Ontario SPCA and Humane Society

COMMUNITY EVENTS TOOL KIT









THANK YOU

FOR HELPING ANIMALS IN NEED

On behalf of the animals, 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-some 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 to ensure a smooth execution. As a registered charity that does not receive annual government funding, the Ontario SPCA depends on caring supporters like you to change the lives of animals in need.

Community events are pivotal in supporting animals across the province through our programs and services. From barbeques 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 Team.

OUR PURPOSE

We provide care, comfort and compassion to animals in need; we value all animals and engage our communities to treat them with respect and kindness.

OUR PRIORITIES

To ensure the best possible support for animals in our care, to inspire healthy bonds between pets and people through accessible care, education, and community collaboration, and to partner to influence and advocate for the welfare of animals in Ontario & beyond.

OUR VALUES

Compassion
Transparency
Excellence
Collaboration
Accountability

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. Read below to see your dollars at work!





Community Support Services

- Feral cat management programs
- Community pet food distribution
- Humane education to foster a brighter future for animals
- Animal advocacy
- Reuniting lost pets with their families
- Spay/neuter services

Animal Wellness

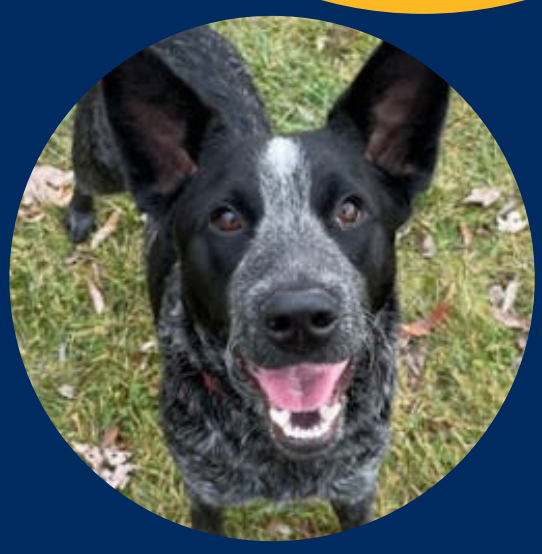
- Sheltering and adoptions
- Emergency sheltering
- Critical care for animals
- Mobile spay/neuter clinics in underserved communities
- Animal transfers to support shelters and rescues, and help animals find homes

Supporting the Organization

- Fundraising and stewardship programs
- General management and administration







PLAN YOUR EVENT IN 7 EASY STEPS





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 choosing your event, be conscious of how much time and resources you have to execute your event.

EVENT IDEAS

- Sporting event
- Benefit game
- Benefit concert
- Auction
- Community sale
- Trivia night
- Paint night
- Fashion show
- Themed event
- Run/walk
- Theatrical event
- Dinner/gala
- Dance
- BBQ

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 and logistics
- Marketing
- Sponsorship and donations
- Volunteers and staff
- Safety and accessibility

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



3 GOALS & 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. Be sure to think about health, safety and accessibility when planning your event!



5 PROMOTE YOUR EVENT

There are many different methods you can use to spread the word about your event. However, you must consider your audience and then choose the best method to reach them. Here are some different methods to encourage participants/donations:

SOCIAL MEDIA

- Promoting your event via social media can help you get your message out quickly and effectively. Encourage your friends and family to share your posts on their pages to reach a wider audience.
- Create a Facebook or social media event page that can be shared. This will provide a great platform to share messaging to potential event-goers as well as give you an idea of how many people are interested in your event.
- Be sure to tag us @ontariospca or tag your local Ontario SPCA Animal Centre and we would be happy to share your post!



POSTERS/FLYERS

- Create eye-catching posters to put up on your community bulletin boards.
- Hand out flyers or ask to leave them at local shops. Be sure to ask your friends and family for help.

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.

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.

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 x370.

Ontario SPCA and Humane Society

THANK YOU FOR YOUR SUPPORT



www.ontariospca.ca
Charitable Business # 88969-1044-RR0002