



BUILDING AN INTERCULTURAL COMMUNITY OF SUPPORT

Third Party Event Guide

Your guide to organizing a fundraising event for the
Multicultural Family Resource Society

Thank you!

We are grateful to you for organising an event to raise funds for the Multicultural Family Resource Society. Community support is essential to our ability to support refugee and immigrant families in their settlement process.

A Successful Event

A third party event is a fundraising activity that is organised by an individual or organization in the community with funds benefitting the Multicultural Family Resource Society (MFRS). Leading a fundraiser is rewarding. We encourage you to have fun with the your event and be daring! Choose the type of event you wish to organize while keeping in the mind the following.

- How much time you have available
- How much you wish to raise. Your goal should be realistic and expenses should be estimated ahead of time.
- Accessibility to resources.
- Recruit volunteers to help organize, find participants, supporters, sponsors and promote the event.
- How you will promote your event.

Event ideas

There are endless possibilities for events that you can hold. To get you started, here are some suggestions:

- Sports tournament (golf, hockey, baseball, bowling, etc)
- Fitness Challenge (cycling, hiking, walking)
- Celebrations (birthday, anniversary, wedding)
- Concert, comedy or variety show
- Pub Quiz or Trivia Night
- Craft or Fashion show
- Garage sale or bake sale



- Benefit dinner or luncheon, BBQ

Commitment in the Community

- MFRS was established in Edmonton in 2005
- MFRS works in close collaboration with its sister organization, Multicultural Health Brokers (MCHB) to offer and evolve culturally responsive programs for refugee & immigrant families
- MFRS & MCHB lead in whole family (youth and parent) programs that honour the unique challenges and hopes & dreams of newcomer families

Organizing your Event



Step 1: Set the Date & Venue

When setting a date, make sure you give yourself a sufficient amount of time to plan your event properly and that the date of your event does not interfere with another event or holiday. Once your date is set, Prepare your timeline.

Book your venue early making sure you estimate how many people will attend and the venue's capacity. Ensure your venue has all the amenities you need at a price you can afford. If you plan host an outdoor event, always make sure you have another plan of action in the event of bad weather.



Step 2: Notify Us

Once you have established the basic elements of your event, please notify the MFRS Fund Development Officer, Shelaine Sparrow at 780-246-6243 or funddev@mfrsedmonton.org

How we can help

- Offer advice on the planning of your event
- Offer the use of our name and logo. Please do not modify our name or logo any way. Please always refer to us as the Multicultural Family Resource Society or MFRS when promoting your event.
- Provide you with a letter of support confirming that you are operating with the approval of MFRS. This letter can be used to solicit sponsors, donors and participants.
- Provide education and promotional materials (banners, annual reports, impact reports, fact sheets etc.)
- Promote the event through MFRS's communication channels including on our website, email blasts and when possible, media.
- Support you in establishing an online fundraising page which can collect donations.
- Provide tax receipts for donation to the event (where applicable).
- Provide a MFRS Ambassador or staff member at the event (if possible)

Unfortunately we cannot.

- Reimburse you for the expenses associated with your event.
- Issue a press release, or purchase newspaper or radio advertising to promote the event.
- Share MFRS's mailing lists, or email addresses.



Step 3: Recruit a Team

Organizing an event takes a lot of time and effort. Make sure you recruit a team of Volunteers with various skills and experience who can help you out. You may want to recruit additional volunteers to help



with the planning of the event. Assigning each person a specific role and tasks will facilitate the organization of the event. A great way to recruit volunteers to get your friends and family involved.

Step 4: Create your Budget

A budget allows you to estimate revenues and expenses.

Set a fundraising goal for your event and plan how reach your goal. Make sure that your goal is attainable after all expenses are accounted for.

Revenue Consider all potential sources of revenue. Your revenue should be estimated based on the number of tickets sold, number of guests, individual or matched gifts from participating companies, corporate sponsorship, donation in cash or in kind.

Expenses Your expenses should be estimated based on the cost of renting a venue, food and beverage, audiovisual equipment, promotional materials, insurance, staff, security, gifts, door prizes, decoration, etc.

Expenses for fundraising events should be no more than one third of the total revenue generated by the event. The challenge is finding a way to keep expenses to minimum, in order to maximize funds raised.

Please note that MFRS cannot reimburse any expenses associated with your event, or take your responsibility for any financial aspects of the event.

Step 5: Permits & Insurance

Licenses are required if you plan a raffle or lottery, or sell alcohol. If you require a license, please speak to the MFRS's FD Officer to help complete the required application.

MFRS's insurance policy does not cover third-party events. Unless the event is already insured, the organizer should consider obtaining a special event insurance policy under their own name unless the event is already insured.

Step 6: Promote your Event

Create your own promotional material to let people know about your event. Please submit for approval any material containing the MFRS's logo or name unless the event is already insured.

Using your personal network can be an effective way to promote your event. Thanks to social media (Facebook, Twitter, and Instagram), your event can get great visibility, and word can spread quickly, at very little cost. MFRS can help promote your event through a number of our communication tools including our website, email and social media. MFRS can provide education and promotional materials (banners, annual reports, brochures, fact sheets, donation forms, etc.) we ask that any unused promotional material be returned once your event is over.

Step 7: the day of the event

On the day of the event, do not forget to mention that the funds raised will be donated to MFRS. In order to collect donations, bring all necessary items such as promotional materials, donation forms, etc.

Take photos of your event and send them to your local paper with a description of your achievement and the amount you raised. Post pictures and share your event on social media. MFRS keeps a record of all the photos, article, news coverage of its fundraising events. Please share whatever you have.



The team at MFRS does its best to attend as many events as possible. If a staff member is unavailable, we will organize a volunteer ambassador to attend as our representative.



Step 8: Donations and Tax Receipts

We ask that all event organizers submit the funds they raise as early as possible, within 30 days following the date of the event. Donations can be sent:

- 1) **By mail (no cash)** Multicultural Family Resource Society
Attn: Shelaine Sparrow, Fund Development Officer
Edmonton Intercultural Centre
9538 107 Ave Edmonton, AB T5H 0T7

- 2) **In person** Please contact Fund Development Officer, Shelaine Sparrow at 780-246-6243 or funddev@mfrsedmonton.org to make an appointment to submit your donation in person. This also allows an opportunity to take a group photo.

MFRS adheres to the tax-receipt rules and regulations issued by the Canada Revenue Agency. MFRS will issue tax receipts for donations upon request. **For each donor, please provide: name, donation amount, complete address including postal code, telephone number and email address.**

If the signatory of the cheque is submitting funds collected from multiple people, a list of the donor's name, address, and donation amount must be provided.



Step 9: Thank you

Please remember to thank those who have helped make your event a success. MFRS will send thank you letters to all donors whose names and addresses have been provided for tax receipts. Its is always a good idea to post a follow-up on social media with some highlights. If you are posting pictures make sure you obtain consent prior to publishing them online.



Thank You!

We thank you in advance & wish you great success with your event!

We are very fortunate to have committed supporters like you. With your help, we can continue to provide holistic support to refugee and newcomer families. Thank you being part of our community!

www.mfrsedmonton.org

