



## **Fundraising 101 Guide**

## THIS IS WHY WE PADDLE!

The Ottawa Dragon Boat Foundation was established to focus and grow the organization's philanthropic efforts. To-date, \$3.7 million has been raised through the Foundation's annual fundraising, benefitting 40 Ottawa area charities. The following guide has been created to help your team raise funds and awareness so your team may help build, strengthen and enhance community life for charitable organizations in Ottawa.

## 2016 RECIPIENT CHARITIES

The Ottawa Dragon Boat Foundation is proud to support the following charities in our community:

- **Youth Services Bureau of Ottawa:** Committed to providing a safe, non-judgmental and accessible environment where individuals 12 years and older can pursue their life goals and be encouraged in making informed decisions.
- **Tim Horton Children's Foundation:** A Foundation camp experience provides programs to help children from economically disadvantaged homes develop lifelong skills and the confidence to achieve goals they learned to set for themselves.
- **Ottawa Dragon Boat Foundation Community Fund:** Provides charities an opportunity to apply for funding throughout the year, allowing charities to continue their significant work in supporting the immediate needs in the community under the categories of community health, community development and community services.



## GETTING PADDLERS ON BOARD

Participation in raising funds is voluntary; however, teams are highly encouraged to do so. It is reasonable to say most people have busy schedules which do not always allow them to raise funds on their own. As a team, however, you can make raising funds much easier and more enjoyable.

## ENCOURAGE THE TEAM

Believe in what you are asking them to do. If your teammates see that you are passionate about your ideas and/or the charities you are fundraising for, that will go a long way in getting them on board and as excited as you are! *Remember, if you don't ask you don't get.* Focus on an activity that will be a team bonding experience that you can remember and laugh at for years to come!

## SETTING A GOAL

Look at your team as a whole; it takes the whole team to paddle to the finish line and to be successful at fundraising too. Reach out to your team and set a reasonable goal together.

*"Alone we can do so little, together we can do so much." --Helen Keller*

## GETTING ON BOARD AS A TEAM

Recruit one or two people who have the skills and interest to help get paddlers on board so you can work together to get the best results.

Adopting a “culture of philanthropy” means everyone involved on the team understands how they can help and support the team’s overall goal. Many teams make fundraising a part of who they are as a team.

Paddle as a team - Fundraise as a team - Celebrate as a team!



## GET READY TO PADDLE

We thank you for your commitment to our mission and as a leader on your team; we admire your leadership skills and passion. In fact, we share the same level of excitement! Throughout your time spent training, fundraising, and getting hyped up, we are here to help you and your team have a fun and exciting adventure toward the finish line.

When you're part of a team, you have more options when it comes to fundraising. You can explore outside-the-box ideas and get more creative. Put your paddles together to see what you can come up with to further your fundraising power.

*We make a living by what we get, but we make a life by what we give.*

*–Winston Churchill*



## FUNDRAISING IDEAS

Fundraisers don't have to be stiff. Fun and humour are great ways to connect with people and make money towards your goal. So let that personality shine through in your fundraising with these ideas for inspiration!

### **Competitions**

Devise your own lunchtime competition for your co-workers such as push-up contest, fun relay race, obstacle course or tug of war. Pay attention to their interests and plan something that will tap in to their competitive spirit!

### **Talent Show**

Celebrate your team's talents by putting on a show with your friends or co-workers. Have a "pay to leave" policy just in case!

### **World Food Day**

Get together with friends and prepare and sell different dishes from around the world.

### **Change Jar**

Tell your colleagues about the Pledge Challenge and let everyone know there is a spare change jar in the office to benefit 3 local charities.

### **Bake Sale**

Get team members to bring baked goodies (cookies, cupcakes, etc.) to work and then sell them during coffee breaks or at lunch time. Make sure you highlight that donations will go towards 3 local charities.

### **BBQ**

During your work week, organize a BBQ for your fellow employees. Sell hot dogs, hamburgers, pop, potato chips, etc. This works well "by donation."

### **Bottle Drive**

Each member of your team can canvas their neighbourhood for empty bottles. Remember that beer bottles/cans as well as wine and spirit containers can all be returned for a refund.

### **Breakfast**

Bring bagels and cream cheese to work as often as permits and let people know they will be available certain mornings “by donation” for 3 local charities. Or hold a hot pancake breakfast at work or a community event.

### **Recycling**

Collect empty ink cartridges from your work, home, neighbours and friends, and then return for a refund. Check out [www.fundingfactory.com](http://www.fundingfactory.com) for more details.

### **Garage Sale**

Have an individual or team garage sale with the proceeds going towards the Pledge Challenge. Post a sign at the garage sale letting buyers know the profits will benefit 3 local charities.

### **Host a Dinner**

Invite friends to a dinner or cocktail party and ask that they bring a charitable donation instead of bringing a gift or providing food. Let them know about the Pledge Challenge before they arrive and then reinforce the importance of the challenge at the party.

### **Silent Auction**

Ask your coworkers, friends and family to donate items or ask for a gift certificate from a restaurant or business you frequent regularly. Create various packages, such as putting a meal with a performance or a spa with a hotel. Make bid sheets for these items and hold a silent auction at work or at a party.

### **Pin the Tail on the Donkey**

Challenge your friends to a pin the tail on the donkey. Remember to blindfold them - and no cheating! Pay to play.

### **Loud Tie Day**

Look to make a difference amongst your friends: see who can wear the most outrageous tie. You could even design your own tie. Pay to display!

### **Bingo**

Organize a bingo event – devise your own calls for the numbers. Charge a fee per game.

### **Aerobics-a-thon**

To stay fit and healthy, organize an aerobics-a-thon. It'll make you feel good about supporting us.

### **Cupcake War**

Who is the Cupcake Boss? Have your friends, co-workers, and family compete in a cupcake bake-off! If you work in a building with multiple businesses then issue a challenge to the office down the hall!

## **FUNDRAISING EVENTS**

Contact local businesses where you can host a fun group event, with the profits from ticket sales going to the Foundation.

### **Cooking Classes**

Many local grocery stores including Your Independent Grocers hold cooking classes and may offer a booking discount for charitable groups. Have fun learning to cook a delicious new meal together – and eating it too!

### **Movie Night**

Rainbow Cinemas welcomes charitable movie nights, where you can rent out a theatre and host a private screening for your family, coworkers, and friends. Make it a theme night and encourage everyone to come in costume!

### **Pirate Adventures at Mooney's Bay**

Hoist the mainsail and walk the plank on Ottawa's famous pirate ship! Pirate Adventures offers fun and interactive group events cruising around Mooney's Bay, which can be personalized for your group – corporate team building, a relaxing evening for adults only, or family friendly.

### **Paint Nite**

Paint and party with your family and friends at a local bar or restaurant. Each Paint Nite includes all the supplies you'll need to create your own masterpiece under the instruction of an experienced artist. Enjoy a beer or two while you paint!

### **Pampering Party**

Host a spa night in your home with a BeautiControl mobile spa party and enjoy pampering yourself with new makeup and skincare treatments! Proceeds from ticket sales and a portion of the proceeds from product purchases go to the Foundation. Contact Shelley Freake-Smyth at [sfreake@dragonboat.net](mailto:sfreake@dragonboat.net) for more information about hosting a spa night.

**INDIVIDUAL & TEAM PRIZING**

**STAY TUNED FOR 2016 SWAG!**

**RAFFLE**

**2016 DETAILS COMING SOON!**