
Planning Your Own Event

The Boys and Girls Club of Ottawa



Our Mission:

To provide a safe, supportive place where children and youth can experience new opportunities, overcome barriers, build positive relationships and develop confidence and skills for life.

The Boys and Girls Club of Ottawa (BGCO) has served the Ottawa community since 1923, reaching out to 4,500 children and youth each year through after-school, weekend and summer programs that build self-esteem and help to develop stronger social skills.

After-school and weekend hours are a critical time for youth. That time can represent either an opportunity to learn and grow through quality after-school programs, or be a time of risk to youth's health and safety.

Experts agree that after-school programs offer a healthy and positive alternative. These programs keep kids safe, improve academic achievement and help relieve the stresses on today's working families. They can serve as important intervention strategies for youth.

Why support the Boys and Girls Club of Ottawa?

When you donate to the BGCO you are making a tangible difference in the lives of thousands of youth and children within our community.

The BGCO operates in 8 locations plus a summer camp, and is committed to providing barrier-free access to Ottawa's children and youth. This means that instead of paying a Membership fee to join, youth pay through their character and promise to uphold the values and mission of the Club. Your gift ensures we are able to provide programs and services to youth with no out of pocket cost to them or their families.

Where will your money go?

The BGCO offers a safe, supportive place where children and youth can experience new opportunities, overcome barriers, build positive relationships and develop confidence and skills for life. . Our Clubhouses are staffed with trained workers and volunteers who ensure each Member is safe and gets the support he or she needs during the critical after-school and weekend hours.

Just 9% of funds raised by BGCO go to cover administration costs. This means most of the money raised goes directly to program delivery. This includes establishing educational programs like Homework Club, offering no-fee competitive sports programs like the Sens Sports and Leadership League, providing leadership programs for promising youth and encouraging artistic endeavors through arts-focused programming.

Programs are the foundation of the BGCO. The BGCO operates under four specific programming pillars:

- Education
- Physical Activity / Healthy Lifestyle
- Leadership and Social Skills
- Creative Arts

These pillars are comprehensive and encapsulate the overarching goal of social skills development to build strong and productive community members. The variety and quality of the BGCO programs are meant to be engaging, accessible for all, and contribute towards the overall development of good citizens and leaders within the community.



A guide on how to plan your own event:

This resource kit has been designed to help you plan your event. Here are some key steps to guide you through this process:

1. Contact Us

At the BGCO our staff are always there to assist you with any information and/or support in planning your fundraising event. The Boys and Girls Club of Ottawa is accountable to the public for all fundraising activities using the BGCO name so as a result, all third party events need to be approved by the BGCO prior to the event taking place. Please complete the Third Party Event Proposal Form and submit to BGCO 4-6 weeks prior to your event for review and to confirm that it does not conflict with other events in the community.

2. Event Ideas

An event is meant to be fun and exciting; something new and different, a little bit of an imagination can help an idea turn into a great event. Below are simply a few suggestions:

- Walk-a-thon
- Race
- Gala
- Tournaments
- BBQ
- Comedy show
- Fitness challenge
- Car wash
- Fashion show
- Murder mystery

3. Get Organized

In order to host a successful event it will require hard work and planning on behalf of the organizer. One way of reducing the work load is to create a committee and designate one task to each member. This level of organization will significantly help your event when it comes to completing tasks.

4. Set the Date & Venue

It is important to pick a venue and set a date as soon as possible. Being able to identify the date and venue right away will help in terms of planning and promotion. The earlier you confirm the date the more likely you will be able to confirm the location of your choice. When planning the date it is wise to make sure there are no other events happening in the Ottawa community and that the date does not conflict with other holidays that occur throughout the year.

5. Fundraising opportunities

When planning a fundraiser, whether it is a completely new event or you are simply including the BGCO as one of your recipients in your existing event, you need to consider some of the revenue generating activities listed below:

- Live and/or silent auction
- Raffle
- Sponsorship
- Donations
- Ticket sales

6. Set your Fundraising Goal & Budget

It is extremely important to set a fundraising goal for your event and highlight how you plan on achieving the goal. Creating a budget to help manage all revenue and expenses will help determine if the goal you set is realistic. Your budget should be as detailed as possible to prevent any confusion. Keep in mind that there



is always a chance that things may not go exactly as planned, which is fine.

7. Do you need a License?

Please note that the Gaming Services Act regulates events such as Bingo, Raffles, Monte Carlos/Casinos and 50/50 draws. Community Event organizer(s) must apply for the license through the Boys and Girls Club of Ottawa as stated in the Gaming Services Act. Please contact us and we will be happy to help, kindly allow six weeks to process applications.

8. Tax Receipts

Donations of \$20 or more are eligible for a charitable tax receipt which will be issued directly to and in the name of the individual donor following the event.

Tax receipts can only be issued if a donation is made without a personal advantage being received (the advantage is the actual hard costs at Fair Market Value which includes the cost of dinner, receptions, golf cart, green fees etc.).

We are not able to issue a charitable tax receipt for the purchase of lottery tickets, auction item(s) and/or raffle tickets.

Sponsorship fees are not eligible for a tax receipt because they are receiving an advantage and benefits in the form of corporate logo recognition and advertising.

For more information regarding tax receipts and Canada Revenue Agency tax guidelines please visit: www.cra.arc.gc.ca.

9. Recruit Volunteers

If you require extra help on event day, you must determine what tasks need to be done and how many people will be required to complete the task. Your next step is to recruit volunteers accordingly. There are a number of ways to

recruit volunteers, here are a few examples: consider posting on website(s) (i.e., Charity Village), community message boards, social media, and/or through word of mouth.

If you are having difficulty identifying volunteers, please contact us and we will try to assist.

10. Use of Boys and Girls Club of Ottawa Name and Logo

When it comes to the use of the BGCO name and/or logo, please contact us directly.

The BGCO will provide you with the correct logo based on the intended use (i.e., print or website). Please note that the logo may not be altered graphically in any way.

11. Promotion of Event

A key factor in the success of your event is your ability to promote the event. You need to make sure that you are promoting your event through different channels. Some simple ways you can promote your event are: Facebook, Twitter, Instagram, Posters, Websites, radio, television, etc. You can also ask the BGCO to help you promote your event, we would be happy to promote your event on our website, newsletter, Facebook, and Twitter.

When promoting your event, all materials must state that your event is “in support” of BGCO and is not an official BGCO event.

12. After the event

Now that your event is complete you will need to conduct some wrap up before the event can come to a complete close.

Your first task is to count and submit all funds raised. In order to make sure the money is accounted for correctly, we recommend that

you have two committee members count the funds. This will help reduce errors and theft.

If tax receipts are required, please provide the BGCO with a complete list of donor names, including full address, postal code, and the amount that each individual is to be receipted.

Secondly, make sure to thank all those individuals who worked extremely hard to make your event a success. When efforts are recognized individuals are more inclined to help at your next fundraising event.

Lastly, do not forget to celebrate your success and let everyone know how well you have done. The more individuals are aware of the event and its triumphs the more people will attend the following year.

WHAT WE CAN DO:

- Offer the use of the Boys and Girls Club of Ottawa name and logo. We require written authorization of all materials that uses the Club's brand, name or logo prior to usage.
- Promote the event through the BGCO website, newsletter, and social media platforms.
- Offer advice and expertise on the planning of your event.
- Issue official tax receipts (according to Canada Revenue Agency regulations).

WHAT WE CANNOT DO:

- Guarantee attendance or staff/volunteer support the day of your event, although we will do our best to accommodate all requests.
- Share access to donor contact information.
- Fund or reimburse any expenses incurred throughout the planning and execution of the event.
- Solicit sponsorship revenue.
- Provide prizes, auction items or awards.

The Boys and Girls Club of Ottawa

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