



## EVENTS

**E**vents are a great way to spread the word about your project and to get people excited and involved! There are endless ideas to kick-start your fundraising. The list below is a place to get you started, but this is your project so get creative! Don't try and go it alone though, gather a committed team to help make these events fun and successful.

- Bottle drives
- Bake sales
- Food truck event
- Silent auction
- Raffle (Westjet)
- 50/50 raffle
- Neighbour Day or Community Event
- Garage Sales
- Pizza/Cookie/Lunch fundraisers

### TIP

Contact the AGLC to gain eligibility for a raffle. For raffles valued at \$10,000 and less, the license can be obtained from any Alberta registry agent, for raffles valued more than \$10,000, the AGLC must issue

## DONATIONS

**R**emember to spread out your requests so the same individuals aren't overwhelmed or stretched too thin. Keep in mind that not all donations have to be financial in nature. There are many other ways to get people to contribute to your project.

### **Donation letter - *Template available***

As a partner of Parks Foundation we would be happy to place your requests on our Foundation letterhead - just ask!

### **Create a donation sheet for your project - *Example available***

Distribute alongside any donation request letters.

### **Community or school cheque drive**

Set a goal and suggest a donation amount.

ie. We have a fundraising goal of \$7,500 by the end of next month that means we only need 100 families to donate \$75 each.



## DONATIONS (cont'd)

### Itemized Project Sheet - *Example available*

Often times people are unaware of the individual costs of items; perhaps they would be more willing to donate to cover the full or partial cost of a particular item.



### NOTE

All cheques should be written to "Parks Foundation Calgary", and accompanied by a donation sheet for your project. Parks Foundation will provide tax receipts for donations of \$25 or more.

### In-kind donations, materials, or services

Design (signs, architect designs), materials (rocks, concrete trees), services (security, bobcat driver, website design).

### Get in touch with your local services clubs

Lions, Rotary, Kinsmen, etc.

## CORPORATE & BUSINESS SUPPORT

Contact your local businesses to inform them of your project and show them designs of your idea and how it will benefit your community. Create your own letter to hand out to businesses to help them understand the project in its entirety, the fundraising goal, partnerships and how they can financially help.

### Employee gift matching programs

### Corporate community investment platforms

Search company websites, or reach out to working parents.

### Banks/Credit Unions

Check websites for locations in your community.

### Volunteer opportunities for donors

Corporations appreciate the opportunity to see their contribution come to life.

An opportunity to be involved in a hands-on way can go a long way. Talk with your supplier or contractor to find ways to get volunteers involved.

### Donor recognition

Discuss with your team how you plan to recognize your supporters/donors.

Make sure to mention this in grant applications and donor request letters.

Parks Foundation can give you ideas on how to do this.

### In-kind or material donations

Depending on the request you may be more successful in receiving material donations. Talk with your supplier or contractor on what items you could solicit outside their contract.

FUNDRAISING IDEAS

# APPLY FOR A CASINO

Your organization must be registered as a society or charity before you can apply for a casino license. \*The organization must prove an active record of delivery of its charitable programs or services to the community for a minimum of 24 months. [www.aglc.gov.ab.ca](http://www.aglc.gov.ab.ca)

## Want to hold a Casino?

If your organization has never held a casino you must complete the *Eligibility for Casino License* form with the Alberta Gaming and Liquor Commission (AGLC) to become eligible. If your organization is already registered with AGLC you can simply complete the *Casino License Application* (this may take up to 18 months). Please refer to their website for information regarding your organization's eligibility, casino licenses, and application forms.

**Website:** <http://aglc.ca/casino/licenceandeligibility.asp>

**Phone:** 1-800-272-8876, ask to speak with someone from the Eligibility Unit

## Already have Casino Funds?

If your school or community has access to previously raised casino funds (fantastic!), you may want to connect with the AGLC to request these funds. They do have specific rules regarding use of proceeds so we encourage you to contact AGLC directly to discuss your request. Mention your partnership with Parks Foundation Calgary.

**Phone:** 1-800-272-8876, ask for someone in the Use of Proceeds Unit

**General Email:** [gaming.useofproceeds@aglc.ca](mailto:gaming.useofproceeds@aglc.ca)

# GRANTS

Grant writing may feel overwhelming at first, but take a deep breath and remember granting agencies want to support your project, you just need to show them why yours is "the best".

We suggest that you call the organization first to verbally introduce your project, ensure it's a good fit, and ask for any words of advice when putting together your application.

Below is a list of possible grants that may apply to your school or community project. This list is not exhaustive so continue to search independently for other opportunities.

**Always check application deadlines so you don't miss out.**

Please note that every grant may not apply to your project, so take the time to read through guidelines and focus areas to see where you fit in.

## TIP

Keep track of important deadlines, review periods, and reporting requirements. Always save a copy of your applications for your records. This is a great resource for the next time.



# FUNDRAISING IDEAS

# SUGGESTED GRANTS

## **Amateur Sport Grant Program**

Website: <http://www.parksfdn.com/amateur-sport-grant/>

## **Alberta Real Estate Foundation**

Website: <http://aref.ab.ca/get-funding/>

## **Alberta Recreation and Parks Association (ARPA)**

Website: <http://arpaonline.ca/resources/grant-programs/>

## **Alberta Sport Connection (Province of Alberta)**

Website: <https://albertasport.ca/funding/>

## **Alberta Tire Recycling Grant \*Reimbursement Grant**

Website: <http://www.albertarecycling.ca/tire-recycling-program/community-development>

## **Aviva Community Fund**

Website: <https://www.avivacommunityfund.org/>

## **Calgary Foundation - Grassroots Grants**

Website: <http://calgaryfoundation.org/grantsawards-loans/types-of-grants/grassroots-grants/>

## **Calgary Foundation - Soul of the City**

Website: <http://calgaryfoundation.org/grantsawards-loans/types-of-grants/grassroots-grants/>

## **Canada Post Community Foundation**

Website: <https://www.canadapost.ca/web/en/pages/aboutus/communityfoundation/default.page>

## **Community Facility Enhancement Program (CFEP)**

Website: <http://www.culture.alberta.ca/community/community-grants/>

## **CIP - Community Initiatives Program**

Website: <http://www.culture.alberta.ca/community/community-grants/>

## **COOP Community Spaces**

Website: <http://crs.coopconnection.ca/communityspaces.html>

## **First Calgary Financial**

Website: <https://www.firstcalgary.com/Support/#txb1>

## **Parks Foundation Building Communities Grant**

Website: <http://www.parksfdn.com/building-communities/>

## **Parks Foundation Project Gift Administration**

Website: <http://www.parksfdn.com/project-gift-administration/>

## **Shaw S.K.I.P.**

Website: <https://www.shaw.ca/corporate/community/skip/>

## **TD Friends of the Environment**

Website: <https://fef.td.com/funding/>

## **Tree Canada/ TD Green Streets \*Reimbursement Grant**

Website: <https://treecanada.ca/en/programs/td-green-streets/who-can-apply/>

**R**emember why you are doing this in the first place. Stay organized and spread out the work! Consider making subcommittees to help target various fundraising areas and remember to meet often to ensure everyone is sharing their ideas and successes. Your success will come from an enthusiastic and committed team!

Good luck!



FUNDRAISING IDEAS

KEY TO SUCCESS