



pueblito

Creating a Foundation for Life through Child and Youth Development



THIRD PARTY FUNDRAISING EVENT GUIDE

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WHAT ARE *THIRD PARTY EVENTS*?

Third Party Events are fundraising events that community groups (e.g. school groups, faith based groups, corporations or unions) organize to help raise funds necessary for Pueblito Canada to operate our innovative international development programs to help Latin American children who live in poverty. All *Third Party Events* for Pueblito require written approval from Pueblito prior to the event taking place. **Events will be approved if they are consistent with our mission statement and values.**

This guide will assist you as you plan your event. We will support you and your event as much as possible to help it be a success.

GUIDELINES

The purpose of this package is to provide your group with guidelines and suggestions only-the event is what you make it! Be creative!

- ✓ Complete an event submission form (event proposal & budget). **All third party events need to be approved by Pueblito.**
- ✓ Check with Pueblito Head Office before confirming a date for your event, in order to ensure that it does not conflict with other events in the community.
- ✓ Event proceeds must be received by Pueblito within 30 days of the event.
- ✓ In order for tax receipts to be issued (if eligible), please send us all required information, including the '*Post-Event Financial Summary*', within 30 days of the event.
- ✓ Pueblito reserves the right to request a representation from the auditor/public accountant of the company/organization stating that the revenue and expenses are accurate as presented in '*Post-Event Financial Summary*' for the event.
- ✓ Have fun!! Pueblito applauds your dedication and hard work. We hope that you have a memorable and exciting experience.
- ✓ Please contact our Executive Director if you have any questions or concerns at 416-642-5781

PUEBLITO CAN PROVIDE:

- ✓ You must have permission to use the Pueblito logo prior to the event. All printed material that will display Pueblito's logo must be submitted for review and approved prior to printing and distribution.
- ✓ Monetary donations are eligible for tax receipts, according to Canada Revenue Agency guidelines. Full contact information for donors must accompany each tax receipt request along with the donation amount and cash or cheque. Pueblito will issue tax receipts directly to donors after the event.

- ✓ Please ask us for literature on Pueblito to have displayed at your event.
- ✓ We may be able to have a staff member speak to your group or at the event depending on the location and timing. Please note we normally require three weeks notice to arrange a speaker.
- ✓ A letter of endorsement for the event once:
- ✓ A completed '*Event Proposal & Budget*' form has been received and approved by Pueblito.
- ✓ The date and venue for the event have been confirmed.
- ✓ Approval for the use of Pueblito's name/logo.
- ✓ Advice and expertise on event planning.
- ✓ Advice and expertise on any additional licensing or insurance coverage that may be required for your event.
- ✓ Charitable tax receipts according to the Canada Revenue Agency (CRA) rules and regulations.

PUEBLITO REGRETS THAT WE CANNOT PROVIDE:

- ✓ Funding or reimbursement for event expenses.
- ✓ Mailing list or email lists, such as donor lists.
- ✓ Promotion and/or advertising of the event.
- ✓ Guarantee attendance of Pueblito staff and/or volunteers at the event.
- ✓ You are responsible for insurance and licenses/permits. Pueblito does not accept legal responsibility for third party events.
- ✓ Event organizers are responsible for ensuring adequate insurance for event; Pueblito Initiatives is not responsible for any damage, accidents to persons or property.
- ✓ Event organizers are responsible for obtaining all necessary permits and licenses; Pueblito Initiatives will not assume any legal or financial liability.
- ✓ Where applicable, the event organizers must provide proof that licenses and insurance have been established prior to the event.
- ✓ Coordination of applications for any licenses the event may require, i.e. liquor, bingos, raffles, etc.
- ✓ Coordination of ticket sales and/or corporate sponsorships.
- ✓ Solicitation for prizes, auction items and/or awards.
- ✓ Pueblito takes no responsibility for the success or failure of an event, damage, or injuries. All damages, expenses and financial losses are the responsibility of the organizer. Pueblito does not accept any financial responsibility for third party events.

RECOGNITION

We at Pueblito are very grateful that you have decided to organize an event to our benefit! Your efforts will be recognized in the next issue of our newsletter, as well as on the Pueblito website.

ABOUT PUEBLITO

Our Mission: Extreme Poverty robs young children of their right to survive and thrive. Creating a foundation for life through Early Childhood Development, Pueblito works with families and communities to support the growth of health and happy children in Latin America.

Our History: Pueblito started in 1974 when a team of passionate, United Church-affiliated Canadians decided to join their efforts to make a difference of a better life for children in Latin America. Led by Peter Taçon, the group founded a Children's Village in Costa Rica. This project entailed the creation of a village of homes in which street children lived with Costa Rican couples who were selected to be foster parents. The village would serve as an alternative model to government orphanages and offer street children the chance to grow up in a family environment. The Costa Ricans who participated in this project called it "pueblito" – Spanish for "village." From 1975 to 1980, Pueblito Canada worked in partnership with Asociación Pueblito Costa Rica to develop the children's village. Costa Rican officially took over full responsibility for the village in 1989.

In the 1980s, Pueblito broadly expanded its work to other countries in Latin America. Following the devastation of Hurricane David, Pueblito replicated the model in the Dominican Republic. Joining efforts with local partners, we supported a wide variety of development programs for children in poor communities. This included vocational training projects for adults and youth, in the belief that training parents would help to keep families together and prevent child abandonment. Pueblito also supported health projects, micro-enterprise development, micro-credit programs, a leadership training institute, and services for abandoned children. We also took on short term projects in Argentina, Brazil, Colombia, El Salvador, Haiti, Mexico and Perú. Pueblito supported health clinics, community based childcare centres, services for refugee families and disaster relief.

Currently, Pueblito is focused on the Central American country of Nicaragua, where the need is greatest. In conjunction with local partners, we run two Early Childhood Development programs:

Preschool Lunch Program

Pueblito Canada is funding a nutrition project in on of the poorest sectors of the capital city, Managua. Over 300 preschool-aged children are ensured proper nutrition through our Preschool Lunch Program that runs in conjunction with three local community-run preschools. This ongoing program will be expanded to reach more children in 2009.

¡Artworks2!

¡ArtWorks2! aims to improve the quality of preschool education in Nicaragua. In partnership with FUNARTE, a local art and education organization, community preschool teachers in remote rural areas are finally being provided with the knowledge and skills they require to meet the learning needs of the children. The quality of education in Nicaragua is definitely improving!

How We Work: Pueblito Canada originally used the child sponsorship to fundraise for its programs; however, it became a critic of this model and stopped using it in the late 1980s. Instead, Pueblito now appeals to Canadians by describing our work in terms of how we interact with communities - the teachers, the parents, the visionaries and the leaders - in benefit of each and every child in that community.

While originally focusing on child and youth welfare in general, in the last 10 years Pueblito has begun to concentrate its efforts in the area of Early Childhood Development (ECD). Pueblito made this decision upon analyzing the current context and realizing that projects in Latin America for children aged 0 to 6 were gravely underfunded. In targeting the youngest of children, Pueblito is present at the most important stage of a child's development. Through our projects, we are ensuring a proper foundation for life for every child in Latin America.

Pueblito Canada has evolved into a well respected international development agency dedicated to providing quality Early Childhood Development (ECD) programs and services for young children in poor communities in Latin America. Working in partnership with local non-governmental organizations, Pueblito provides capacity building and financial assistance to develop culturally appropriate, innovative ECD programs that benefit children directly. At the same time, we involve and mobilize the families and communities who surround these children.

Pueblito is proud of the reputation and high rating from the Canadian International Development Agency (CIDA) which has described us as: "...a serious, dynamic, responsible, experienced organization with all the means at its disposal to obtain the best results in the field of Early Childhood Development (ECD). Pueblito deserves to be supported by the public and adequately backed by Canada 's official development assistance funds." (CIDA, December 2002).

SOME SUGGESTIONS FOR EVENTS

The following are only suggested events that you and your group can organize to raise money for Pueblito. We can provide more information on the events listed below after you have selected the type of event you want to operate.

GARAGE SALES

Almost anyone can organize a garage sale because it requires little in the way of specialized expertise or equipment. The procedure is simple: the group solicits donations from members and friends, as well as from private garage sales. Groups may organize and staff the event themselves, or enlist the support of a sponsor. The event itself is very relaxed and casual; customers and volunteers simply negotiate until they arrive at a mutually agreeable price. Funds are also raised through donation boxes, button sales, and the sale of refreshments. For a festive touch, include face-painting or kids' games.

HOUSE PARTIES

Hosting a party is a perfect way to share good times with friends while raising money for a great cause. Almost any kind of home entertaining can become a party—a potluck dinner, a weekend brunch, a hockey playoff party, a cocktail reception, a birthday party, an anniversary celebration, or a formal dinner party. Just invite your guests to provide a donation to Pueblito instead of bringing the host or hostess a gift. To make the event more exciting, plan it around a great party theme, such as a Casino Night, Hawaiian luau, Murder Mystery Party, or Wine and Cheese Party.

MORE FOOD RELATED EVENTS

The **bake sale** is a low-cost event requiring minimal labour and lead-time provided enough volunteers contribute baked goods. Organization is further simplified by having volunteers package and price their own goods according to standardized guidelines, rather than having one or two individuals perform that arduous task themselves. Although traditionally a fundraiser for smaller groups with modest revenue goals, the bake sale can also be organized on a large scale to realize significant profit.

An **outdoor barbeque** is a great opportunity to take advantage of crowds drawn to large community events in your area. Traditionally, barbeques offer hot dogs, hamburgers and veggie burgers. Basic condiments (ketchup, mustard and relish) are essential, and the sale of drinks is a must. This project is most successful as an annual event because it tends to improve as organizers gain experience. A barbeque is also the perfect opportunity to let your volunteers get to know one another, not to mention have some fun!

RAFFLES AND AUCTIONS

Raffles are considered a form of gambling in Canada, and are legal only if certain provincial regulations are met, and if funds are raised for charitable purposes. The raffle consists of the sale of a number of tickets, each of which represents the chance to win a prize. On a specified date, a draw is held to determine the winner or winners. Although they can be effective fundraisers, raffles can be difficult to organize because they are governed by complex provincial laws, and because a large and committed body of volunteers is necessary to sell tickets. *Please be sure to apply for your permit at least 3 months before your event.* They are ideal, however, for maximizing the profits of other special events. A raffle can either be included in the price of admission to create a value-added package, or it can be used to take advantage of the captive audience of supporters drawn together by your event.

A **50/50 draw** is not usually a separate event in itself; rather, it is a welcome addition to most other fundraising events. It is the type of fundraiser that can definitely give you the extra push you need to reach your fundraising objective for any given event. A 50/50 draw is very simple to both operate and understand. Numbered tickets are sold at a fixed amount each: for example, \$2 per ticket or three tickets for \$5. At a predetermined point during your main fundraising event, you can hold the 50/50 draw. With minimal time and effort required, a 50/50 draw is an easy fundraising project. This event, however, is essentially a raffle and, therefore, considered a form of gambling in Canada. Raffles are legal only if certain provincial regulations are met and if funds are raised for charitable purposes. Keep in mind that you must obtain a *temporary gaming or lottery permit* early, if you plan to hold a 50/50 draw. Nevertheless, if careful consideration is given to the provincial

regulations regarding gambling, a 50/50 draw has the potential to be a very effective fundraising project.

The advantage of the **charity auction** is that it allows individuals to give at the level they are comfortable with; a large selection of items and services ranging from very modest to very valuable will ensure that the few individuals capable of giving more will be able to do so, but without excluding the more frugal donor. The critical part of any auction is the ability to secure donated items and services, thereby substantially reducing your costs. Successful auctions also offer unique items and services often unavailable to the consumer public (e.g., sweatshirt autographed by the cast of a popular musical production, an opportunity to program and direct a two-hour radio station time slot, autographed sports memorabilia, etc.). Large auctions are best held on their own rather than in conjunction with other events, which may distract your audience and reduce your profit. However, it is customary to serve food and refreshments before the event and to have a cash bar available.

A **silent auction** is usually held in conjunction with a live auction or another special event. In a silent auction, bids are written on a sheet of paper beside the item on display. Bidders have the option of returning periodically to check on the progress of the item in which they are interested. A silent auction takes minimal preparation, yet it still can be quite successful. Moreover, it is a good way to auction off items of a modest value.

A-THONS

Almost any activity can be made into an “**A-Thon**”. In general, “A-Thons” can be an easy and fun way to raise money. There is almost no limit to the types of tournaments that you can organize. Three common types are bowlathons, golf tournaments and board game tournaments.

A common “A-Thon” is the classic **Bowlathon**. Participants simply ask family and friends to pledge either a flat amount, or a certain contribution per point achieved. A bowlathon is not only the perfect opportunity for your volunteers to get to know each other, but it can also be very profitable, especially if the lanes and shoe rentals are donated. You may wish to organize a more formal, competitive event involving a sponsor, extensive promotion, or perhaps even celebrity and media participation.

The popularity of golf has made it a great avenue to gather people together and raise money for charity. **Golf tournaments** are a lot of fun for players of all levels of experience. However, as fun as a tournament is, it does require some preparation and planning to pull the big event off. Organization and early planning are key to the success of this type of tournament. So, start early!

You could also organize a **Board Game Tournament**. Choose a popular board game such as Monopoly, Trivial Pursuit, or Scrabble and invite your friends, service groups, or businesses to play for prizes, or just for fun. Funds can be raised through entry fees or "athon" type pledges.

Other types of A-Thons include: yoga-thons, dance-athons and knit-athons. Be creative, you can make almost any activity “A-Thon”.

TIPS FOR SUCCESS

The most important way to ensure that your event is successful is to plan carefully. Start with brainstorming event ideas (even if your group already has an idea about what it wants to do). This process could lead to new ideas for your event. In your planning be as detailed as possible. If you brainstorm and plan your event thoroughly, you should be able to foresee most issues that could arise at your event (there will be occurrences that you did not foresee). Develop a work plan and set deadlines for tasks to be accomplished. Also ensure that your budget is realistic and keep detailed records of your expenses.

Promote your event. Put up posters in your neighbourhood. Use local newspapers to promote your event (e.g. NOW magazine and neighbourhood focused newsletters). Ask your committee members to promote your event at their workplaces. Send out an email notice. If you are from an organization, use your website to help promote your event.

FINAL THOUGHTS

First, thank you for helping Pueblito! Community engagement is a cornerstone of our future success. We will work with you to assist you with your event. After the event has been approved, please keep in touch with us. Let us know how your planning is going. Also ask us for help if needed!

