

Indspire Fundraising Event Toolkit



Indspire

Indigenous education,
Canada's future.

L'éducation des autochtones.
L'avenir du Canada.

May 2017



Indigenous Education in Canada

At Indspire, we work to enrich Canada through Indigenous education and by inspiring achievement across Indigenous communities. Indspire is the largest funder of Indigenous education outside the federal government. In partnership with Indigenous, private and public sector stakeholders, we educate, connect and invest in indigenous people so they will achieve their highest potential.

Today, approximately 4 per cent of Canada's total population are Indigenous, identified as First Nations, Métis, and Inuit. Due to the remote locations of many reserves in Canada, access to resources and post-secondary opportunities are limited. The need for Indigenous student funding to complete their post-secondary education is dire. Only 10 per cent of Indigenous students complete their university education, compared to the 27 per cent of other Canadian students who earn their degree. And, year over year, Indigenous students cite a lack of finances as the greatest barrier to completing their education.

We must act now to help provide the next generation with a hand up towards a brighter future. According to the 2011 National Household Survey, only 48 per cent of Indigenous adults (aged 25 – 64) in Canada have a post-secondary credential. When compared to the 64 per cent of non-Indigenous adults who possess a post-secondary education, the disparity is clear. With 28 per cent of Canada's current indigenous population under 15 years of age, the need for financial assistance and improved opportunities will grow in the coming years.

Thanks to supporters like you, Indspire is able to provide financial assistance to Indigenous students so they can complete their education, become self-sufficient, enhance their ability to support their families and give back to their communities and enrich Canada's economy. Your dedication and support is demonstrated by providing funding so First Nations, Inuit, and Métis students will have a bright and successful future.

About Indspire

\$14.2 Million



Has been awarded through over **4,900 Bursaries and Scholarships**

Over 900



Students and educators attend our **Soaring Indigenous Youth Career Conferences** each year

912 Attendees



Came to the **2016 National Gathering for Indigenous Education**

344 participants



were matched and are active in the **Peer Support Educator Mentorship Program**

Every year, community events – from bake sales to galas to golf tournaments -- raise funds to support Indigenous students. Every one of these events is providing crucial support for Indspire's initiatives and programs.

- **Soaring:** Our annual youth career conference to inspire Indigenous high school students to pursue post-secondary education
- **Peer Support Educator Mentorship program:** A mentorship, coaching, and resources program for educators of Indigenous students
- **K-12 Institute:** A virtual resource centre that serves educators, communities, and other stakeholders who are committed to improving kindergarten to grade 12 success for Indigenous youth
- **Building Brighter Futures:** Bursaries, scholarships and awards that help thousands of Indigenous students each year to complete their university or college education

Your support allows Indspire to deliver meaningful programs that benefit Indigenous youth. You are helping to ensure that Indigenous youth are encouraged and empowered to hold on to their traditional knowledge and culture. You are helping them find role models that can have a positive influence in their lives, and by supporting Indspire, you are enabling Indigenous youth to become figures of positive change for the future in their communities and across Canada.

Event/Fundraising Toolkit

Introduction

Organizing an event is a fun and fulfilling experience and we are thrilled that you have chosen to support Indspire. This toolkit will help you execute a successful fundraising event but we are here to help if you have any questions. For support, please contact Helena Kyriakou, Development Officer at hkyriakou@indspire.ca

Hosting Your Event

The following steps outline how to create and execute a successful event.

Type of Event

There are many different ways to support Indspire, such as;



- Parties: Host a gala, dinner party, concert, fashion show, BBQ, afternoon tea, craft party, or picnic
- Educational Event: Educational or Themed Events: Host a celebration for National Aboriginal Day, Canada Day, or organize a speakers series, a community art project, a film night or a 'lunch and learn' focused on Indigenous issues
- Sports and Recreational Events: Organize a run/walk, bike event, mountain climb, scavenger hunt, or team or sport tournament such as golf, hockey, basketball or tennis
- Special Sale: If you have a talent or passion, consider raising funds through the sale of jewelry, crafts, food fairs, book or garage sales, and car washes
- "In Lieu of" Events: Have guests make a donation to Indspire in lieu of gifts for birthdays, graduations, anniversaries, retirements, bridal and baby showers, weddings, funerals or any other life occasion

Compliance

When planning your event, please be mindful that:



- All fundraising events comply with federal, provincial and local laws governing charitable fundraising
- You have checked with local authorities to determine unique requirements for each type of event, before submitting your proposal
- Indspire reserves the right to decline support from organizations that are in conflict with our mission

Event Details

Once you know what type of event you'll be hosting, you will need to confirm the event details:



- Select a location that is convenient for you and your attendees
- When selecting your event date, research other events happening in your area to make sure that your event doesn't conflict with another
- Be mindful of holidays, weather (time of year), transportation issues and the number of participants you plan to host
- Determine the name, date and time of the event and find an appropriate venue to meet your needs

Event/Fundraising Toolkit



Register your Event

Once you have a clear idea of the event you would like to host, please fill out the Events Proposal Form included in this package and submit it to Indspire. Once the form has been submitted:

- You will be contacted by an Indspire representative to review your event plans, share any materials you may need, and answer any questions that you may have

The form is at the end of this document.



Create a Budget

Creating a budget is an important part of the planning process. It helps you to create a financial goal for your event, as well as plan for appropriate expenses.

Brainstorm and identify:

- Your possible sources of income (ticket sales, sponsorship, promotional draw, etc.)
- An estimate of all potential expenses, including venue costs, decoration, food, entertainment

Remember, keeping costs low will enable you to raise even more for Indspire programming. We have provided a sample budget plan on page 11, as a reference to develop your own.



Execution

Here are some helpful tips to help your event run smoothly:

- Organize a committee
- Create a detailed event plan
- Assign and delegate tasks prior to and during your event
- Document your event with photos and videos

Be sure to create your event plan in advance, so that you are staffed accordingly with enough volunteers to ensure a successful event. Review the checklist on page 9 to get you started.

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Promote your event

Once your event details are confirmed, it's time to reach out to the community. There are plenty of free ways to promote your event to increase attendance and revenue.

Share it on social media:



- Leverage free platforms, like Facebook, Twitter, Instagram and YouTube to help reach people online and share information about your event
- Create an event listing on Facebook where you can invite your fans, friends and family to attend
- Tag @Indspire in all of your social media posts (our name should pop up after the "@" symbol as you type) so we can comment, like and share your event with our network on social media and through our e-newsletters
- Tag all social posts with #Indspire, #IndspireEvent, etc.
- Keep in touch with us at @Indspire on Twitter, our Indspire Facebook page and our Indspire Instagram so we can help promote your event!
- If you're new to social media, check out Twitter 101 and Facebook's Events Help page. They provide useful tips and information to get you started

Contact your local media (newspaper, radio and TV stations):



- Ensure you include all of your key event details (date, time, place, cause)
- Tell them why you created this event - explain why you've decided to support Indspire and why it's important to you/your community
- Be sure to mention that this event is being held for charity. Many local media outlets will mention your event for free, if the proceeds go to support a charitable cause.

Logos & Promotional Communications

To help give your materials a professional touch, Indspire can:



- Provide you with a digital copy of our logo for use on your event materials including brochures, posters, social media and the website for your event. **NOTE: Prior to printing, Indspire must approve any promotional materials that feature our logo.**
- Help promote your event on the events page on our website (scheduling and space permitting)
 - To apply to have your event featured on our website, please indicate on the application form and provide us a high resolution JPEG image that represents your event

Indspire should be identified as the beneficiary of the event, not the sponsor. For example, you would characterize a golf tournament as "The ___ Golf Tournament benefitting Indspire."

NOTE: You are welcome to respond to any media inquiries regarding your specific fundraising event/activity. However, all media inquiries regarding Indspire, our work, our programming or any staff members must be referred directly to your Indspire contact.

Event/Fundraising Toolkit



Key Messages

Included in this package are key messages for Indspire. It is important to use some of these messages to develop communications materials for your event that connect your audience to the cause. If you require further information or additional messaging for a specific program or project, please contact Helena Kyriakou, Development Officer at hkyriakou@indspire.ca

- Indspire is a national registered charity that invests in the education of Indigenous people for the long term benefit of them, their families and communities, and Canada's future
- Our vision is to enrich Canada through Indigenous education and by inspiring achievement. In partnership with Indigenous, private and public sector stakeholders, Indspire educates, connects and invests in Indigenous people so they will achieve their highest potential.
- Indspire is an Indigenous led charity. We serve First Nation, Inuit, and Métis people in rural and remote communities, as well as urban centres across Canada. With the support of our funding partners, we disburse financial awards, deliver programs, and share resources with the goal of closing the gap in Indigenous education.
- Indspire's *K-12 Institute* is a virtual resource centre that serves educators, communities, and other stakeholders who are committed to improving kindergarten to grade 12 success for Indigenous youth.
- In 2017-18 Indspire awarded \$14.2 million through almost 4,900 scholarships and bursaries to Indigenous students across Canada.
- Each year, we present the *Indspire Awards*, a nationally broadcast celebration of the successes achieved by Indigenous people.
- Indspire was selected by the Financial Post as one of [Canada's Top 25 Charities](#) worthy of a donation in 2014 and in 2015 and rated as a Four-Star Charity by [Charity Intelligence Canada](#) in 2017 & 2018.



Laureate, Student and Staff Ambassadors

It may be possible to secure an Indspire laureate, student or staff ambassador to speak at your event and share their experiences as beneficiaries or employees of the organization. They can really help strengthen your audience's connection to the cause and help create a more successful event.

If you are interested in working with one of our ambassadors, please indicate on the application form or contact Helena Kyriakou, Development Officer at hkyriakou@indspire.ca

Event/Fundraising Toolkit

Thank Participants

The people who support and attend your event are key to your success. So you should thank and acknowledge those who participated in or supported your event. Let them know how much you appreciate their support and how you couldn't have done it without them!



There are many ways to thank your supporters including:

- Personalized thank you cards or letters, phone calls or emails
- Video messages
- Personalized mentions on your social media outlets
- Special gifts as a token of your appreciation

Information you may want to share with your supporters:

- Number of guests hosted at your event
- How much money was raised for Indspire and details on the impact that this will make for Indigenous youth
- Plans or details for next year's event (if applicable)



Remit Funds

Indspire requires that all proceeds must be received no later than 30 days after your event. It is important to submit the funds you raised within this deadline to ensure proper tax receipting. Please note:

- Official tax receipts will only be issued in accordance with Canada Revenue Agency guidelines. Visit www.cra-arc.gc.ca for more information.
- Tax receipts for "in-kind" donations will only be issued upon request, when authorized by Indspire
- The final decision on whether a donation will receive a tax receipt rests with Indspire
- Cheques should be made payable to: Indspire
- You may not open a personal or commercial bank account in the name of Indspire

If you have any questions, please contact Helena Kyriakou, Development Officer at hkyriakou@indspire.ca

Share your Success!

We want to hear all about your event. Please send us photos and some notes detailing the event highlights so we can share in your success. To celebrate your achievement:

- Indspire may use your photos and stories in an upcoming newsletter, e-blast, social media post or on our website so be sure to get permission from attendees to document (Post a sign at your event that says: Photos and video will be taken during this event and may be used by Indspire for promotional purposes)



Things to consider when planning your event

- Decide on the scale and scope of your event based on your interests, capacity and resources available
- Take into consideration appropriate Indigenous protocol, including, traditional welcome speakers, drumming and singing; request local Indigenous musicians to open and close your event
- Find out which traditional territory your event is being held on and acknowledge that in any event remarks. All regions in Canada are within the **traditional territory** of a **First Nation** and it is customary to acknowledge the host First Nation Peoples and their traditional territory at the outset of any meeting or event.
- Consider having local Indigenous food and beverage catering options
- Determine any insurance and liability needs
- If necessary, contact your municipality to ensure that you are in compliance with bylaws
- If necessary, contact local law enforcement. Ensure that they are aware of the event to help maintain the safety of participants; make emergency response personnel available, when necessary
- Ensure that your event is easily accessible for elders and those with limited mobility
- Create communications materials and a distribution timeline that will ensure enough notice for participants to attend your event
- Ensure that the language, imagery and delivery of your communications materials are culturally sensitive and appropriate

***Ekosi, Meegwetch,
Welaliog, ᑦᑯᑦᑲᑦᑲᑦ***

No matter which language we use to show gratitude in,
we offer it to you today to thank you for choosing Indspire
for your event. Nya:weh.



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Indspire Event Checklist

Before the event:

- Type of Event: Identify the event type
- Register your Event: Complete & submit an Event Proposal Form to Indspire
- Be aware of tax receipting rules and regulations (Canada Revenue Agency) <http://www.cra-arc.gc.ca/chrts-gvng/menu-eng.html>

- Create a budget

Event Details:

- Choose a date and time
- Source venues and services
- Prepare promotional materials and don't forget to get Indspire's approval of items that include the logo
- Determine rentals, food/beverage needs
- Determine décor entertainment needs
- Select a photographer and/or videographer
- Secure permits and insurance
- Identify and solicit sponsors

Execution Planning:

- Establish a team/committee to help with set-up, execution and clean up of the event
- Develop an action plan: Assign tasks to volunteers for before, during & after the event

- Recruit volunteers

Promote your Event:

- Create and execute promotional plan – don't forget to create a Facebook Group and Event listing for your event!

During the Event:

- Create "day of" agenda for your event
- Delegate tasks to your committee
- Manage volunteers
- Promote your event and social media and be sure to tag @Indspire in all of your posts
- Document your event with photo and video (Be sure to get permission to photograph attendees*)
- Have fun and enjoy all of your hard work!

After the event:

- Formally thank all of your attendees
- Send Indspire some photos and highlights showing your event's success!
- Complete all financial records from your event and submit the proceeds to Indspire
- Meet with your committee to discuss success and challenges that you can improve upon for next year
- Register your event with us again for next year!
- Be proud and celebrate your success!

***Please post this on event signage indicating the event will be recorded:**

Indspire may use photographs, video or both ("Images") taken of participants at this event. By participating in this event, participants are deemed to grant the event organizers and Indspire the irrevocable right and unrestricted permission to use and publish Images of them, on a royalty free and unrestricted basis for any purpose authorized by Indspire, including website use, and fundraising use. This grant includes a waiver of moral rights and the rights to modify and/or retouch the Images. Participants fully and without limitation, release Indspire from any liability that may arise from the use of the Images. I agree and acknowledge that the Images are also subject to the [Terms and Conditions](#) on the Indspire website.

Indspire Sample Budget Plan

Revenue	\$	Expenses	\$	Net Total
Sales (ex. tickets, bake sale)		Venue		
Sponsorships		Food/Beverage		
Donations		Printing		
Silent Auction		Advertising		
Live Auction		Licence Fees		
50/50 Draw		Supplies & Materials (Ex. Baking supplies)		
Other:		Other:		
Other:		Other:		
Other:		Other:		
Total Revenue		Total Expenses		

Please note:

- All event expenses must be covered by the event organizer
- Indspire does not cover any third party event expenses
- Indspire does not obtain third party lottery licenses, or insurance on behalf of outside fundraisers/third parties
- For gaming license applications (Class B), Indspire will provide a letter of support but will not pay the applicable fee
- Tax receipts will not be issued for funds raised through any form of gaming
- Indspire is not responsible for debts incurred by those using the Indspire name for fundraising events



Indspire Fundraising Event Application Form

Contact Information

Title	_____	Company	_____
Name	_____	Name	_____
Address	_____	Address	_____
City, Province	_____	City, Province	_____
Postal Code	_____	Postal Code	_____
Phone	_____	Phone	_____
Email	_____	Email	_____

Event Information

Type of event planned _____

Date and Time of Event _____

Location and address _____

How will funds be raised? Ex. ticket sales, pledges, raffles, silent auction, etc

Organization's History

Please provide a brief history of your organization, size and how long it has been in existence

Have you participated in any other fundraising events? If so, please supply details (event and for whom):

Financial Information:

Total projected gross revenue (before expenses): _____

Total projected expenses: _____

Estimated to be raised from event: _____

Estimated date of donation: _____

How will the proceeds be sent to Indspire (select one) _____

Will Indspire be the only beneficiary (select one) _____

If "no", please list other beneficiaries _____



Indspire Fundraising Event Application Form

Public Relations Information

Will publicity be handled by an advertising agency (select one)

If "yes" please list agency, contact and phone number:

Name _____

Contact _____

Tel # _____

Target Market

General public, customers, friends and family

How will the event be publicized?

Note: All print materials featuring our name or logo must be approved by Indspire.

Event Requirements

Indspire Staff requested for event (select one):

Indspire Volunteers requested for event (select one):

Indspire speakers required for event (select one):

Would you like a formal cheque presentation (select one):

If yes, please provide the following information:

Location (full address):

Date and time:

Submitted by

Submitted by (Name and company if applicable)

Date

Please return form to: **Helena Kyriakou**
hkyriakou@indspire.ca
Development Officer, Donor Services