

December 2025

# Fundraising Event Toolkit

Charity BN/Registration #11883 4696 RR0001



Indspire

[About](#)

[Toolkit](#)

[Hosting](#)

[Inspiration](#)

[Promotion](#)

[Guidelines](#)

[Taxes](#)

[FAQs](#)

[Form](#)

# Tawâw. Taanshi. ᐱᐱᐱᐱᐱᐱᐱᐱ. Boozhoo.

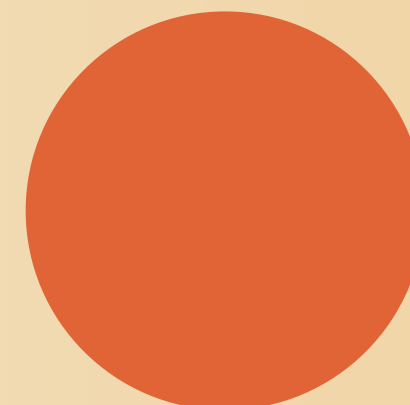
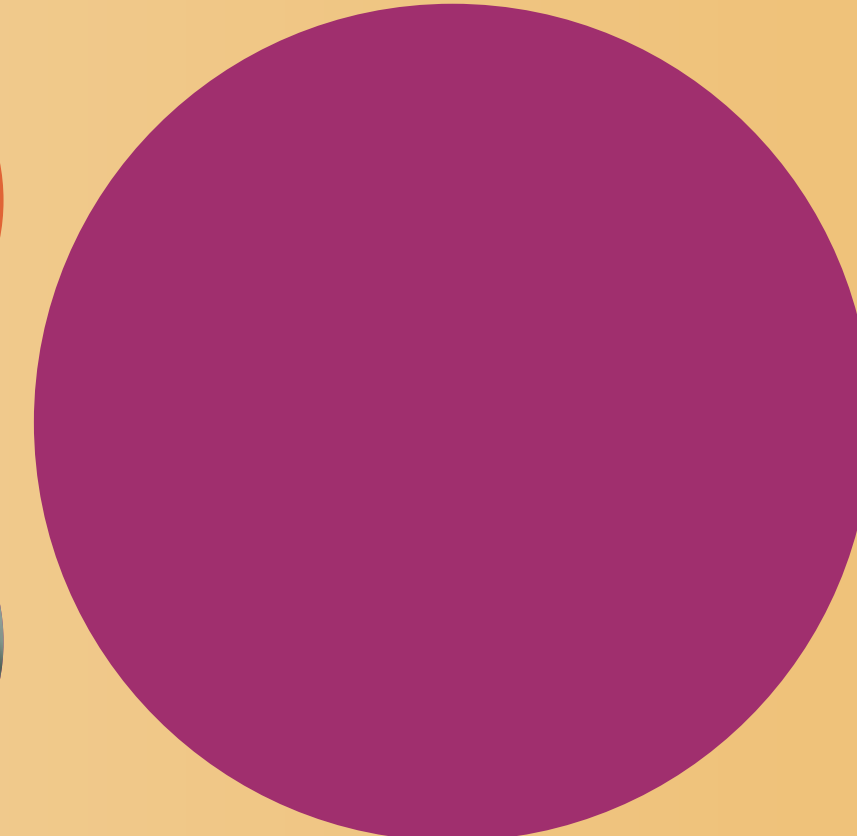
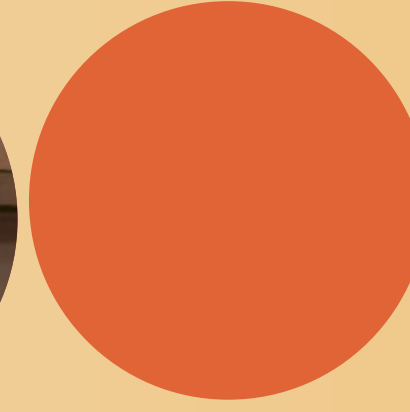
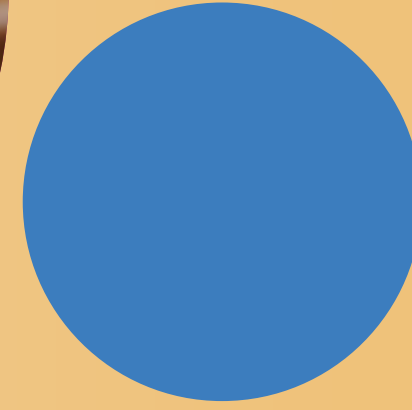
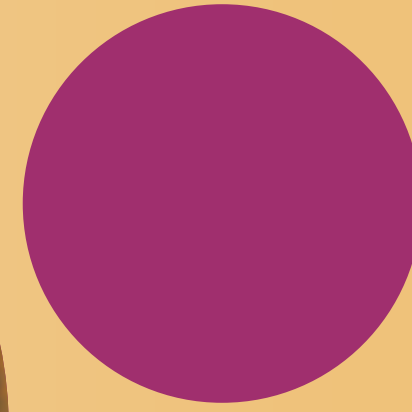
These are Cree, Michif (Métis), Inuktitut and Anishinaabe words – just a few of the many languages spoken by Indigenous Peoples in Canada – and we offer them to you today to say “Welcome,” as a partner of Indspire. Indspire is truly appreciative that you have chosen us for your fundraising event.

**Included in this package is a step-by-step guide to help you create a successful event.**

For more than 39 years, Indspire, a national Indigenous registered charity, has invested in the education of Indigenous learners for the long-term benefit of these individuals, their families and communities, and Canada. Through collaboration with supporters like you, Indspire educates, connects with, and invests in Indigenous Peoples across Canada so they can achieve their highest potential.

Thank you once again for your continued support of Indspire. Sincerely,

Mike DeGagné  
President and CEO  
Indspire



[About](#)

[Toolkit](#)

[Hosting](#)

[Inspiration](#)

[Promotion](#)

[Guidelines](#)

[Taxes](#)

[FAQs](#)

[Form](#)

# Indigenous Education in Canada

97%

of students who have received funding have graduated or are working towards completion

50%

of graduates continue toward another post-secondary credential

89%

of employed graduates work in fields that support Indigenous communities

824,075

Indigenous people aged 20–54 who are eligible to attend post-secondary education

**Indigenous Peoples are the fastest growing demographic cohort in Canada**, and they are younger than the Canadian average (33 years old compared to 42 years old for non-Indigenous peoples). According to the 2021 Census, there are 824,075 Indigenous people aged 20–54 who are eligible to attend post-secondary education. In fact, the Centre for the Study of Living Standards estimates that if we close the education attainment, employment, and income gaps for Indigenous peoples in Canada, we will see cumulative GDP gains of \$457 billion by 2041.

As a society and a country, we have the responsibility to ensure that all students have what they need to follow their dreams and make the most of future opportunities. Not only is this vital to advancing reconciliation, but it will also make Canada stronger, more innovative and more inclusive. It will make us all better able to thrive in a changing world and a shifting global economy.

Indspire is an Indigenous national charity that invests in the education of First Nations, Inuit, and Métis people for the long-term benefit of these individuals, their families and communities, and Canada.

With the support of its funding partners, Indspire provides financial awards, delivers programs, and shares resources so that First Nations, Inuit, and Métis students will achieve their highest potential.

Indspire provides hundreds of scholarships, bursaries and awards to thousands of Indigenous students every year through its Building Brighter Futures: Bursaries and Scholarships (BBF) program. Since 1996, Indspire has provided over \$280 million in financial support to more than 84,000 First Nations, Inuit and Métis students.

**Nearly ninety seven per cent of students who have received funding have graduated from a post-secondary institution or working towards completion. Fifty per cent of graduates continue toward another post-secondary credential, and most importantly, eighty nine per cent of employed graduates work in fields that support Indigenous communities.**

In an increasingly interconnected world, Canada is in a global race for talent. Fortunately, right here at home, Indigenous students are poised and ready to supply the necessary energy, enterprise, and labour



About

Toolkit

Hosting

Inspiration

Promotion

Guidelines

Taxes

FAQs

Form

# Indspire Fundraising Event Toolkit

Firstly, thank you for your interest in hosting an event in support of Indspire!

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 **Matthew Tavares, Senior Development Officer, Online Giving** at [mtavares@indspire.ca](mailto:mtavares@indspire.ca)

**What are Third-Party Fundraising Events?**

Third-Party Events are organized by community groups (e.g., schools, churches, social groups, corporations, etc.) to help raise funds that support Indspire. A Third-Party Fundraising Event is any activity by a non-affiliated group or individual where Indspire has no fiduciary responsibility and little or no staff involvement. However, we are happy to provide you with this toolkit to help it be a success.

## Third-Party Event Ideas

Third-party events can take many different forms! Below is a list of event ideas, many of which can now be done online:

Arts and Crafts Sale

Battle of the Bands

BBQ

Book Sale

Car Wash or Pet Wash

Create a Cookbook

Donate What You've Saved Working From Home (Coffee, Lunch, Transit, etc.)

Donations in Lieu of Gifts for Special Occasions

Garage Sale

Host a Dinner Party

Monthly Activity Group

Online Auction

Online Game Tournament

Outdoor Movie

Pledge Events

Photo Outing

Run/Walk/Ride

Sale Proceeds

Scavenger Hunt

Ticketed Event (Festival, Sport Tournaments)

Virtual Classes (Art Night, Cooking Class, Music Class, Yoga)

Watch Parties

Work Fundraising Challenges



About

Toolkit

Hosting

Inspiration

Promotion

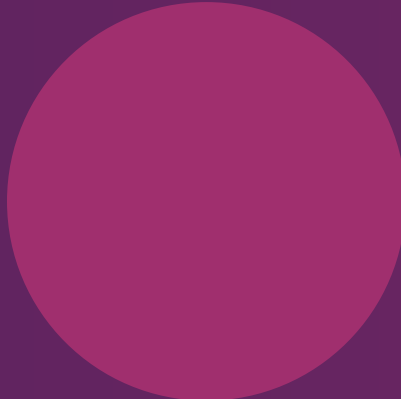
Guidelines

Taxes

FAQs

Form

# Hosting



# Hosting Your Event

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

1. Type of Event
2. Compliance
3. Event Details
4. Register Your Event
5. Create a Budget
6. Execution
7. Promote Your Event
8. Logos and Promotional Communications
9. Key Messages
10. Laureate, Student, and Staff Ambassadors
11. Thank Participants
12. Remit Funds
13. Share Your Success

1

## Type of Event

Before you start, it's important to know what kind of event you'd like to host. Once you know that, you can get planning!

2

## 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 the 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.

3

## 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.

4

## Register Your Event

Once you have a clear idea of the event you would like to host, please fill out the [Third-Party Event Application Form \(page 19\)](#) 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.



5

## 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 to plan for appropriate expenses.

Brainstorm and identify your possible sources of income (ticket sales, sponsorship, promotional draw, etc.) and an estimate of all potential expenses, including venue costs, decoration, food, entertainment.

6

## Execution

To ensure that your event runs smoothly you should:

- 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.**

7

## 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, X, Instagram, TikTok, 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

- Tag all social posts with #Indspire, #IndspireEvent, etc.
- Keep in touch with us at [@Indspire](#) on Facebook, X, LinkedIn, and YouTube, and our Instagram ([@indspire.ca](#)) so we can help promote your event!

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

- Ensure you include all 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.



8

## Logos and 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. Indspire should be identified as the beneficiary of the event, not the sponsor.

For example, you would characterize a golf tournament as “The [blank] 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.

9

## 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.

- Indspire is a national registered charity that invests in the education of Indigenous people for the long-term benefit of these individuals, their families and communities, and Canada.
- 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 charity. We serve First Nations, 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.
- In 2024-2025, Indspire distributed over \$31.6 million through over 8,800 bursaries and scholarships.
- Each year, we present the Indspire Awards, a nationally broadcast celebration of the successes achieved by Indigenous people.

10

## 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 Matthew Tavares, Senior Development Officer, Online Giving at [mtavares@indspire.ca](mailto:mtavares@indspire.ca)

## 11

## Thank Participants

The people who support and attend your event are key to your success. 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, and special gifts as a token of your appreciation.

## 12

## 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](http://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

## 13

## 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.

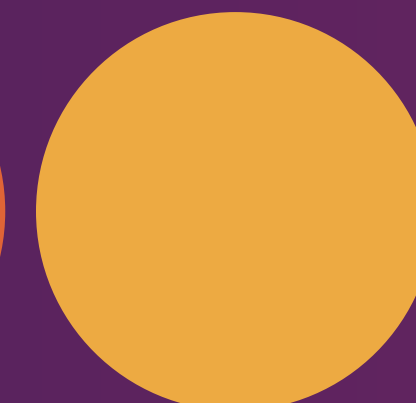
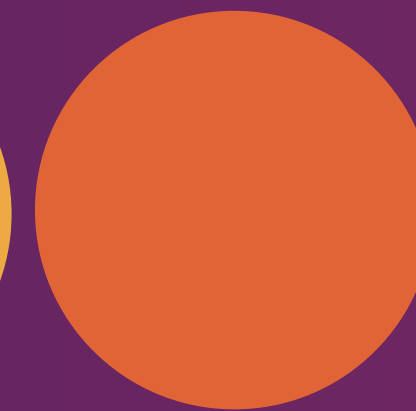
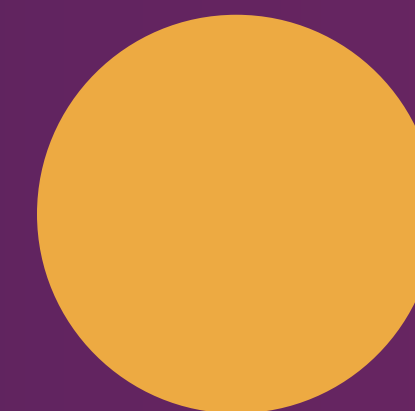
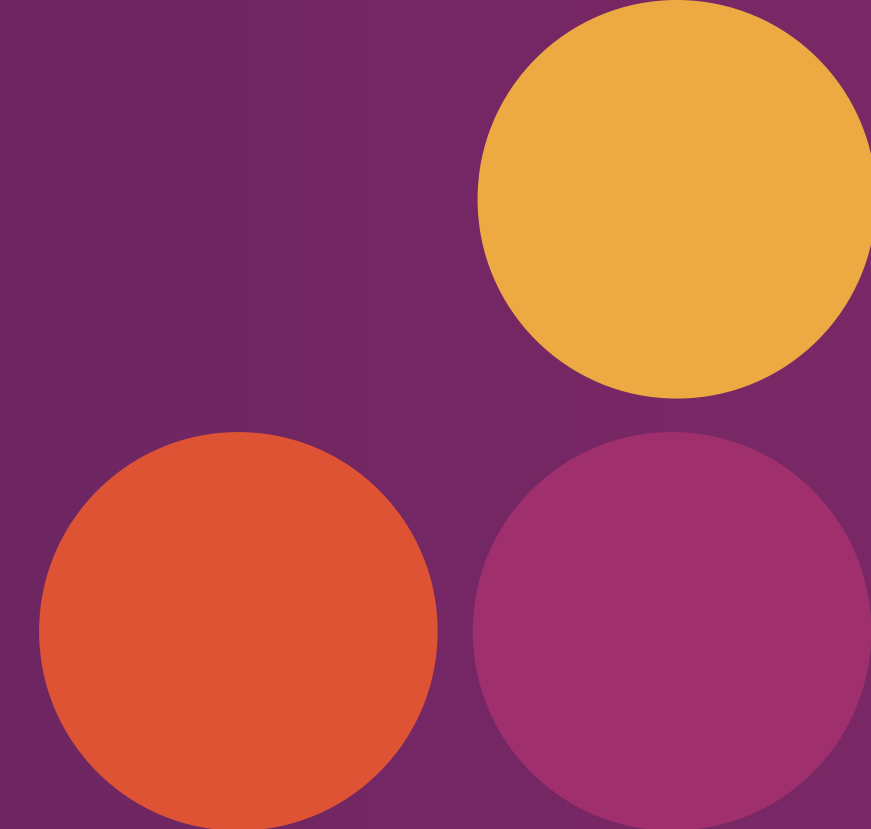
To celebrate your achievement, Indspire may use your photos and stories in an upcoming newsletter, social media post or on our website, so be sure to get permission from attendees to document.

**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.



# Inspiration



About

Toolkit

Hosting

Inspiration

Promotion

Guidelines

Taxes

FAQs

Form

# Eliza and Andrew

Eliza and Andrew decided to give to Indspire through their birthday party. [EchoAge](#) allows supporters to celebrate milestones while splitting their gifts with a charity of their choice.

Eliza and Andrew chose Indspire because, as their mom put it, “As a First Nations family, it was amazing to see Indspire as an option for contribution.

The education of First Nations, Métis & Inuit individuals & communities are so underserved, yet incredibly deserving; a very worthy cause! Miigwech (Thank you) for the support!”

Through this endeavour, along with giving to Indspire, Eliza received a Wellie Wishers doll and Andrew received an Avengers Lego set for their birthday.

To learn more about creating your own EchoAge party, [click here](#).



## Past Events

Indspire is fortunate to have many wonderful and passionate supporters.

About

Toolkit

Hosting

Inspiration

Promotion

Guidelines

Taxes

FAQs

Form

# Erik Pavey

Erik Pavey cycled 4,000 km across Canada, raising over \$6,000 for Indspire through [CanadaHelps](#), which allows supporters to create fundraising pages easily that they can share with their friends and family.

Erik did his cross-country cycle on his own, choosing Indspire because he wanted to choose a charity that “had tangible and long-lasting benefits for Indigenous People.”

After seeing our student success stories, he could see the difference Indspire was making. “I felt confident that the donations being made were an investment in Indigenous students, and an investment in Indigenous people as a whole. The fundraiser motivated me to continue riding through some tough days knowing that it was for a great cause!”

To learn more about creating your own CanadaHelps fundraiser, click [here](#).



Over the past year we’ve had generous donations made in support of Indspire through birthday parties, bike rides, bake sales, book sales, and other fundraising initiatives. We’re grateful to everyone who has organized these events to support Indspire’s mission.

# Promote Your Fundraiser and Collect Funds

Indspire uses a few giving platforms that allow our supporters to share and promote their events and raise funds for us in a way they find most suits their needs. Below are some of the most common giving platforms we use, along with ways to send your funds to Indspire.

## CrowdChange

CrowdChange is the main platform used for third-party events in support of Indspire. Whether it's hosting a rowing competition, having friends and family sponsor your marathon, or creating a school fundraiser, many donors use CrowdChange.

On CrowdChange it's easy to create your own page and share the link with your network. [Click on this link](#) to learn more about fundraising with CrowdChange and to get started on creating your own fundraiser.

## ECHOAge

Through ECHOAge you can create an online invitation to the event of your choice (birthday party, baby shower, weddings, etc.). Guests are then able to give online and the funds are split between the charity of your choice and your group gift(s).

ECHOAge also lets you invite guests and manage RSVPs and contributions online, allowing you to message guests directly or chat on the party message board. [Click on this link](#) to learn more about fundraising with ECHOAge and to get started creating your own party through them.



About

Toolkit

Hosting

Inspiration

Promotion

Guidelines

Taxes

FAQs

Form

# Donate to Indspire online

Depending on what kind of event you're holding, you may prefer that each participant donates directly to Indspire online.

## This is a great option.

We often have supporters who prefer to use this method. If you want to donate this way but also want to let us know which event you're giving through, a great option is to have your group enter in an agreed-upon phrase into the "What motivated you to give" field on our giving page.

For example, if your event is Yoga in the Park, you can ask your participants to enter "Yoga in the Park" under that field while making their online gift so we know that's where the funds came from.

## Send a cheque to Indspire

If you're holding an event and collecting the funds yourself—for example, if you have donation boxes at your venue—you can tally up the funds and send us a cheque made payable to Indspire with reference/memo of your third party event (i.e. Bake Sale, Corporate Walk) and mail to:

**Indspire**  
601 - 555 Richmond Street West Toronto, ON M5V 3B1



[About](#)

[Toolkit](#)

[Hosting](#)

[Inspiration](#)

[Promotion](#)

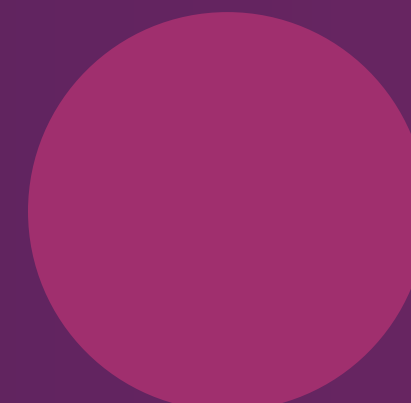
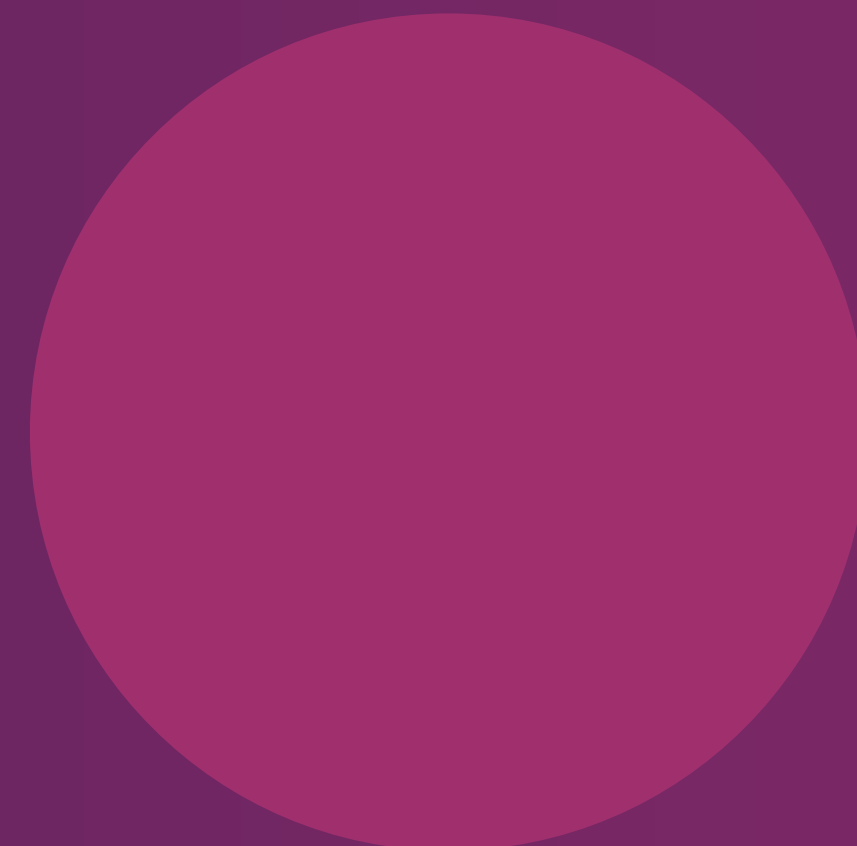
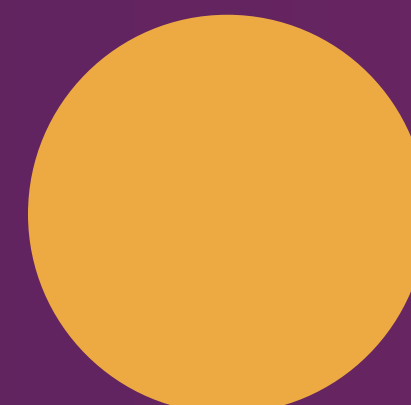
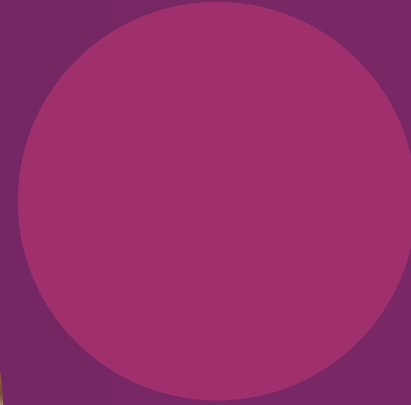
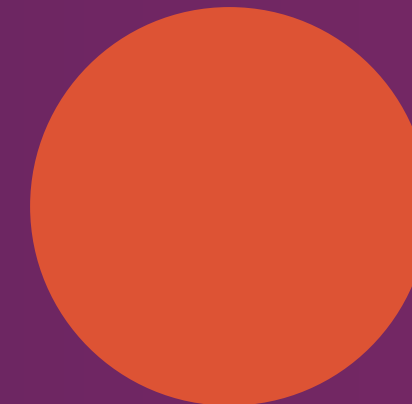
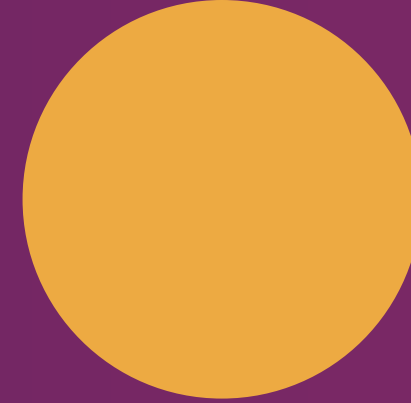
[Guidelines](#)

[Taxes](#)

[FAQs](#)

[Form](#)

# Appendices



About

Toolkit

Hosting

Inspiration

Promotion

Guidelines

Taxes

FAQs

Form

# Appendix A - Fundraising Guidelines

1. Indspire encourages fundraising events that are compatible with our mission, vision, and values. Prior approval to hold a third-party event is required. Approval is based on the type, theme and financial viability of the event. Indspire reserves the right to withhold the use of its name and logo from any event, initiative, promotion, performance or presentation if deemed inappropriate or outside our values.
2. To conduct a fundraising event, we ask that you complete and send in the Third-Party Application Form at least 14 days prior to your event.
3. Any organization/group seeking to use the Indspire name or logo on any materials, including advertising, must receive approval from Indspire.
4. All promotional materials must state that your event is “in support” of Indspire and is not an official Indspire event.
5. Taking commission, for any purpose, on funds raised as part of the event is prohibited.
6. The third-party organizer is responsible for meeting all municipal/provincial or deferral standards and fulfill all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. Indspire must not be party to any liability coverage without prior knowledge and/or approval. Indspire accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.
7. Indspire agrees to provide the sponsoring organization/group with appropriate recognition as set forth in our Donor Recognition Policy.
8. The third-party event organizer will be held responsible for all costs related to the event and will handle all monies until the official donation is submitted to Indspire. Event expenses are to be deducted before sending proceeds to Indspire. Indspire shall incur no costs unless otherwise agreed to in writing prior to the event or promotion.
9. The sponsoring organization/group agrees to handle all monetary transactions for the event or promotion and to present the proceeds to Indspire within 30 days of the event or as agreed in writing with Indspire.
10. When tax receipts are requested, the third-party event organizer is responsible for collecting the names, addresses and contact information of all donors, and is required to mail the appropriate materials to Indspire within 30 days of the conclusion of the event.
11. Indspire issues official income tax receipts in accordance with the Canada Revenue Agency guidelines. Refer to Tax Receipting (next page) for details.
12. Involvement of Indspire staff and volunteers will be at our discretion and will be based on availability, location and the nature of the event.
13. The third-party event organizer agrees to ensure that all materials borrowed are returned promptly and in the same condition they were received. The organizer agrees to accept responsibility for damage or loss of materials borrowed from Indspire.
14. Indspire will not be responsible for mailing materials to attendees/participants or volunteers, other than the mailing of applicable tax receipts.
15. The third-party event organizer must send a complete accounting of all income and expenses associated with the event to Indspire. By publicly naming Indspire as the beneficiary of your initiative, you are required to donate the net proceeds to us within 30 days of the event completion.

# Appendix B - Tax Receipting

Indspire adheres to the Canada Revenue Agency (CRA) Income Tax Act when issuing charitable tax receipts.

To learn more about charitable tax receipts, please visit <http://cra-arc.gc.ca>. Issuing inappropriate charitable tax receipts can put our charitable status in jeopardy.

**Under CRA guidelines, a “gift” is a:**

Voluntary Transfer of Property with a conscious desire to make a gift (as distinguished from giving something for nothing by mistake or under pressure).

- **Voluntary** – given of free will (not compelled, not court ordered, etc.)
- **Transfer** – from donor to charity/qualified donee (complete transfer)
- **Property** – cash or gifts in kind (not services)

**Indspire will provide a tax receipt for the following:**

- Direct personal or corporate donations of \$20 or over (unless otherwise requested by donor)
- Gifts of shares
- Bequests
- Life insurance premiums
- Monthly donations (donor will receive one cumulative income tax receipt at the end of the calendar year)

**Indspire cannot provide a tax receipt for the following:**

- Gifts of promises or pledges (i.e., gift certificates donated by the issuer, hotel accommodation)
- Payment of basic fee for an event
- Gifts where the value or benefit of the donation cannot be determined
- Lottery or raffle tickets
- Funds or gifts in kind from another qualified donor (gifts from other registered charities, or non-profit organizations)
- Name of true donor(s) cannot be determined (for example, bottle collection from several parties, donation bins, etc.) – one person cannot benefit from gifts made by multiple donors
- Gifts intended for another organization
- Sponsorships

# Appendix C - Frequently Asked Questions

## Will Indspire help organize events?

We have created this Third-Party Event Toolkit to help you start planning your event.

## Can Indspire support any third-party event expenses?

It is the responsibility of the event organizers to create a budget and manage it accordingly for all expenses.

## Can Indspire provide volunteers for a third-party event?

It is the responsibility of the event organizers to recruit, train, and manage all volunteers.

## Can Indspire provide sponsorship contacts to support third-party events?

Indspire cannot solicit sponsors or provide sponsor/donor lists for third-party events. It is the responsibility of the event organizer to request support from individuals or businesses to underwrite costs.

## Who is responsible for all liability and legal risks associated with my event?

Indspire will not be responsible for any damage or accidents to any persons or property; we will not assume any legal or financial liability caused before, during or after the event.

## How do I send the proceeds of my event to Indspire?

Funds raised by a third-party event should be made payable and turned in to Indspire no later than 30 days after the event. It is preferred that all funds raised are deposited into one account and a cumulative cheque is written to Indspire. Cash funds must be turned in to Indspire no later than 7 days after the event. Cash must be in a sealed envelope, counted, with a count sheet detailing the funds included.

**Please send a cheque made payable to Indspire with reference/memo of your third-party event (i.e. Bake Sale, Corporate Walk) and mail to:**

Indspire  
601 - 555 Richmond Street West  
Toronto, ON  
M5V 3B1

## Can I use the Indspire logo and how do I get it?

Yes, please complete the *Third-Party Event Application Form*. Upon accepting your request, our logo will be emailed to you.

About

Toolkit

Hosting

Inspiration

Promotion

Guidelines

Taxes

FAQs

Form

# Third-Party Event Application Form

Event Name

Date

Time

Location (Address/Facility/City)

Contact Name

Contact Phone

Contact Address

Postal Code

Contact Email

Fundraising Goal

Expected Number of Attendees

Event Description and Additional Details

Would you like to use the Indspire logo on your event promotional material? If Yes, it will be emailed to you at the above email address:

Yes

No

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

### Acknowledgments

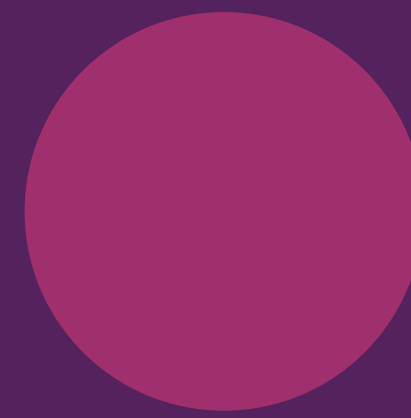
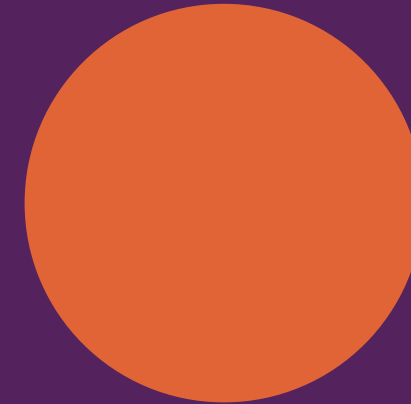
I acknowledge that Indspire reserves the right to withdraw its name from the event at any time. I acknowledge that I have read and understand the information contained in the Indspire Third-Party Event Toolkit and will adhere to all of Indspire’s Fundraising Guidelines.

*Submitted by (Name and Company if applicable)*

### Please return form to:

Matthew Tavares,  
Senior Development Officer, Online Giving  
[mtavares@indspire.ca](mailto:mtavares@indspire.ca)





# Indspire.ca

## Head Office

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Fax: (866) 433-3159

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