

# THIRD-PARTY FUNDRAISING TOOLKIT



OCH FOUNDATION  

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# Event Impact

A Third-Party Fundraiser is your opportunity to lead an event in support of a cause close to your heart.

OCH Foundation delivers education, employment and community engagement programs that break down barriers, build resilience and alleviate the effects of poverty and inequities faced by the individuals living in Ottawa Community Housing.

## BENEFITS:

**Personal Impact:** Make a difference in a way that reflects your personality and interests.

**Community Building:** Strengthen connections within your community while supporting a worthy cause.

**Enhanced Visibility:** Showcase your dedication to social responsibility and community engagement.

# Getting Started

# 1

**Review guidelines:** Review our Third Party Fundraising Guidelines (Pg 3)

# 2

**Complete Application:** Complete the Third Party Fundraising Application a minimum of 15 days in advance of the scheduled event or activity.

# 3

**Approval:** Once approved, you'll be ready to start promoting your fundraising event!

**Donations raised through these initiatives go directly to serving 33,000 tenants which include 9,000 children and youth in 155 OCH communities throughout Ottawa.**



# Guidelines

## WE CAN PROVIDE:

- ✓ Support from staff via phone or email.
- ✓ Promotional support: share your event on our social media handles. Logo use (upon approval), brochures, flyers, and banners.
- ✓ Letter of acknowledgement for soliciting sponsors and donations.
- ✓ Create a personalized online fundraising page (optional crowdfunding).
- ✓ Tax receipts (as per [CRA guidelines](#)). **Please speak with OCH Foundation staff before offering to issue tax receipts.**
- ✓ Opportunity for OCH Foundation staff representative to be on site and speak at event. (upon availability).

## WE CANNOT PROVIDE:

- ✗ Guaranteed staff or volunteers, although we will make every effort to accommodate all requests.
- ✗ Gaming permits/raffle/liquor licenses.
- ✗ Staff to assist in event planning beyond promotional material.
- ✗ Provide event, volunteer and/or liability insurance.
- ✗ Share mailing lists of donors, clients, staff, or volunteers.
- ✗ Provide financial support for event administration, funding, or reimbursement for expenses.







# Hosting Your Event

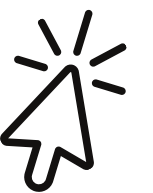
Hosting an event in support of the OCH Foundation is an excellent way to engage your community while making a meaningful difference in the lives of some of Ottawa's most vulnerable residents.

[CLICK HERE FOR INSPIRATION](#)

1

## Plan your event!

- Choose the type of event you'd like to host. This could be a tribute, staff fundraiser, concert, bake sale, silent auction or more.
- Then set a date, time, and venue, determine participants and capacity, set up registration, and create planning and event-day checklists.



2

## Event Form

Complete a [Third-Party Fundraising Event Application](#) online for approval and sign the fundraising agreement

3

## Promotion

Promote your event through your network and social media. Remember to tag @OCHFoundation on Instagram, BlueSky, LinkedIn and Facebook.

4

## Get others involved!

Collaborate with folks who want to help you bring your vision to life! Depending on the size of your event, you also might need volunteers.

5

## Safety is key!

Prioritize safety measures at all events to ensure the well-being of attendees and participants

6

## Celebrate the success of your event!

- Be sure to thank your attendees, sponsors, donors and participants
- Submit your donation and any relevant tax receipt information within 45 days of your event

## PRO TIP!

Local businesses are a great place to start when you're considering support for your event. They might offer discounts on food, equipment or other supplies.



# Contact Us



Our team is always happy to answer any questions you may have!

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