



Community Events Tool Kit



THANK YOU

for choosing to help our furry friends in need!

You are one step closer to helping animals in need find a loving forever home!

We want to thank you from the bottom of our hearts for selecting the Ontario SPCA and Humane Society as your charity of choice. You are so paw-esome and we want to help make your event a huge success!

This tool kit contains information and resources to help answer any questions you may have and provide guidance to help plan your event and ensure smooth execution.

As Ontario's animal wellness charity, the Ontario SPCA is able to deliver core programs and services, all thanks to caring supporters like you.

Community events are pivotal in supporting animals across the province through our programs and services. From BBQs to garage sales, golf tournaments to paint nights, no event is too big or too small and we're here to help.

On behalf of all of us at the Ontario SPCA, we are so appreciative of your support and dedication to helping our furry friends who need it most. Thank you.

Sincerely,

The Ontario SPCA and Humane Society Family

MISSION

The Ontario SPCA and Humane Society's mission is to facilitate and provide for province-wide leadership on matters relating to the prevention of cruelty to animals and the promotion of animal welfare.

VISION

The vision of the Ontario SPCA and Humane Society is to be the recognized authority on animal welfare issues and to make a measurable difference for animals. The Ontario SPCA is an integral part of each community, promoting mutually beneficial human-animal interactions, and is viewed as a desirable organization for volunteerism and support.

GOAL

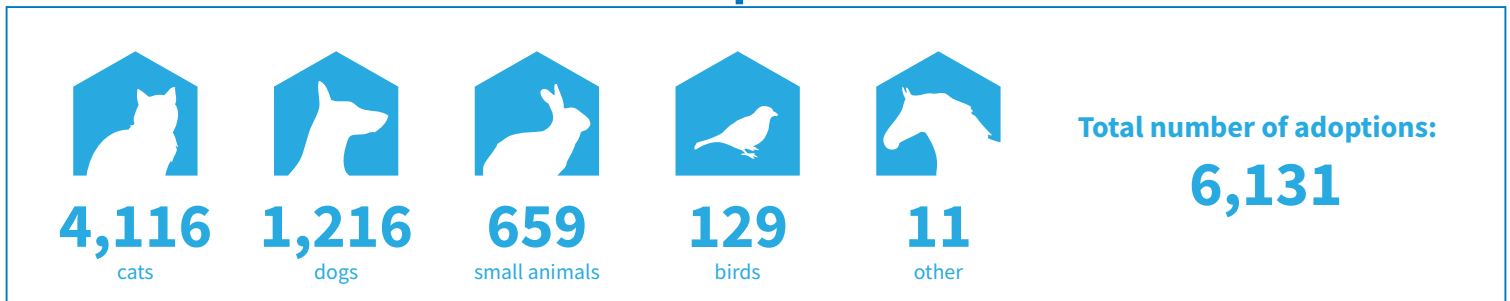
The Society's goal is to be a strong, unified and collaborative organization dedicated to the cultivation of a compassionate Ontario for all animals.



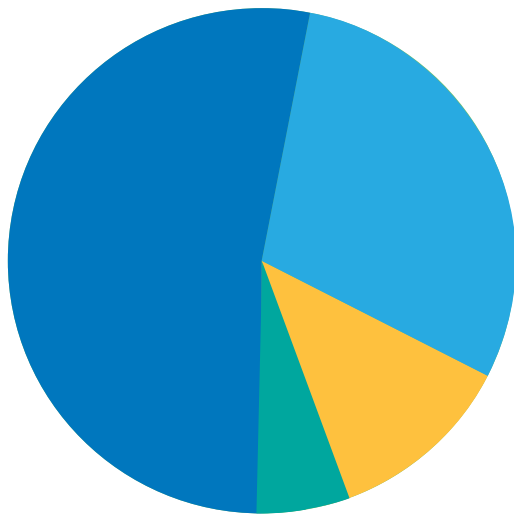
How will your event help animals in need?

Your support demonstrates your trust in our volunteers and team members to carry out the core programs and services we provide. And, in return, we are committed to transparency regarding how your support will benefit our furry friends.

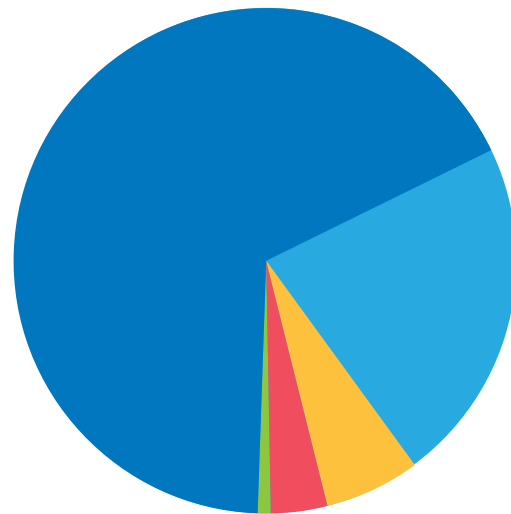
2019 Adoption Totals



HOW YOU SUPPORT ANIMALS:



YOUR DOLLARS AT WORK:



- Donations and Legacies 54.4%
- Animal Care Revenue 21.1%
- Government Grants Supporting Investigations Services* 13.5%
- Other Non-Government Grants and Revenue 6.0%

- Support to Animals and Communities 68.9%
- Animal Care, Shelter & Community Medicine, Animal North Network, Humane Education, Provincial Legislation Enforcement 64.8%
- Grants to Animal Charities 4.1%
- General Management and Administration 18.8%
- Fundraising and Stewardship Programs 7.8%
- Amortization 3.7%
- Interest and Bank Charges 0.8%



*In June 2019, the Ontario SPCA concluded its contract to enforce provincial animal welfare legislation.



PLAN YOUR EVENT IN 7 STEPS

easy



1

CHOOSE YOUR EVENT

Below is a list of different events you can plan, but feel free to get creative and come up with something new. When picking your event, be conscious of how much time and resources you have to execute your event. As well, please consider COVID-19 guidelines to ensure guests are wearing a face cover and following guidelines set out by government healthcare officials.

Event Ideas:

- Sporting event (hockey/baseball/basketball/volleyball/soccer/golf tournament)
- Barbecue
- Bakesale
- Concert
- Run/Walk
- Auction
- Theatrical event
- Dinner/Dance
- Garage sale
- Games night
- Paint night
- Pancake breakfast
- Fashion show

VIRTUAL EVENT IDEAS

- Trivia Night
- Social Media Contest
- [ECHOage](#) Birthday Party
- Garage Sale
- Walk/Run
- Raffle
- Yappy Hour



2 START PLANNING

Planning an event is a lot of work, so make sure you have people to help out along the way. It's a great idea to form an event planning committee that includes people who can focus on the following areas:

- Budget & logistics
- Marketing
- Sponsorship & donations
- Volunteers

Ensure you meet with your event committee regularly to support each other to ensure the event is a success.

3 GOALS AND BUDGET

Identify how much money you hope to raise at your event and create a budget to help you achieve this goal. Remember to keep costs low by sourcing donated items. Try to only spend 10% of your fundraising goal on expenses. For example, if you plan on doing a bake sale and raising \$500, try to keep expenses around \$50.

4 DETERMINE LOGISTICS

Pick a date, time and location for your event. Always be mindful of holidays and what other events are happening in your community when you are planning your event. Think about your target audience and how you can cater this event to the desired demographic.



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PROMOTE YOUR EVENT

This may be one of the most important steps and there are many different methods you can use to get the word out. However, you must consider your audience and then choose the best method to reach them. Here are some different methods to encourage participants/donations:

1) Social Media

- Promote your event via Facebook, Twitter or Instagram as they can help you get your message out quickly and effectively. Encourage your friends and family to share your posts on their social media pages to reach a wider audience.
- Create a Facebook event that is easily shareable. This will provide a great platform to share messaging to potential event goers as well as get an idea of how many people are interested in your event.

2) Media Relations

- Reach out to your local newspapers and TV/radio stations to notify them of the event and generate media coverage! Provide them with details of the event and don't forget all the fun and exciting details.
- Register your event on your local community calendar.

3) Posters/Flyers

- Put up posters in your community. Whether it be in a coffee shop, the community centre or a pole, grab some tape and paint the city.
- Hand out flyers or ask to leave them at local shops. Be sure to ask your friends and family for help. As well, please abide by COVID-19 guidelines by wearing a face cover and social distancing.

Check out our downloadable posters, flyers and pledge forms to get started.



6

EVENT DAY

Alas, your event is finally here. All your hard work is ready to be showcased. Enjoy the day while raising funds for a great cause.

7

RECONCILIATION

After your event, reconcile your funds and arrange for the proceeds to be given to the Ontario SPCA. Please include a tax receipt list for anyone who donated over \$10 that includes the donor's name, mailing address and donation amount. And finally, don't forget to say **THANK YOU** to everyone who attended, volunteered or donated towards your event. Let them know how much you appreciate their support.

It's also a good idea to let them know how much your event raised. It's important to make your donors and volunteers feel appreciated and part of your achievement. Your supporters want to know how they contributed to helping animals in need and you want to encourage their support for any future events.

SUBMIT EVENT PROPOSAL

Once you have decided on an event, please register by submitting an event proposal form. If you have any questions, please contact us at events@ontariospca.ca or 1-888-668-7722 x332.



THANK YOU!

