Community Care Foundation

40 years of care Community Care City of Kawartha Lakes

Community Care Foundation (Kawartha Lakes)

THIRD PARTY FUNDRAISING EVENT TOOLKIT







152 Angeline St N., Lindsay, ON K9V 4X2
(705) 324-7323 | https://ccckl.ca/ | Charitable Business Number 838795326 RR 0001

Community Care Foundation

Community Care City of Kawartha Lakes

Thank you for your interest in running a third party event in support of Community Care Foundation (Kawartha Lakes)!

Here is a toolkit to help you plan a great event.

What is Third-Party Fundraising?

Third-party fundraising means you host a fundraising event or initiative to support Community Care Foundation, with our guidance and resources. From bake sales to golf tournaments or fitness challenges, your efforts help provide essential services to local seniors, caregivers, and individuals with health needs.

Why Community Care?

Your support directly helps us provide:

- Nutritious meals for vulnerable seniors
- Accessible transportation to medical appointments
- Adult Day programs for social connection and respite
- In-home nursing and wellness care

Together, we can help our neighbours age with dignity and stay safely in their homes.

Community Care City of Kawartha Lakes Supports:

40+ programs

7000+ individuals

300+ volunteers



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HOW TO GET STARTED

Here's how you can launch your fundraiser:

1. Plan Your Event

- Choose a fundraiser type (e.g., BBQ, trivia night, silent auction)
- Set a goal and budget
- Pick a date and venue

2. Promote

- We'll provide a media toolkit (logos, sample posts, posters)
- Share your story and invite your network

3. Host and Have Fun!

- Collect donations or entry fees
- Let people know why their support matters

4. Wrap Up

- Send proceeds and any photos
- Cheque presentation at your event
- We'll send an official thank you and tax receipt info if applicable

Promoting Your Event

It is important to get the word out early and often about your event. Below are some valuable mediums to utilize.

Word-of-Mouth

Friends, family, co-workers - the more people who know about your event, the better! Encourage them to share info about your event to their family and friends as well.

Social Media

Using social media, such as Facebook and Instagram, is an effective and free way to advertise your event. Encourage friends and family to share your event posts to maximize exposure.
We will be happy to share your event on our social media channels too!

Posters

Put up posters wherever you think you potential audience would see it: libraries, community centres, schools, coffee shops, bulletin boards, work, etc.

Traditional Media

If you are planning a larger event, consider contacting your local newspapers, radio stations, and TV stations. Ask if they might be interested in doing a story in advance or sending someone to cover your event. If they have questions about Community Care, please refer them to us at (705) 324-7323 ext. 8

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EVENT IDEAS

When selecting an event, consider cost and how much time it will take to organize. Also think about who would realistically participate.

- Auction
- Arts and Crafts Sale/Show
- Balloon Pop
- Battle of the Bands
- Benefit Dinner
- BBQ
- Bingo Night
- Book Sale
- Bowling Tournament
- Casino Night
- Cocktails for a Cause
- Car Wash
- Carnival/Festival
- Concert/Play/Performance
- Concession Stand
- Craft Sale
- Dinner Party
- Face Painting
- Fashion Show
- Fishing Derby
- Flower Sale
- Garage Sale
- Golf Tournament
- Kickball/Softball Tournament
- Loonie/Toonie Drives
- Pet Wash
- Photo Outing
- Poker Tournament
- Raffle Rummage Sale
- Run/Walk/Ride
- Sporting Event
- Tailgate Party
- Ticketed Event
- Traditional Gala Event
- Wine Tasting
- Work Department Challenge
- Work Event



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FREQUENTLY ASKED QUESTIONS

Will Community Care Foundation help promote third party events?
Yes, we may include it in our monthly e-newsletter and post it on our website and social media platforms. Any additional promotion is up to the event organizers. Please forward all content for approval a minimum 10 days in advance.

Can I use the Community Care Foundation logo and how do I get it?
Yes, please contact us and we will provide you with a high resolution copy of our most current logo.

Can Community Care Foundation provide print and promotional/display materials?
Community Care Foundation can provide print materials about our programs and services. We may also be able to provide banners, subject to availability. Please provide us with all requests for materials at least ten days prior to your event so we can get it to you on time.

How do I send the proceeds of my event to Community Care Foundation?
Funds raised by a third party event should be made payable and turned in to Community Care Foundation. It is preferred that all funds raised are deposited into one account and a cumulative cheque is written to Community Care Foundation. Cash must be in a sealed envelope, counted, with a count sheet detailing the funds included.
Please make cheques payable to:
Community Care Foundation
152 Angeline St N.,
Lindsay ON
K9V 4X2

Is Community Care Foundation able to support any third party event expenses?
It is the responsibility of the event organizers to create a budget and manage it accordingly for all expenses.

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FREQUENTLY ASKED QUESTIONS

Will Community Care Foundation help organize events?
No, we organize and run our own events. We have created this Third Party Event Toolkit to help you start planning your event.

Can Community Care Foundation provide volunteers for a third party event?
It is the responsibility of the event organizers to recruit, train, and manage all volunteers.

Can Community Care Foundation provide sponsorship contacts to support third party events?
Community Care Foundation cannot solicit sponsors or provide sponsor/donor lists for third party events. It is the responsibility of the event organizer to request support from individuals or businesses to underwrite costs.

Who is responsible for all liability and legal risks associated with my event?
Community Care Foundation will not be responsible for any damage or accidents to any persons or property; we will not assume any legal or financial liability caused before, during, or after the event. In acquiring insurance for an event, it is the responsibility of the organizer to apply and obtain such documents in the name of the individual, organization, or business coordinating the event. Community Care Foundation will not sign any contracts with vendors or suppliers. It is advisable that you seek guidance and direction from your own insurance broker on this matter.

If I have a silent auction at my event, how do I get items for the auction?
We can provide a letter from Community Care Foundation authenticating your event to support your solicitation efforts. However, it is the responsibility of the event organizer to solicit prizes to support your event.