



sherbourne HEALTH



Community Fundraising Toolkit

Sherbourne Health

Sherbourne Health is a dynamic provider of integrated health services, community programs and capacity-building initiatives that enable people and diverse communities to achieve wellness.

Our priority populations are 2SLGBTQ+ people, newcomers to Canada, people experiencing homelessness, and those living in the Downtown East Toronto neighbourhood.

Your support makes our work possible.

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Community Giving Makes a Difference

Thinking about hosting a fundraiser? Our Community Fundraising Toolkit has you covered for both in-person and online events, providing step-by-step guidance from start to finish.

By hosting a fundraiser for Sherbourne Health, you directly support diverse communities in achieving wellness, enabling access to vital health services and community programs.

Before you start, here are a few guidelines:

- Ensure your event **aligns** with our mission, vision, and values
- Clearly indicate that your event is **“in support”** of Sherbourne Health and not an official Sherbourne Health event
- **Contact us** at dgonzalez@sherbourne.on.ca for our logo and Brand Guidelines
- Understand the municipal, provincial, and/or federal regulations and acquire any necessary permits, licenses, or insurance

Thank you for your commitment to our vision of healthy people and healthy communities.

Getting Started

Hosting a fundraiser for Sherbourne Health starts with brainstorming.

Let your creativity flow as you consider the following questions:

- What type of fundraiser would you like to host?
- What is the date and location?
- What is your fundraising goal?
- How are you raising funds? (e.g., peer-to-peer, auction, raffle, etc.)

Types of Fundraisers

There's a world of fundraising possibilities out there. Here's a list to spark your imagination and inspire your fundraising initiative:

- **Occasions:** Gather donations instead of gifts for a birthday, wedding, or other special event.
- **Physical Activity:** Dive, Cycle, or Walk for donations.
- **Gaming:** Level up your giving by hosting a gaming marathon.
- **In Memory or Honour:** Collect donations in memory or in honor of a loved one.
- **In-Kind:** Organize a drive to gather clothing, hygiene products, or food items. Contact us to learn about our immediate needs.
- **Make Your Own:** Personalized fundraising events include bake sales, car washes, readathons, online campaigns, and more!

In-Person Events

In-person events are a great way to engage with your community while raising funds for a meaningful cause. Whether you're planning a BBQ, drag show, yard sale, or dinner party, here are some considerations to ensure your event is a success:

- **Venue:** Choose a suitable location that can accommodate your event size and activities. Consider factors like accessibility, parking, and permits if needed.
- **Date & Time:** Select a date and time that works best for your audience and takes into consideration other community events.
- **Budget:** Create a budget outlining all expenses, including venue rental, supplies, permits, entertainment, and marketing. Ensure your fundraising goals align with your budget.
- **Theme & Activities:** Decide on a theme for your event to make it memorable. Plan engaging activities or entertainment that resonate with your audience and align with your event's purpose.
- **Thank You & Follow-Up:** Express gratitude to participants for their support. Follow up after the event with a recap of funds raised and the impact of their contributions.

By carefully planning your in-person fundraising event, you can create a memorable experience for your community while making a meaningful difference for underserved and marginalized populations.



Submitting Donations

Submitting donations from your in-person event to Sherbourne Health is simple. If you've collected cash, we recommend depositing it and sending a cheque, or dropping it off to us at the address below. Remember to make all cheques payable to "Sherbourne Health".

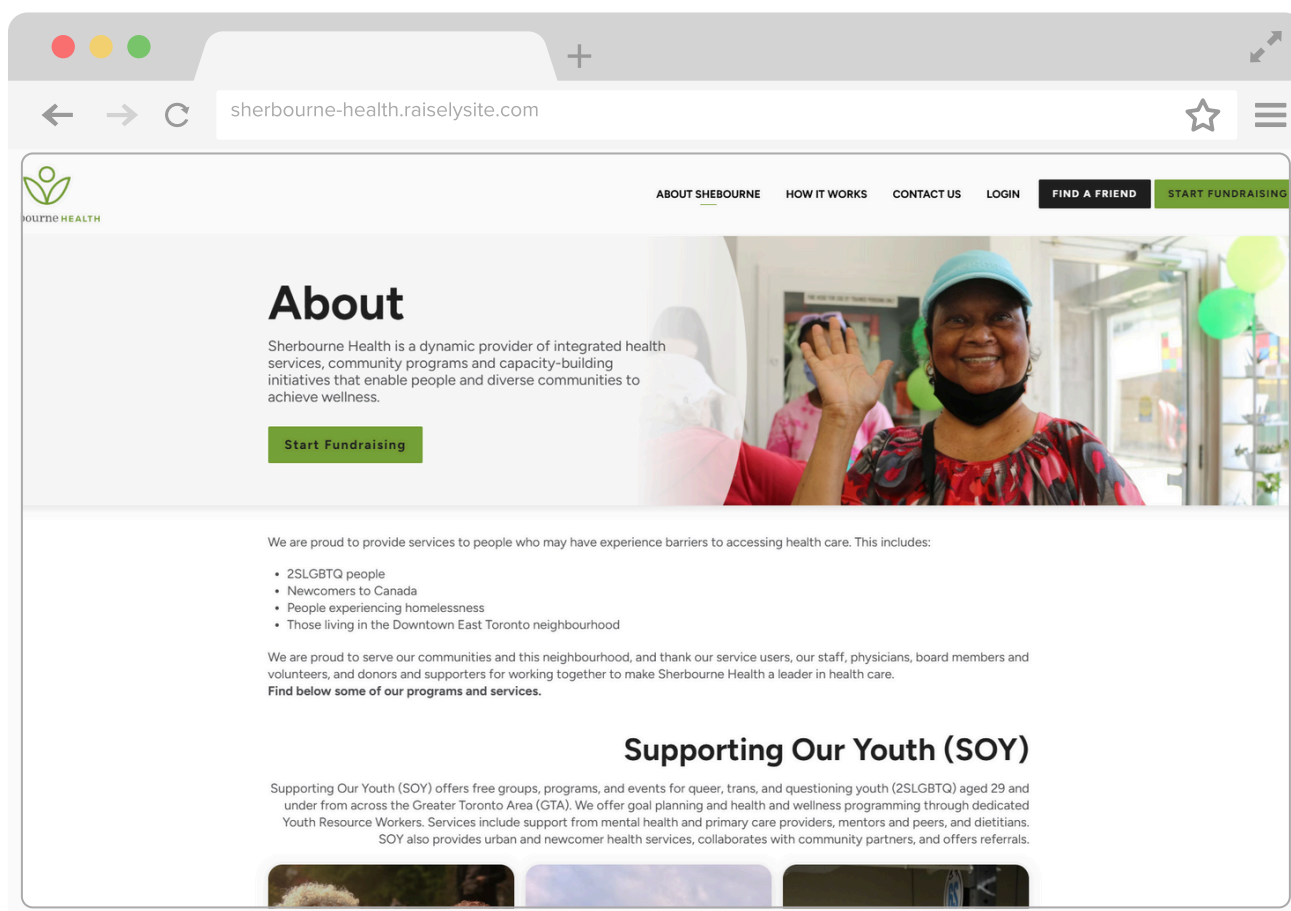
If you prefer another payment method, please feel free to reach out to dgonzalez@sherbourne.on.ca.

Attn: David Gonzalez, Fund Development Coordinator
Sherbourne Health
333 Sherbourne St, Toronto, ON M5A 2S5

Fundraising Online with Raisely

Whether your fundraising event takes place online or you collect donations digitally, we recommend using Raisely as your go-to platform for raising funds on behalf of Sherbourne Health!

Raisely is a **user-friendly online giving platform** that lets you support causes close to your heart. You can create teams, track your goal and optimize the donation process.



Create Your Fundraiser Page

Here are the steps to start fundraising using the Raisely platform:

1. Visit our Raisely website: sherbourne-health.raiselysite.com
2. Click on the 'START FUNDRAISING' button.
3. Select the fundraising idea that best matches yours.
4. Fill out your information to create a profile.
5. Kickstart your fundraising with an initial donation (optional).
6. Click on your fundraising page. (The icon with your name and "\$0 raised" underneath).
7. Click on edit profile and fill out the prompt "Why I'm Doing this."
8. Review the details and start sharing your page!
9. Sherbourne Health will automatically receive your donation.



Congratulations! You've successfully created your own fundraiser. Share your link with your contacts and on social media to start collecting donations.



Record Offline Donations

Even if you're fundraising online, you might still receive cheque donations. Send these donations directly to the address below, referencing your Raisely page and/or team name.

Attn: David Gonzalez, Fund Development Coordinator
Sherbourne Health
333 Sherbourne St, Toronto, ON M5A 2S5

Add offline donations to your fundraising page as raised offline:

- Head to the "Profiles" tab in the left-hand menu of your campaign dashboard.
- Find the fundraiser's profile you want to update and click on it.
- Look for the "Recent Donations" section and click the "+" icon.
- Fill in the donation details in the pop-up window that appears.
- Once everything looks good, click "Save Donation".

Create Your Team Page

Got teams in your event? Join forces with your friends by linking your fundraising pages to contribute to a shared total. The team page showcases each member's fundraising efforts, the cause you're supporting, and the collective total raised together.

1. Make sure your campaign has team profiles turned on (Peer-to-Peer templates include this by default).
2. Go to **Profiles → Create Profile** (for single teams) or **Import Profiles** (for multiple teams).
3. Enter team name, goal, photo, and description. If importing via CSV, include a **Team Name** column.
4. Open a fundraiser's profile, click **Edit → Select a team**, and assign them. If no team is set, they'll default to the campaign team.
5. Each team gets a shareable page and encourage leaders to add photos, goals, and messages.
6. Confirm team pages display correctly and members appear on the leaderboard.



Boost the effectiveness of your fundraising page by incorporating your personal narrative and compelling photos. Research shows that fundraisers who do this tend to raise an additional 15% in donations!



Invite Members

To invite team members, follow these steps:

1. Go to Settings → Team in your campaign.
2. Under Add a Team Member, enter their details and select a role.
3. Click Send Invite. They'll get an email to join (or create) a Raisely account.



Tip: If you run into an error while inviting someone, it could be because they're already connected to another Raisely account. Ask them to switch to your account first, and then try again.

Spread The Word

The last phase of your fundraiser is spreading the word! Our Community Fundraising Toolkit offers useful resources to kickstart this process, including sample social media posts, emails, and more.

Who Should I Approach for Donations?

We recommend that you approach individuals in your life who share your passion for supporting people experiencing homelessness, 2SLGBTQ+ individuals, newcomers to Canada, and residents of the Downtown East Toronto neighborhood. Consider the below list as a starting point to identify potential donors who can help you (and your team) reach your fundraising goal.

- Parent(s)
- Family
- Friends
- Dentist
- Classmates
- Co-workers
- Volunteer Group
- Physician
- Social Media Followers
- Book Club Members
- Friends of Friends
- Place of Worship

When asking for donations, tailor your approach to suit the individual. You can reach out in various ways such as in-person conversations, direct emails, social media posts, or live streams. Remember to clearly express your passion for the cause, share personal stories, and explain how their support can make a difference!



Making your fundraiser a success is all about engagement, communication, and appreciation. Here are a few helpful tips:

- **Maintain Excitement:** Keep your supporters and team members excited and engaged in the lead-up to the event.
- **Regular Communication:** Regularly touch base with your team members to provide encouragement and share ideas.
- **Show Appreciation:** Thank your supporters and team members before and after the event. Recognition goes a long way in making people feel valued and motivated to contribute.
- **Highlight Supporters:** Feature your amazing supporters and team members on social media to showcase their impact.
- **Create Challenges:** Introduce challenges to incentivize donors, like setting fundraising goals with fun incentives. This also adds excitement and boosts participation and donations.

Social Media Samples

Social media platforms like TikTok, Instagram, Facebook, Twitter/X, and LinkedIn offer great ways to get the word out about your fundraiser. They can help you reach your extended network as you gear up for your event or be a way to promote your campaign.



your_username @your_username

I'm excited to announce my fundraiser for Sherbourne Health. They're an incredible organization providing vital health services and community programs. Join me in making a difference! Visit **[Fundraising Page Link]** to show your support. #SherbourneHealth #CommunityWellness #SupportOurCause



your_username @your_username

Join us in supporting Sherbourne Health! Have you made your donation yet? Your contribution can make a huge difference! Don't miss out on backing **[Team Name]** – Donate now at **[Team Link]**! #SherbourneHealth #Fundraising #SupportOurCause

Don't forget to tag us in your fundraising posts! Find us here:



Sherbourne Health



@shctoronto



@sherbournehealth



Sherbourne Health

Email Sample

Another way to ask for support is through email. Here is a template to get you started. Feel free to make it your own!



From: your@email.com

Subject: Join me in supporting Sherbourne Health!

Dear [Name],

I've made a commitment to do something incredible this year. I decided to start a fundraiser for Sherbourne Health, a dynamic provider of integrated health services, community programs and capacity-building initiatives that enable people and diverse communities to achieve wellness.

I'm committed to raising **[insert your goal]** for Sherbourne's priority populations: 2SLGBTQ+ people, newcomers to Canada, people experiencing homelessness and those living in Downtown East Toronto.

[Include details about your event and why you're passionate about raising funds for Sherbourne Health]

Please consider contributing! Your donation will receive a tax receipt, and your support will directly benefit the health and well-being of our community members.

Join me in making a difference! Visit my fundraising page at **[Insert fundraising page link]**.

Warmly,
[Your Name]

Thank You for Making a Difference

We want to express our gratitude to community members like you whose generosity and support make our work possible. We hope this toolkit has equipped you with the knowledge to ignite excitement, elevate donations, and empower your team's success.

Remember, **we're here to support you** every step of the way. Don't hesitate to reach out whenever you need assistance.

David Gonzalez, Fund Development Coordinator

Email: dgonzalez@sherbourne.on.ca

Phone: (416) 324-4100 ext. 3352

Sherbourne Health

sherbourne.on.ca



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