

MANAGEMENT ADVISORY SERVICE – FUNDRAISING FORUM – NOVEMBER 2, 2011

EXAMPLES OF SUCCESSFUL FUNDRAISING INITIATIVES

Ontario RETT Syndrome Association

- Gentle mutation on X chromosome (mainly affecting women with many physical manifestations such as inability to walk or talk)
- Annual event conducted in conjunction with the Running Room
- Combination of 10K, 5K and walk-a-thon
- Primarily extended families and friends/ also attracts runners
- Raises \$40,000-\$60,000
- Goes towards research, family support and clinics
- Helps keep people connected with each other and the association
- People respond to activity/event they enjoy

Hazel Burns Hospice

- 3rd Party Healing Cycle Ride for Palliative Care
 - Spectacular event –100% \$ raised came to HBH
 - Learning—will be our Annual fund raising event; raised awareness
- Mission:
 - Provide compassionate care in community For those living with a terminal illness→official mission statement\

Coffee for Global Education (OCIC)

- Fair trade coffee brand between OCIC & coffee coop
- Came in a moment of crisis regarding federal government funding
- Values alignment/public engagement/ethical approach
- Sell coffee/get donation back

ORG: Marguerite Bourgeoys

What was it?

- Selling Belgian chocolates eggs at Easter (only)

What makes it spectacular

- Large gourmet chocolate eggs
- Packaged beautifully
- Signature event tied to our cause

Successful (win-win, room to grow)

- Easy, limited work
- Scalable –online pre-order
- Create scarcity
- Quality event
- Tangible

Accommodation Information Support

- Mission
 - Supportive housing for people living with mental illness
- A.I.S.-BONGHT A Building
 - Rented out commercial space
 - At street level
 - Supplied supportive housing in top floors
- Sometimes a charity has to take a risk. In this case, strategy planning and good governance paid off!

Times Change Women's Employment Service

Thank-A-Thon

- Focus on relationship building with past donors
- NOT an ask! Call & thank
- Involve Board members, staff, and volunteers over 1 or 2 nights (provide pizza & pop)
- Divide up database (20/person)

Nazareth House

Fundraising Board

- Recruitment:
 - Passion
 - Commitment
 - "the ask"
 - Support
- Expected contribution

Board leadership is essential to success in fundraising