



Hope for all.



# COMMUNITY EVENT TOOLKIT

## YOUR GUIDE TO EVENT SUCCESS



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**Our Vision:**

**The Outreach Centre: supporting people with programs that inspire hope.**

**Our Mission:**

**Connecting with community members to provide skills and supports to safely move people forward in their lives with dignity.**

**Our Mandate:**

**Help people overcome the effects of domestic violence, suicide, homelessness and poverty through effective partnerships, education and programming.**

Hosting your own event is a great way to raise funds and awareness for The Outreach Centre. Fundraising events organized by individuals and groups in the community help us fulfill our mission of supporting individuals and families in their pursuit of healthy relationships, mental health well-being, housing stability and self-sufficiency.

This Community Event Toolkit was created to support you in the planning and organization of your community event.

Thank you for choosing to support The Outreach Centre. We look forward to working with you!

Myles Peake  
Director of Fund Development  
[myles.peake@theoutreachcentre.org](mailto:myles.peake@theoutreachcentre.org)  
403.347.2480

## Before you begin:

- Read through the Community Event Toolkit.
- Brainstorm event ideas. Refer to the event list below.
- Fill out the required application form.
- Our staff will get in touch with you to make sure we have all of the necessary information.
- Let the planning begin!

## Need some ideas to help get you going?

Consider one of these events:

- "A-thons" of any kind: spin, yoga, read, walk
- Auctions
- Bake sale
- BBQ or cook-off
- Bottle drive
- Car wash
- Community walk or run
- Dinner, holiday or tea party
- Garage sale
- Raffle
- Sporting event or tournament



## Community Event Guidelines:

- Events should not contradict the mission, vision and mandate of The Outreach Centre.
- Event organizers should communicate to volunteers, sponsors and participants that The Outreach Centre is the beneficiary of the event and not conducting the event.
- Promotional material must show that the event is "in support" of The Outreach Centre, and not an official event of The Outreach Centre.
- All materials with The Outreach Centre logo must be approved.
- The Outreach Centre will not assume any financial or legal liability for third-party events and is not responsible for any damage or accidents to persons or property.



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### **Work out the logistical details:**

- Set a budget and identify expected expenses/revenue. Use the Community Event Budget Sheet provided in this toolkit.
- Form an event committee or recruit volunteers.
- Determine the date, time and venue.
- Contact the venue to confirm their requirements to secure the space.
- Determine possible event needs such as rentals, food & beverage or entertainment.
- Think about how you will collect funds, whether it is through admission or ticket sales, donation jars, or payment for a service. Make sure there are proper controls and procedures in place to account for the funds you are collecting.

### **Promote your Event:**

- Promote your event to the public through social media, posters, invitations and/or other promotional materials.
- All materials with The Outreach Centre logo must be approved.
- Tag us on Facebook & Instagram @outreachcentre and on Twitter @womensoutreach.
- Share the event information with your friends, co-workers, classmates and family. Encourage them to donate or participate in your event.

### **After your Event:**

- Celebrate the success of your event!
- Thank those who donated or attended your event. Let them know how much money was raised because of their support.
- Bring or send your funds to The Outreach Centre.
- Evaluate your event, especially if you plan to re-run the event again. Note your successes and pinpoint opportunities for growth. Provide this information to The Outreach Centre if you wish.

### **Arrange to drop-off the donated funds at The Outreach Centre or send by cheque to:**

The Outreach Centre  
4101-54 Avenue  
Red Deer, AB  
T4N 7G3



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### **How We Can Help:**

- Provide guidance on your event's fundraising strategy and vision
- Act as a point of reference for questions or concerns that may arise during the planning period
- Use of The Outreach Centre name and logo on event materials (all materials must be approved)
- Possible promotion of your event on our social media channels
- Advise you on permits and gaming licenses that may be required
- Provide you with a customized letter of appreciation to acknowledge any sponsors

### **We are thrilled to support your upcoming event! However, please keep in mind that we are unable to offer support in the following ways:**

- Provide administrative support
- Insurance coverage for your event
- Provide our donor, sponsorship or volunteer lists for third-party use
- Assistance with securing sponsorship
- Reimbursement for expenses related to your event
- Access to media

# Community Event Budget Sheet

Use this sheet to help you track any revenue and expenses related to your event.

ITEM (SPONSORSHIP, REGISTRATION FEES, TICKET SALES, ETC.)	REVENUE	EXPENSES

**TOTAL REVENUE:** \_\_\_\_\_  
**(SUBTRACT) TOTAL EXPENSES:** \_\_\_\_\_  
**= TOTAL PROFIT (TO BE DONATED):** \_\_\_\_\_