

New Canadians Centre

COMMUNITY FUNDRAISING TOOL KIT

It Starts with You!



NEW
CANADIANS
CENTRE
PETERBOROUGH

WELCOME!



THANK YOU! for your interest in supporting our mission of empowering newcomers.

By choosing to fundraise on behalf of the **New Canadians Centre**, you are helping to create brighter, stronger futures for newcomers to Canada - individuals and families who are rebuilding their lives.

This toolkit is your step-by-step guide to hosting your own fundraising event or campaign. Whether you are planning a birthday fundraiser, a community walk, or a workplace challenge, every effort makes a real impact.

So thank you for your passion, for taking action, and for believing in a better, more inclusive community.

Let's get started!



ABOUT US

Founded in 1979, the New Canadians Centre Peterborough (NCC) is a non-profit charitable organization dedicated to supporting immigrants, refugees and other newcomers in the City of Kawartha Lakes, Haliburton County, City and County of Peterborough and Northumberland County.

Our mission

We empower people who are new to Canada, so they can be recognized as equal and valued members of Canadian society, and we provide leadership to cultivate their meaningful economic, social, and cultural inclusion in our community.

Our vision

A vibrant and inclusive community where people who are new to Canada thrive and are valued.

Our Values

Respect, Equity and Inclusion,
Collaboration, Dedication, Celebration



OUR PROGRAMS AND SERVICES

Employment Support

English Language Learning

- Conversation Circles
- English Groups
- Public Speaking Training
- English in The Workplace

Support for Youth & Families

Community Connections

- Language Learning
- Group Activities
- Volunteer Matching
- Welcome Pass Program
- Events

Immigration & Settlement

- Information & Referral
- Settlement Assistance
- Case Management
- Language Assessment
- Settlement Workers in Schools
- Resettlement Assistance Program

HOW COMMUNITY FUNDRAISING WORKS

At NCC, Community Fundraising refers to events organized and promoted by an individual, group, or company.

The organizers act independently, but with NCC's knowledge and in certain cases; approval or direct support.

Community fundraising events are an essential resource for helping raise funds and awareness. This is important for us continue supporting immigrants, refugees and other newcomers in our communities.

- 1 Come up with your idea! This is the fun part - how do you want to raise money for NCC?
- 2 Fill out the "Community Fundraiser Application Form". Our Fund Development Officer will get back to you within five business days to chat about your event.
- 3 Have fun, take pics, and share online - show the community how much you care by using the power of social media.
- 4 Report back - tell us how it went! We will follow up with tax receipts to your donors based on the "Donation Form".

EVENT IDEAS

Trivia Night

Dress-Down Day

Yard Sale

Ticketed Event

Pet Wash

Run/Walk/Ride

Garage Sale

Social Media Takeover

Sports Tournament

Dinner Party

Birthday fundraiser

BBQ

Bake Sale



PROMOTION

Steps Towards a Successful Fundraiser:

- 1 Choose your event idea
- 2 Set the date, time, and location
- 3 Set a fundraising goal
- 4 Set a budget
- 5 Create work plan
- 6 Promote your event



We will:

- Share your promotional graphic across NCC's social media channels (Facebook and Instagram)
- Repost your event's social content on our platforms if you tag us
- Include your event on our website: nccpeterborough.ca/events
- Promote your event in our monthly newsletter



Check out this resource to create your own page:
canadahelps.org/en/fundraise/

GUIDELINES



1. Fundraising events must align with the New Canadians Centre's mission and values.
2. If you would like to organise a fundraising event, please complete and send in the Community Fundraiser Application Form (page 9) at least 30 days prior to your event.
3. If you would like to use the New Canadians Centre name or logo on any materials, including advertising, please let us know.
4. All promotional materials must state that your event is "in support" of NCC and is not an official NCC event.
5. Taking commission, for any purpose, on funds raised as part of a third party event is prohibited.
6. As the organiser, you are responsible for meeting all municipal/provincial or federal standards and fulfill all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. NCC must not be party to any liability coverage without prior knowledge and/or approval. NCC accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.
7. The organiser will be responsible for all costs related to the event and will handle all monies until the official donation is submitted to NCC. Event expenses should be deducted before sending the proceeds to NCC. The NCC shall not incur costs unless otherwise agreed prior to your event.
8. The organiser agrees to handle all monetary transactions for the event to present the proceeds to NCC within 30 days of the event or as agreed with NCC.

9. NCC does not do door-to-door solicitations and cannot endorse these events.

10 Involvement of NCC staff and volunteers will be based on staff availability, location and the nature of the event.

11. NCC issues official income tax receipts in accordance with Canada Revenue Agency guidelines. If tax receipts are requested, please submit the Donation Form (page 10) so that we can collect the donors' legal name, address and contact details. Tax receipts will be provided for gifts of \$20 and over.

Please make cheques payable to "New Canadians Centre"

CONTACT US



We are here to support your event!

If you would like to chat about your fundraising event or would like more information, please contact:

Asuka Ballantyne
Fund Development Officer
New Canadians Centre
fundraising@nccpeterborough.ca
T: (705) 743 0882 M: (705) 761 8019

Thank You for Walking with Us Every Step of the Way

New Canadians Centre
221 Romaine Street, Peterborough, ON, K9J 2C3
nccpeterborough.ca @newcanadianscentre

Charitable Registration: 119091940RR0001

Community Fundraiser Application Form

(Please print clearly)

Event Name: _____

Date: _____ Time: _____

Location(Address/Facility/City): _____

Contact name: _____ Contact phone: _____

Contact address: _____ Postal Code: _____

Contact E-mail address: _____

Fundraising Goal: _____ Expected # of people: _____

Description of fundraiser: _____

How will the proceeds be split?: _____

Where will revenue come from? (entrance fee, ticket cost, donations, etc.):

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

Yes / No

ACKNOWLEDGMENTS

I acknowledge that NCC 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 NCC Community Fundraising Toolkit and will adhere to all of NCC's Fundraising Guidelines (page 7-8).

Applicant Name _____ Applicant Signature _____ Date _____

NCC Staff Name _____ NCC Staff Signature _____ Date _____

Donation Form

This form is to be filled out ONLY for donations that are eligible for a charitable tax receipt.

We will provide a tax receipt for a donation of \$20 or more.

Please make cheques payable to New Canadians Centre Peterborough

[illegible]

*This form must be submitted with all monies and forms no later than 30 days after the end of your event.

****Please note, addresses are required for all charitable tax receipt requests, and will be mailed directly to the donor.**

***Please print clearly.