

Third Party Event Toolkit



EveryMind
MENTAL
HEALTH
SERVICES
FOR YOU,
WITH YOU.



A close-up photograph of a woman with curly hair smiling broadly, holding a young child. The child, also with curly hair and a white headband, is looking up at the camera with a joyful expression. They are both wearing casual clothing. The background is a soft, out-of-focus yellow.

Together we
can make
great change



Introduction

Thank you for your interest in supporting EveryMind.

Each year, we provide mental health services to over 5,700 infants, children, youth, young adults and families.

Your commitment to planning a third party event will help us in reaching our fundraising goals. We are here to guide you throughout your event - together we will make a positive impact on the young lives we serve.

Complete the Event Proposal Form and forward to our Fund Development Department. We are looking forward to hearing about your idea and to working with you!

fundraising@everymind.ca

Get Started

Plan

Use your creativity to decide on an idea for your event. Share your idea and plans with our Development Staff to ensure it aligns with our mission and fundraising goals.

Implement

Get organized - form a committee to help you plan your event. Set the date and decide on a venue or if event will be held virtually. Set your goal and budget. Do you need a license (alcohol, gaming)? Recruit volunteers to help with executing the event.

Promote

Promote your event with posters, invitations and social media. Speak with us about setting up an event Fundraising page. Ask friends and family to share details of the event. Use of EveryMind's logo must first be approved.

Host

Get ready for a busy day! Have a plan set out for your volunteers including roles and expectations. If you are holding a virtual event, consider making a clip video to share during/post event. Take a lot of photos and happy fundraising!

Post

Now it is time to thank everyone for supporting your event - sponsors, donors, participants and volunteers. Tally up and promptly submit the funds raised to EveryMind. Only monetary donations are eligible for tax receipts.

Guidelines

EveryMind thanks you for your interest in hosting a third party event in support of our work. Third party events help to bring the community together to create awareness and raise funds in support of child and youth mental health services.

There are a few guidelines that you must adhere to when planning your event.



Our Role

- Provide expert advice on event plans.
- Promotion via social media outlets, website, and internal communications.
- Email of gratitude to committee and volunteers.
- If available, representation at event.
- Tax receipting in accordance with Canada Revenue Agency guidelines.
- Letter of endorsement.
- Provision of logo and branding guidelines.

Marketing & Promotion

- EveryMind must approve use of logo and branding elements and review material before being shared with public.
- Content and tone must be consistent with EveryMind's mission, vision and values.
- Promo must specify funds are being raised in support of EveryMind and is not an EveryMind signature event.
- Promoting on social media? Let us know and we can share your posts.

Tax Receipting

- It is our preference to have all donations made directly to EveryMind indicating support of third party event.
- If lump sum is received post event, a detailed record including full name, address, and amount of donation, will be required to be eligible for a tax receipt.
- Portion of ticket price may eligible for a tax receipt.
- Pledges to event participants are eligible for a tax receipt.
- Donation of auction and raffle items are not eligible for a tax receipt.
- Sponsorship contributions are not eligible for a tax receipt.

Donations & Sponsorship

- EveryMind does not solicit on behalf of third party events.
- EveryMind must be provided with a list of donors and sponsors, including a description of their contribution and retail value.
- Speak with the Development staff to discuss possible recognition plans for significant gifts.

Ideas

Get Creative!

The best part of planning your own event is using your imagination and energy to decide on an idea that will inspire others.

Inspiring you with ideas

- A-thon (bike-a-thon, dance-a-thon, walk-a-thon)
- Art Show
- Bingo Night
- Craft Show
- Fashion Show
- Fitness Challenge
- Gala
- Garage Sale
- Gift Wrap (holidays)
- Marathon
- Murder Mystery Evening
- Relay Race
- Tea Party
- Trivia Night
- Tournament (board game, golf)

Go Virtual!

Looking to go virtual with your event? We can help you set up a peer-to-peer fundraising event with customized fundraising pages!

Virtual Ideas

- Celebrations (online party with guests donating in lieu of a gift)
- Contactless bake sale
- Online auction
- Virtual garage sale (curbside drop-off/pick up)
- Virtual livestream performance (talent show, organized video game tournament, concert)
- Virtual Cooking Class
- Virtual Gala
- Virtual Paint Night
- Virtual Trivia Night

Event Proposal Form

Contact Information:

Name:

Organization Name (if applicable):

Address:

Telephone #:

Email:

Event Information:

Event Name:

Anticipated Date & Location::

Share your idea including description of event and how funds will be raised:

Please send completed form to:

Email: apec@everymind.ca

or mail to:

EveryMind
Development Department
85A Aventura Court
Mississauga, ON
L5T 2Y6

Charitable Registration #:

11908 7807 RR0001

Thank you



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