



Special Olympics
Olympiques spéciaux
Canada



@specialocanada | specialolympics.ca

FUNDRAISING EVENT **GUIDE**

*OUR VISION IS THAT SPORT
WILL OPEN HEARTS AND
MINDS TOWARD PEOPLE
WITH INTELLECTUAL
DISABILITIES ,CREATING
MORE INCLUSIVE AND
CARING COMMUNITIES*





Thank You For **Choosing To Include**

We want to help make fundraising easy for you!

This fundraising event guide will help you put a plan in place for your event, and includes resources to help you be successful.





Your Impact

All funds raised go to supporting Special Olympics Programs across Canada and the athletes who participate in these year-round programs.



Active Start & FUNDamentals



Community Sports Programs



Provincial Games



National Games



World Games



Coach Development



Healthy Athletes



Athlete Leadership



Unified Sports



Planning Your Event Should Be Easy!

- 1** Choose the type of fundraising event you'd like to plan
- 2** Start planning your event and customize a fundraising page
- 3** Spread the word!





Ways To Fundraise

From lemonade stands to online dance parties - anything goes! Find some inspiration below.

Celebrate



Celebrate a birthday, anniversary or any special milestones

Get Active



Plan a walk-a-thon, a fun run, bike ride, or a golf tournament

Online



Host a social, an e-gaming tournament, or an online dance party

Host

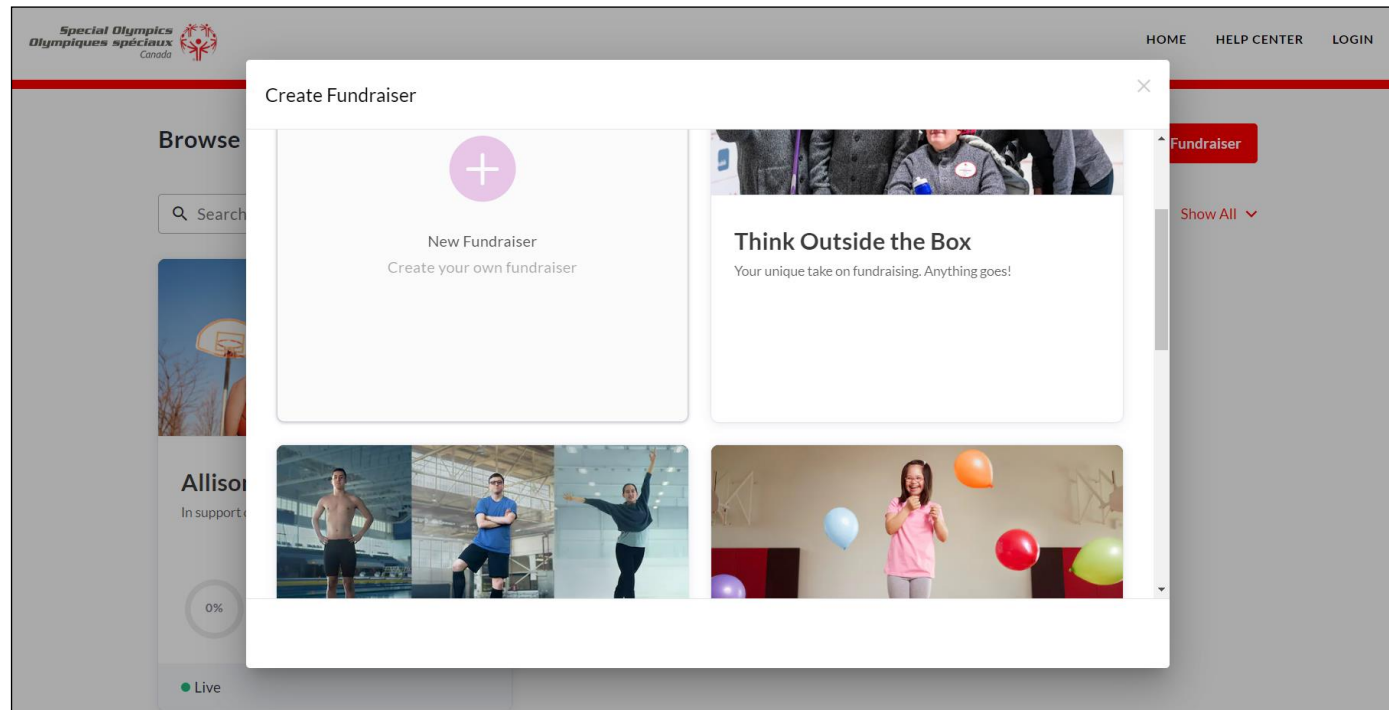


Host a party, a bake sale, or a lemonade stand



Your Fundraising Page

Create your personalized page online to share with friends and event participants! Customize your [event fundraising page here!](#)





Event Guide

For more helpful tips, check out this event guide!

- ✓ Brainstorm and Set Goals
- ✓ Form an Event Committee/Team
- ✓ Pick a Venue and a Date
- ✓ Make a Budget
- ✓ Share it With Us
- ✓ Plan!
- ✓ Fundraise
- ✓ Promote the Event
- ✓ Event Day!
- ✓ Wrap Up





Event Guide

Brainstorm and Set Goals



Questions to consider:

- Who do I want to come?
Consider target age group, families, friends, etc.
- What is my fundraising goal?
- Do I want a theme?
- Is there an upcoming celebration that I want to tie in? *Birthday, anniversary, etc.*

Form an Event Committee/Team



There is no need to go it alone!

Bring together a group of like-minded people and share ideas and tasks.

Pick a Venue and a Date



Things to consider:

- Find a venue that is easy to get to for your attendees.
- Check to see if any other events are happening in the area at that time.
- Try to avoid planning an event around a holiday.



Event Guide

Make a Budget



Things to consider:

- Understand your sources of income. Do you plan on selling tickets, finding sponsors, raising money at the event, etc..
- Estimate all of your potential expenses. Venue, food, swag, etc..
- Determine your fundraising goal
- Weigh your fundraising goal against your expenses

**Note that Special Olympics Canada does not cover any expenses*

Share it With Us



Get in contact with us!

- Email Allison Creighton at acreighton@specialolympics.ca to keep us in the loop. We will do our best to support you along the way!



Event Guide

Plan!



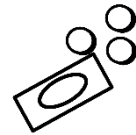
Here is a sample checklist to get you started:

- Develop an action plan
- Delegate tasks to the committee
- Identify and solicit sponsors
- Source vendors (entertainment, food)
- Set up an online fundraising page
- Recruit volunteers
- Create and send invitations
- Pick your decorations
- Create a day-of schedule
- Secure any necessary permits or insurance
- Delegate day-of tasks to the committee
- Promote your event
- Enjoy your event!
- Thank your attendees for joining
- Wrap up with SOC
- Meet with your committee to discuss the potential for next year!



Event Guide

Fundraise



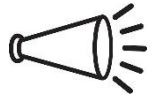
Things to consider:

- Online fundraising can be an easy and effective way to reach out to potential donors
- An SOC representative can help you create an online fundraising page that is specific to your event
- Who knows – you might get donations from those that are unable to attend
- A great way to fundraise is to accept pledge, cash donations, or cheques. You can do this leading up to your event and on the day-of
- Remember to keep a record of the source of the donation
- After the event, you can work with an SOC representative to hand over all donations



Event Guide

Promote the Event



Things to consider:

- Share your event far and wide, to get the most out of your fundraiser
- A great way to promote your event is on social media! Create an event handle, and tag @SpecialOCanada and #ChooseToInclude!

Event Day



Enjoy!

- You have spent a long time planning. Don't forget to sit back and have fun!

Wrap Up



Things to consider:

- Collect all funds and submit to SOC
- Thank all attendees for showing up and helping to make the event a success
- Start planning for next year!

Frequently Asked Questions



Is there a minimum fundraising goal I have to meet?

No! All donations are appreciated.

Can a Special Olympics representative attend my event?

We will try to have a staff member, athlete, or coach attend. Although we wish we could be at every event, unfortunately we are not able to. We will always be happy to provide materials and content so you are well prepared!

Can Special Olympics Canada help provide funds to run my event?

We are not able to fund any third-party events.

Can I use the Special Olympics Canada logo?

Once your event is set up, get in touch with us. We can provide the logo and ensure it is being used properly.

What type of event should I host?

It's up to you. Anything from a birthday party, to a fun run, to a community BBQ!

What do I do if I have additional questions?

Reach out to Allison Creighton at acreighton@specialolympics.ca





“

Special Olympics has **made me a better person.** I'm more confident, I feel included and the sport itself is good for my mental and physical health. I enjoy being part of a team – they are like family.”

Natalie Branscombe

Special Olympics Nova Scotia Athlete



Everybody **Wins** at Special Olympics

You are a part of our winning movement,
because you're helping to create a more
inclusive Canada.





SPECIAL OLYMPICS CANADA
TRULY APPRECIATES **YOUR
COMMITMENT TO**
ENRICHING THE LIVES OF
CANADIANS THROUGH
SPORT.

TOGETHER WE ARE
BUILDING **STRONGER, MORE
INCLUSIVE COMMUNITIES.**





THANK YOU!