from Casa – Pueblito.
- Money raised must be received within 2 weeks of the event.
- Donor information (for charitable tax receipts) must also be received within 2 weeks of the event.
- Any promotional materials must state that your event is “in support” of Casa - Pueblito and is not an official Casa – Pueblito event.
- The Third Party event host is responsible for any permits, licenses, and insurance.

THANK YOU!

Nothing would be possible at Casa - Pueblito without amazing supporters like you! Only with your support can we continue to change lives and work towards building stronger communities across borders.

Thank you for believing in our work as passionately as we do!