

Pathstone Foundation

Supporting Mental Health in Niagara

THIRD PARTY FUNDRAISING TOOLKIT



1 in 5 children and youth struggle with their mental health

PATHSTONE HELPS KIDS FEEL BETTER!



Welcome

Thank you for your sincere interest in helping Pathstone Foundation. Please know that your support means the world to us.

This Pathstone Foundation Third Party Fundraising Toolkit provides you with a step-by-step guide on how to organize a fabulous event that will make a valuable contribution to the vital work we're doing in the Niagara community.

Thanks to people like you, we will be able to provide programs and services to nearly 7,000 children and youth this year.

THANK YOU for hosting an event on behalf of Pathstone Foundation, and know we are here to help!

In this Toolkit you will find;

- Information about Pathstone Foundation, our mission, values and programs
- How Third Party Fundraising Works
- Fundraising ideas
- Third party guidelines
- Application
- Social media cheat sheet
- Final reminders
- Contact information



Thank you for wanting to make a difference!

About Us

GROWING UP IN TODAY'S COMPLEX WORLD CAN BE TOUGH. There are many burdens that can weigh on a child's mind. For some, the weight of a mental health disorder makes the burden far heavier than it is for others. Mental illness in young children, pre-teens, and adolescents is widespread and often goes undetected, and ultimately untreated.

WE CAN HELP. The majority of our services are offered FREE of charge to children, youth, and families in Niagara. To access our services call CONTACT NIAGARA at 905-684-3407 for a referral. To talk to someone immediately, call our Crisis Services number at 1-800-263-4944 (24/7).

OUR VISION

Mental wellness for all children, youth and families.

OUR MISSION

We strengthen the quality of life for children, youth and families who are dealing with mental health challenges.

OUR CORE VALUES

Respect, Communication, Trust, Commitment to Quality, Integrity, Teamwork, Innovation



How Third Party Fundraising Works

Third Party Fundraising is an event organized and promoted by an individual, group or company. The organizers act independently, but with **Pathstone Foundation's knowledge and in certain cases; approval or direct support.**

Third party events are an essential resource for helping raise funds and awareness that help us carry out our work in the community.

- 1. Come up with your idea! This is the fun part – how do you want to raise money for Pathstone Foundation?**
- 2. Fill out the event application form. Our Director of Community Engagement will connect with you within two business days to chat about your event.**
- 3. Have your event! Have fun, take pics, and share online – show the community how much you care by using the power of social media!**
- 4. Report back – tell us how much money you raised.**

We ask that all events being held to support Pathstone Foundation align with our mission, vision, values.

Engage your creative resources and encourage your team to think BIG and have fun! Here are a few ideas to consider:

Auction Battle of the Bands Benefit Dinner Book Sale Car Wash Carnival/Festival Concert/Play Dinner Party Craft Sale BBQ Garage Sale Face Painting Bake Sales Fun Run/Walk/Bike Fashion Show 50/50 Raffle Golf Tournament Grand Opening Comedy Night Donation in Lieu of Gifts (birthday/wedding/anniversary)

Third Party Fundraising Guidelines

Why guidelines? We want to ensure the success of your event and that it represents the mission and vision of Pathstone Mental Health.

Pathstone Foundation WILL:

- ➔ Gladly provide guidance and suggestions to help your event be successful;
- ➔ Provide you with our logo for approved publicity; Promote the event to our staff and community through internal communications;
- ➔ Provide you with flyers and brochures about Pathstone's services;
- ➔ Do our best to have staff or a volunteer in attendance; and Happily take part in a Photo Opp / Cheque presentation

- ➔ Pathstone Foundation will help PROMOTE your event by;
- ➔ Posting on all agency social media platforms (IG/FB/Twitter)
- ➔ Including event on agency website / Event Page
Displaying on In-house digital screens

Pathstone Foundation Promotional Materials

Depending on the event and availability, additional Pathstones Foundation materials may be provided to enhance your fundraising event; posters, banners, donation box, brochures, take-aways, prizes etc., and in some cases, volunteers.

Pathstone Foundation WILL NOT:

Cover the costs of running the event including advertising and printing; Due to privacy laws we can't share details of the event directly to the families we help; and Due to privacy laws we can't provide our donor list to you.

Proceeds: To ensure transparency we recommend the amount you intend to donate is clearly stated in your advertising either as a percentage or dollar amount. (eg. \$1 from every item sold or 50% of proceeds or ALL proceeds)

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Tax Receipts: Donations of \$10 or more may be eligible for a tax receipt. Pathstone Foundation follows the guidelines set out by Canada Revenue Agency to determine the eligibility of donations. Please consult with us to determine the eligibility of money you collect and for the information we need to issue receipts for qualifying donations.

IMPORTANT: By virtue of being a sponsor, any corporation donating to your event and is receiving benefits in the form of recognition and advertising, do NOT qualify for a charitable tax receipt.

Licensing: Please ensure that your event complies with local laws, such as liquor, gaming, or lottery licensing.

Liability Insurance: We require that organizers provide comprehensive public liability insurance, listing Pathstone Foundation and Pathstone Mental Health as co-insured. Pathstone Foundation or Pathstone Mental Health accepts no legal or financial responsibility



Third Party Application

For more information and/or to submit your application, please contact Michelle Begin, Director of Community Engagement at 905-688-6850 ext. 198 or email at mbegin@pathstone.ca

Date:.....
Organizer's Name:.....
Company/Organization Name (if applicable):.....
Address:.....
City:.....Postal Code:.....
Main Phone:.....Cell Phone:.....
Email:.....

Fundraiser Information

Name of fundraiser:.....

Type of fundraiser:.....

Date(s):.....

Time:.....

Description of fundraiser (please be specific):.....
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...............
.....
.....

Location:.....
.....

Has this fundraiser taken place before? Yes No

If yes, when and who was the beneficiary?.....

Does your fundraiser require permitting and/or a license? Yes No

***Please note: As with any fundraising event or proposed raffle, please adhere to federal, provincial and local laws regarding gaming permits.**

Budget/Fundraising

Will Pathstone Foundation be the sole beneficiary of this event? Yes No

(If no, please list other

Social Media Cheat Sheet

Thank you for hosting a fundraiser for **Pathstone Foundation!** We recommend you use images where possible and attach your poster with all the event details, short videos through Instagram or Snapchat are fun too! Also make sure to post during your event, everyone loves to see live action!

Want to make your own posts? Here are some common Hashtags that we use:

#PathstoneMH #PathstoneFDN #KidsMentalHealth #PathstoneNiagara
#YouAreNotAlone #KidsFirst #EndTheStigma



Don't forget to tag us in your posts:



Facebook: facebook.com/pathstonementalhealth/



Twitter: @PathstoneMH

Instagram: @pathstonemh_niagara
Social Media Posting REMINDERS

- ➔ **Pre-Event** - Be sure to promote your event in advance;
- ➔ **During Event** - Take photos and/or go LIVE from your event;
- ➔ **Post Event** - Don't forget to thank everyone including sponsors, donors, attendees as well as announce how much you raised!



Don't Forget!

At Your Fundraiser

Thank everyone for their support. Every dollar makes a huge difference so please be sure to thank everyone for attending your event or supporting your fundraiser.

Take Lots of Photos

Photographs are a great way to document your fundraiser. If you have sponsors, make sure you take photos with their signage and send it to them. Don't forget about us! Be sure to capture a couple of pictures for the foundation to possibly use for social media and our publications.

After Your Fundraiser

Send in your donation made payable to Pathstone Foundation to the following address;

**Pathstone Foundation
Attn: Foundation Office
1338 Fouth Avenue
St. Catharines. ON L2S 0G1**

Please be sure all cheaues are made payable to Pathstone Foundation!

Include a short note explaining how you raised the funds. Once we receive your donation, an acknowledgement letter will be sent to you.

**Send us Photos! We would love to include your pics in our donor newsletter. E-mail the best 3-5 photos from your fundraiser to:
Mbegin@pathstone.ca**

Thank you for your support!