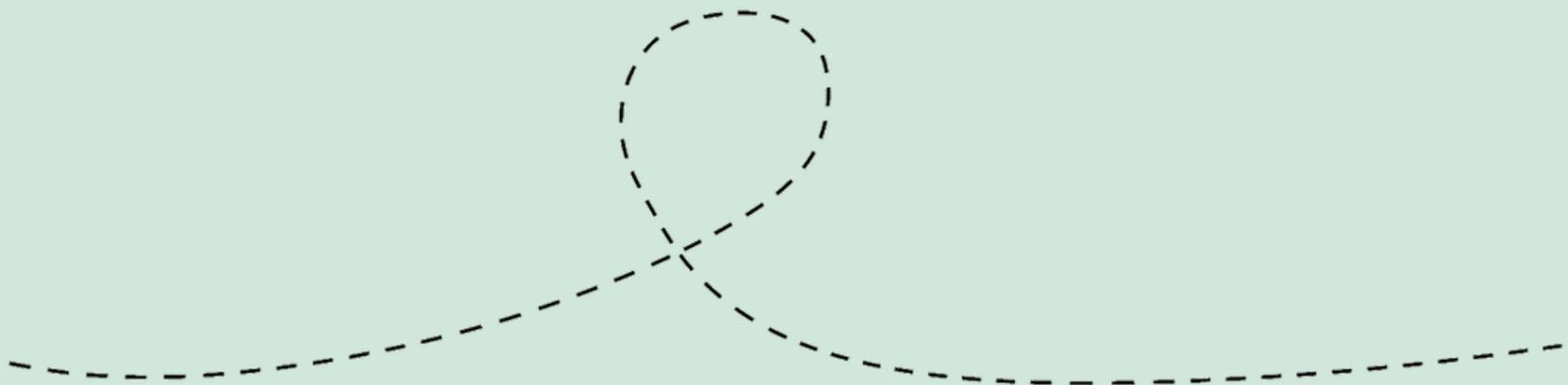


*nankind*

# Event Fundraising Toolkit



# Thank You for Supporting Nankind!

Your generosity means the world to the families we serve. By fundraising with us, you're joining a passionate community working to transform the cancer experience through free childcare, emotional support, and nutritious meals.

To date, Nankind has supported 3,000+ families, cared for 4,000+ children, and delivered 65,000+ meals to families when they need it most.

Your support brings us closer to our goal, ensuring every parent with young children facing cancer has the care they need, and the peace of mind knowing their kids are okay.

With heartfelt appreciation,

Audrey Guth

Founder and Executive  
Director

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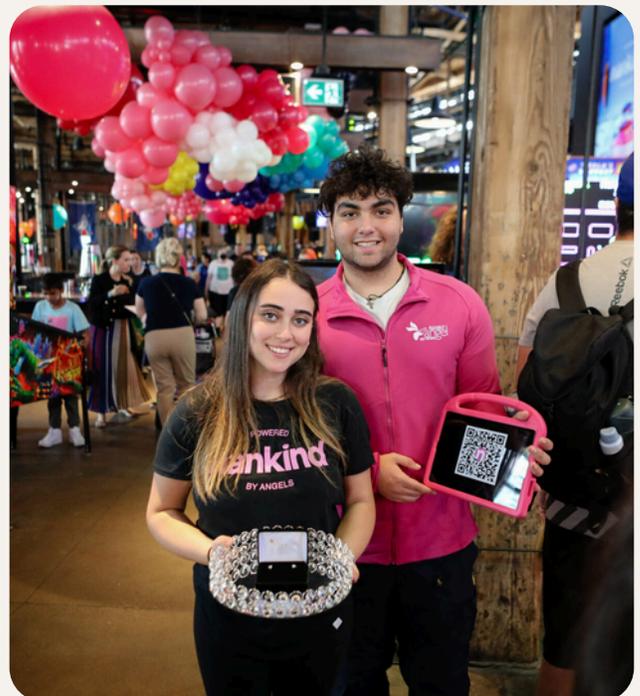
# What is a Mini Event?

Mini events are fundraisers that individuals, volunteers, groups, companies, or friends host to support organizations like Nankind.

Mini events are an important part of our fundraising efforts. We look to our supporters to help us reach out to their networks, workplaces, and community groups to help raise funds and awareness for families facing cancer.

Examples of mini events include, but are not limited to: golf tournaments, bake sales, garage sales, athletic/endurance events, dinner parties, benefit concerts/shows etc.

Mini events are the responsibility of the event host. However Nankind is available to provide guidance and support when needed.



# Fundraising Tips

Your fundraising efforts and support will help us transform the cancer experience for families with free childcare, support programs and meals.

Here are some of our top fundraising tips.

## Outreach

Reach out to your family, friends, colleagues, neighbours and network. Spend some time creating a contact list and keep track of their responses. Don't be afraid to ask twice! Often people get busy and appreciate the gentle reminder.

## Promoting your Event

It's important to get the word out early and often about your event. Below are some ways to do so.

Use your social media platforms such as Facebook, Instagram Twitter and LinkedIn. This is an effective and free way to advertise your event. Encourage friends and family to share your event posts for maximum exposure. We will be happy to help you create content and posts, of course we will share the event on our social media channels. Another great way to promote your event is to include the information (image or link) in your email signature.

Put up posters wherever you think your potential audience would see it ex. community boards, schools, cafes, work, gyms etc.

Encourage your family, friends, colleagues, neighbours and network to spread the word about your event.

# Fundraising Tips

## Event budget and goal

Have an achievable goal in mind for how much money you hope to raise. Creating a budget will help you see how much you will need to cover expenses.

## Thank your donors and supporters

Saying thank you to your donors shows your appreciation for their support. Deliver your thank you message via email, social media or handwritten cards. Try to complete this in an appropriate timeframe following your event.

Show your appreciation to your donors by sending a personal thank you explaining the impact their contribution made via email, social media or handwritten notes. A phone call is a special way to express your gratitude. Timing is everything! Send your thank you notes as soon as possible following the event.

# Mini Event

## FAQs

### Can a Nankind representative attend my event?

It would be our honour to attend your event. Please send in a request for a Nankind representative to attend your event at your earliest opportunity. However, attendance will depend on our team's availability. If we are unable to attend your event, we will provide support materials and speaking notes on behalf of Nankind should you require.

### Can Nankind provide volunteers for my event?

The event organizers are responsible for recruiting, training, and managing all volunteers.

### Can Nankind provide promotional materials for my event? (ex. banner, signs, brochures)

Nankind can supply your event with a pull-up banner, table cloth and small tent that promotes our organization. The signage must be returned after your event. We can also provide brochures and a one-pager about Nankind that you can distribute.

### Will Nankind pay for my event expenses?

All event organizers are responsible for covering the expenses for their event. The donation you will make to Nankind is the net amount of monies raised less your expenses.

### Will Nankind provide sponsors for my event?

Nankind will not be able to approach or secure sponsors on your behalf, however we can provide you with an official Nankind endorsement letter.

# Mini Event FAQs

## Can I use the Nankind logo?

Yes, you may use the Nankind logo for your event promotional materials. Please refer to our brand guidelines [here](#) for logo usage. Once your promotional assets have been created, please send them to [marketing@nankind.com](mailto:marketing@nankind.com) to be reviewed and approved.

## Will Nankind help promote my event?

Yes! Please send your event promotion assets to [marketing@nankind.com](mailto:marketing@nankind.com). We will post your event on Facebook, Twitter, Instagram and LinkedIn. Any additional promotion is up to the event organizers.

## Will my supporters receive a tax receipt for their donation?

Yes. Nankind follows all Canada Revenue Agency rules and regulations regarding tax receipting.

## How do I send the proceeds of my funds into Nankind?

Funds raised by a mini event can be delivered in the following ways,

- Mail a cheque to our office: Nankind 1000 Sheppard Ave. W., Suite 100, North York, ON M3H 2T6.
- Make an online donation at [www.nankind.com/give](http://www.nankind.com/give)
- Transfer funds to our bank account. Details will be provided at your request.

# Mini Event FAQs

## Can we do a cheque/donation presentation with Nankind after my event?

Absolutely! Please contact Nankind to arrange a date, time and location for this. Event hosts are always welcome to come into the Nankind office to participate in the cheque presentation. We would love to share this on our social media channels.

## Who can I contact at Nankind about my event for support?

For event inquiries or support, please contact Raisa Becke, Event Coordinator at 416-730-0025 Ext. 220 or [raisa@nankind.com](mailto:raisa@nankind.com)



# Social Media Guidelines

Be sure to leverage your social media to help promote your event.

Don't forget to tag us in your posts so we can re-share! If you have any questions about your posts or promotion on social media, please reach out to [marketing@nankind.com](mailto:marketing@nankind.com) for support.

## Social Media Handles

- Facebook: @NankindCanada
- Instagram: @nankindca
- X: @nankindca
- LinkedIn: @Nankind
- TikTok: @nankindca

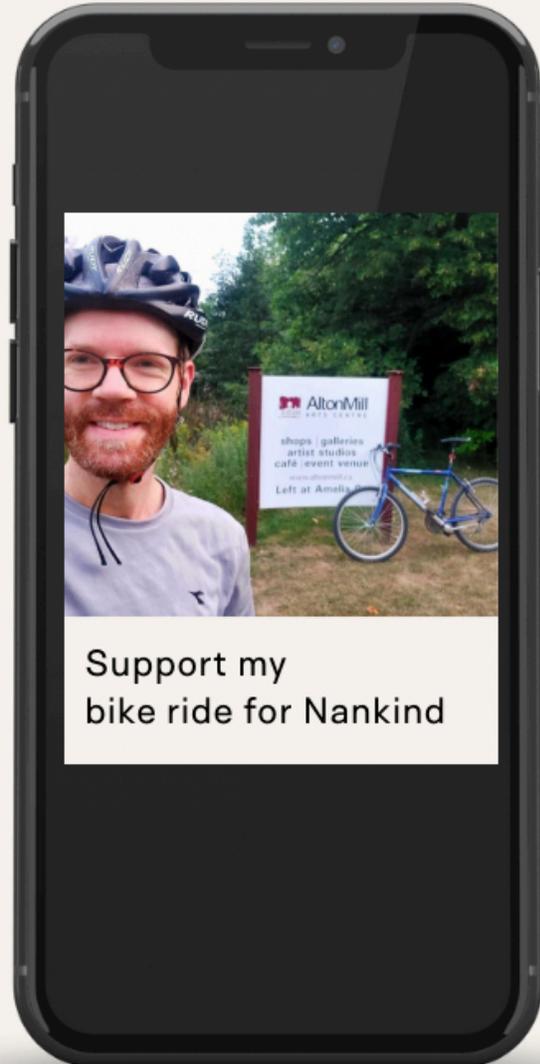
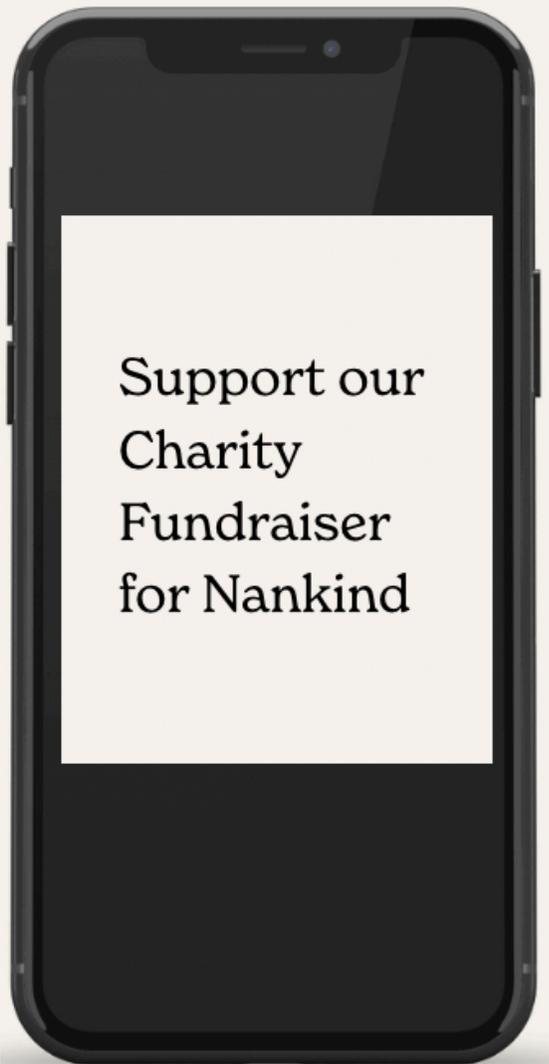
## Suggested #hashtags:

#nankind #cancersupport #cancer #minievents #nonprofit  
#fundraising #donate#giveback #giveback

## Not sure what to say? Here are some social captions to get you started:

- I'm hosting [event name] on [event date] in support of @nankindca to help transform the experience for families affected by cancer through free childcare and support. Join me in giving back to this great cause.
- I'm donating 100% of the proceeds from [event name] ticket sales to raise much-needed funds for families supported by Nankind.
- As someone that knows the impact cancer can have on the entire family, I'm really passionate about the work Nankind is doing in the community to help transform the experience for families affected by cancer. Join me by supporting my event.

# Social Media Samples



# Sponsor Outreach Letter Sample

The event host can send this letter out to solicit sponsors (if needed)

Download the Sponsor Outreach Letter example [here](#).

**nankind**

1000 Sheppard Ave W Suite 100  
North York, ON M3H 2T6  
[www.nankind.com](http://www.nankind.com) | 416.730.0025

Date  
Name  
Address  
City/Province/Postal Code

Dear (Name of potential sponsor),

My name is (name) and I am a passionate supporter of [Nankind](#), the only organization families facing a cancer journey can count on.

[Nankind](#) truly understands what support these families need and they do this by offering free specialized, in-home childcare, nutritious meals, and many virtual programs for families experiencing a cancer journey. [Nankind](#) is there to give children tools to build life-long coping skills and to provide a sense of normalcy during a tumultuous time in their lives. And they do this, so their parents have peace of mind knowing their children are in safe and loving hands.

I am thrilled to be hosting (event name) to raise much needed funds to help [Nankind](#) continue to make incredible strides in lessening the emotional and social impact of cancer on families. My goal for the event is to raise (\$Fundraising goal amount).

I am writing to you because we can't meet our goal without the help of people/companies like you/yours. Would you consider making a donation of (\$ amount or gift-in-kind item)? By giving to (event name), you'll be able to help [Nankind](#) continue pursue their dream of supporting all families with young children who are enduring a cancer diagnosis. With your help we will improve the emotional outcomes for children during this stressful time and will give their parents a chance to rest knowing their children will be alright. I hope that we can count on your support.

On behalf of all the parents and children, partners and loved ones, who benefit from the care you have made possible, thank you for your time and consideration in supporting (event name).  
With heartfelt gratitude and best wishes for good health.

Sincerely,  
(Event host name)

# Donation/Pledge Form Sample

This is a form for the event host to share with donors to make their pledges.

Download the Sponsor Outreach Letter example [here](#).

**nankind**

1000 Sheppard Ave W Suite 100  
North York, ON M3H 2T6  
416.730.0025

Date  
Name  
Address  
City/Province/Postal Code

Dear (Name of supporter)

Thank you for your donation of [enter dollar amount/gift in kind item] to our [name of mini fundraiser/event].

Collectively, we raised [enter dollar amount]. Your donation will help Nankind to continue their support of families at every stage of their cancer journey.

Nankind has supported 3,000+ families, cared for 4,000+ children, provided 100,000+ hours of free specialized childcare and delivered 65,000+ nutritious meals to families when they need it the most.

On behalf of all the parents with cancer and their children who benefit from the care you have made possible, thank you.

With heartfelt gratitude.

Sincerely,

(Event host name)

# Thank You Email Sample

This is a sample email that event hosts can send out after the event, thanking the guests for their support and sharing how much funds were raised.

Download the Thank You Email example [here](#).



# Charitable Tax Receipts

## Charity Business Registration Number

Canada: 824863690 RR 0001

US: 82-1609421

- Nankind is accountable and adheres to Canada Revenue Agency rules and regulations to protect its donors and charitable status.
- Nankind will issue tax receipts provided certain conditions set by the Canada Revenue Agency are met.
- Nankind can issue charitable tax receipts to individual and business donors in the amount of \$20.00 or more.
- Tax receipts cannot be issued to the organizer for proceeds from an event.
- Tax receipts are only issued for direct donations where the donor receives no benefit for their contribution. Receipts cannot be issued for the following: sale of raffle tickets, admission tickets, golf green fees, auction items, and other goods that provide a benefit to donors.
- Nankind cannot issue tax receipts for gift-in-kind donations, tickets, auction items, or event sponsorship.
- Tax receipts will be issued immediately upon receipt of all required information. To issue receipts for the current year, all donor and revenue information must be received by December 31st of the current year.
- Receipts can only be issued by a charitable organization and in accordance with Canada Revenue Agency guidelines. Please inquire with Nankind before offering tax receipts for your fundraising activity.

# Our Impact



3,000+ families supported



4,000+ children empowered



100,000+ hours of free childcare



65,000+ meals delivered

## Our Research

100%

of moms would recommend our program to other moms with cancer.

75%

of moms said their Volunteer Angel helped them to adhere to their scheduled medical appointments.

92%

of moms were very satisfied with the help and support received from their Volunteer Angel.

86%

of moms said their Volunteer Angel allowed them to rest and recuperate while taking care of their children.

94%

of moms said their Volunteer Angel was very well prepared for their visits to their home.

# Ready to Host a Fundraiser?

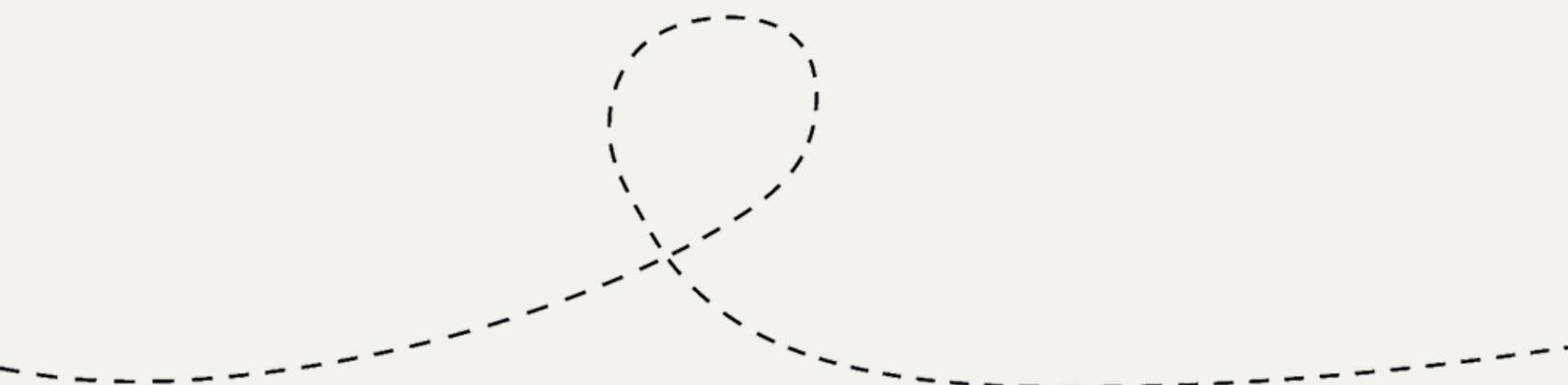
**For more information and to get started on your event, contact:**

Layo Folami

Marketing & Social Media Specialist

416-730-0025 Ext. 5

Layo@nankind.com





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## Get in Touch

☎ 416-730-0025

🌐 Nankind.com

📍 1000 Sheppard Avenue West  
Suite 100  
Toronto, Ontario  
M3H 2T6