

# UNITED WAY GREATER TORONTO THIRD PARTY EVENT TOOLKIT



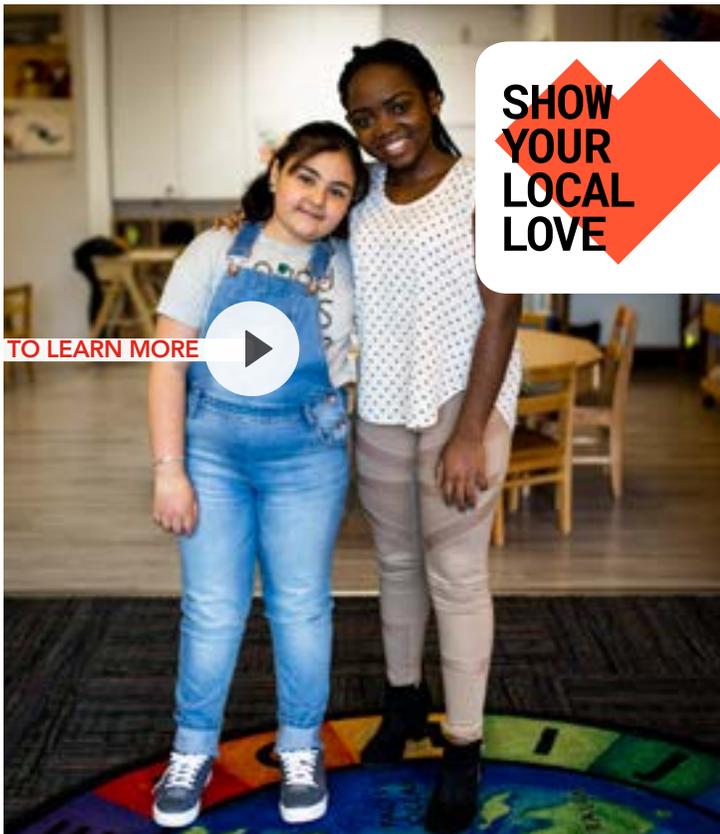
**United Way**  
Greater Toronto

# SHOW YOUR LOCAL LOVE FOR COMMUNITY!

# THIRD PARTY EVENTS FUNDRAISING TOOLKIT

If you love your community and are looking for a **fun, flexible** and **easy** way to give back, host an event in support of **United Way Greater Toronto**.

**Hosting an event is fun:** you can do something that holds special meaning for you. **It's flexible:** you can fundraise on your own time, and in your own unique way. **And it's super easy:** essentially, any funds collected beyond your break-even amount will go toward helping individuals and families who need it most. So, explore your hobbies, find a particular need in your neighbourhood. Whatever your plan, we encourage you to think locally, doing good right where you live.



TO LEARN MORE



SHOW  
YOUR  
LOCAL  
LOVE

## WHY UNITED WAY

United Way Greater Toronto is dedicated to fighting local poverty in all its forms, working with communities in Peel, Toronto, and York Region. Together with our partners, we create opportunities for a better life for everyone across our region. As the largest non-governmental funder of social services in our region, United Way Greater Toronto mobilizes people and resources to support a network of agencies that help people when and where they need it most. Your event will help us build a region where poverty has no power. [unitedwaygt.org](http://unitedwaygt.org)



# HOW TO GET STARTED

- ♥ **Think of the event concept** you'd like to organize.
- ♥ **Complete the Event Proposal form** and email it to [unitedwayevents@uwgt.org](mailto:unitedwayevents@uwgt.org)
- ♥ **All third party events must support and align with UWGT mission and logos** used in accordance with our logo usage guidelines available on our website at [unitedwaygt.org/file/logo-usage-guide.pdf](http://unitedwaygt.org/file/logo-usage-guide.pdf)
- ♥ **Ensure your event respects all municipal, provincial and federal laws.** This is especially important when it comes to liquor and lottery/raffle/gaming licenses.
- ♥ **Speak with UWGT staff** who will offer event planning advice.
- ♥ **Rally the support of your friends, family and community** networks to help you put on a great event.

## A FEW IDEAS TO GET YOU STARTED



### Participate in a UWGT event

Did you know that we host a bunch of fun, high energy events every year? You can form a team with your co-workers and friends and find creative ways to fundraise together and then conquer the CN Tower's 1776 steps, or run in our annual 5K race.

For more information and how to get started, please visit our website at [unitedwaygt.org/events](http://unitedwaygt.org/events)



### Celebrating milestones—Birthdays, Weddings, Family Reunions

Wishing for donations in place of gifts for your birthday or other special occasions, such as wedding or family reunion can be a great way to fundraise for United Way. Invite guests to make a donation or a gift equivalent to the typical cost of a dinner out. Treat your guests to food and conversation all for a worthwhile cause.

For more information and how to get started, please visit our website at [unitedwaygt.org/host-your-own-event](http://unitedwaygt.org/host-your-own-event)



### Organize a sports tournament or an "A-Thon" event

Golf, hockey, soccer or baseball tournaments are great ways to raise funds. Or how about an "A-Thon" event. Ask family members, neighbours and friends to sponsor participants to run, walk, spin, bowl, read, or practice aerobics or yoga. Choose activities that you and your group would find unique and fun!

For more information and how to get started, please visit our website at [unitedwaygt.org/host-your-own-event](http://unitedwaygt.org/host-your-own-event)

Have another great idea? Contact United Way's Events Team at [unitedwayevents@uwgt.org](mailto:unitedwayevents@uwgt.org)



I ♥ MY  
COMMUNITY



SHOW YOUR  
LOCAL  
LOVE  
TAKE ACTION

## TO HELP MAKE YOUR EVENT A SUCCESS, UNITED WAY CAN OFFER THE FOLLOWING

- ♥ **Offer advice on event planning** and share ideas of past events
- ♥ **Under the laws of CRA**, UWGT can provide tax receipts for amounts of \$25 and above for donations made directly to UWGT. Please note the tax receipt can only be issued to the person who made the donation.
- ♥ **Provide you with the use of our logo and outline its usage.**  
[unitedwaygt.org/file/logo-usage-guide.pdf](https://unitedwaygt.org/file/logo-usage-guide.pdf)
- ♥ **Provide you with a letter of support** to validate the authenticity of the event and its organizers, which will include our Charitable Registration number
- ♥ **Review promotional material** for usage of the UWGT logo
- ♥ **Provide assistance on setting up pledging** process if applicable
- ♥ **Coordinate a staff or volunteer** to attend the event for formal presentations
- ♥ **Help to promote your event** through social media platforms
- ♥ **Offer some promotional material** and templates, e.g. posters, fact sheets, golf balls, etc.

## UNITED WAY WILL NOT

- ✗ **Share mailing lists** of corporate partners, donors, sponsors or volunteers
- ✗ **Guarantee media presence** or coverage of/at the event
- ✗ **Fund or reimburse** organizers for expenses



## CONTACT US

**For questions, more information or to submit your event proposal and/or proceeds, please contact:**

United Way's Events Team

Email: [unitedwayevents@uwgt.org](mailto:unitedwayevents@uwgt.org)

Tel: 416-777-1444 ext. 556

Website: [unitedwaygt.org](https://unitedwaygt.org)

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### Mailing address:

United Way Greater Toronto

Attn: Events Team

26 Wellington St. E. 12th floor

Toronto ON M5E 1S2