

Kids with Cancer Society

COMMUNITY EVENTS PACKAGE

Thank you for your interest in supporting the Kids with Cancer Society (KWCS) by hosting a community event.

Community fundraising events are very important to KWCS. Not only do they raise funds to support the programs and services our families need throughout their child's cancer journey, events bring awareness to childhood cancer and how our community can help a child battling cancer. Community events can be a great way to have fun while making an incredible difference in our community.

The following package outlines a variety of potential community events. You are not limited to these ideas; however, these are common events that individuals and/or organizations pursue.

Once you have determined the type of event you are hosting, please review and complete the Community Events Agreement found at the end of this document. We ask that you pay close attention to the Community Event Policies and Procedures.

Email completed form to Madison McElligott. She can also answer any of your questions.

THE APPLICATION MUST BE APPROVED BY KWCS PRIOR TO PUBLICIZING OR HOLDING YOUR EVENT.



BIKEATHON

BOTTLE DRIVE

GOLF TOURNAMENT

HEAD SHAVE

& MORE!

CONTACT

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Kids with Cancer Society

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Charitable Registration #88640-1397RR0001

Kids with Cancer Society

BIKEATHON

A BIKEATHON is an incredible fundraising initiative that brings the community together to support families battling childhood cancer. Although it seems like a big undertaking, if you follow the steps, you can successfully host this event.

STEP 1: DATE, TIME & LOCATION

- Choose a date that works well for your school. Typically, schools will choose a time that is away from exams and leading into a weekend.
- Schools will either choose to host an overnight experience where students ride consecutively on their bikes for 24 to 48 hours OR will choose to do it during the day throughout school hours. This will depend on your school's capacity and if there are any restrictions with hours of operation.
- Both options can be successful.

STEP 2: EVENT AGREEMENT

- Review and complete the Community Events Agreement from KWCS.

STEP 3: PROMOTIONS

- Determine how you will share your event information with your student body. This can be organized by teachers, student leadership, or whomever would like to take on the project. We highly suggest having a few individuals be part of the team.
- Determine when you want to launch the event to students. How many students are allowed on a team? How much time do they have to fundraiser for the event?

- **Online Donations:** KWCS can create an online donation site specifically for your bikeathon. All donations are tracked via this site and any image or promotional materials can be added. The donation site automatically issues tax receipts for donations of \$20 or more.

- **Cash Donations:** If you choose to collect cash donations, we can provide a paper donation form for your use. This form is only required if an individual would like a tax receipt for their donation.

PLEASE NOTE: *Tax receipts for cash donations will be issued in the months following the event.*

- **Registration:** Schools can choose to handle their registration internally and share the online donation site with the teams to fundraise. Or, KWCS can set up a site that includes a registration portal (*recommended for high school students*). Teams choose a captain and they will register their team and include their team name, goal, and profile information. Once the team captain registers, other team members can join that team.

PLEASE NOTE: *KWCS is not in charge of registration. We will build the site; however, we will not be tracking registrations for the school. If you want to keep track of registration and teams, we suggest checking the online site for updates.*

STEP 4: EQUIPMENT

- KWCS does not provide stationary bikes for your event. We recommend reaching out to other schools, gyms, or facilities to assist you with obtaining these.
- Prior to getting the bikes, determine, how many teams you will have and how many bikes can fit in your space. Typically, all teams get one bike and will split the cycling between the team members.

STEP 5: EVENT SPONSORS

- KWCS does not cover expenses for community events. Our recommendation is to seek out support from your community to help with your event.
- Many times, a bikeathon will include a variety of activities for the students to engage in or provide some snacks or meals to the teams. We recommend reaching out to a variety of organizations to see how they can help enhance the experience of the overall event.

STEP 6: GUEST SPEAKERS

- Determine if you would like speakers and/or guests at the event.
- Typically, the principal or event organizers will speak to the students before the event officially begins. You can invite media and/or other school officials.
- KWCS has a small team so unfortunately, we are not always able to attend your event. However, if you are interested in having someone from our staff speak or have a family speak at your event, please let us know. If we can coordinate to have someone there, we will.

STEP 7: EVENT MATERIALS

- KWCS will create bike cards and provide zip ties for your event. These cards are attached to the handle bars of each stationary bike.
- Bike cards include your school logo, event name, and a child to ride in honour of. They help students see the impact they are having on our families who are currently battling childhood cancer.
- KWCS can provide brochures and a pop-up banner for your event if required. All materials must be picked up and returned to the KWCS house during office hours. Please arrange a time with the KWCS Team.

BIKEATHON *CONTINUED...*

STEP 8: HOST THE EVENT

- Enjoy the incredible event day you have been working hard to organize. Your event will have a direct impact on all families battling childhood cancer. Thank you for being a community champion!

STEP 9: CHEQUE PRESENTATION

- After your event, KWCS encourages you to come by our facility to do a cheque presentation. We would love to do a photo op with our large cheque to highlight your accomplishments. Images will be shared on our social media platforms.
- Please arrange the cheque presentation with the KWCS Team.



Kids with Cancer Society

BOTTLE DRIVE

A BOTTLE DRIVE is an incredible fundraising initiative that brings the community together to support families battling childhood cancer. If you follow the steps, you can successfully host an event.

STEP 1: DATE, TIME & LOCATION

- Choose a date for your Bottle Drive.
- Typically, large parking lots are the best place. If you are planning on doing it in a businesses specific parking lot, make sure you ask for permission.

STEP 2: EVENT AGREEMENT

- Review and complete the Community Events Agreement from KWCS.

STEP 3: PARTNER WITH A BUSINESS

- Many times, you can partner with a restaurant or business for a successful bottle drive. For example; a restaurant might be willing to donate all their bottles from that day/week if you host it in their parking lot and encourage people to visit their facility.

STEP 4: PROMOTIONS

Determine how you will share your event information.

- **Graphics:** KWCS can assist you with creating a poster and/or a social media graphic that you can use to promote your Bottle Drive.
- **Online Donations:** KWCS can create an online donation site specifically for your Bottle Drive. All donations are tracked via this site and any image or promotional materials can be added. The donation site automatically issues tax receipts for donations of \$20 or more.

- **Cash Donations:** If you choose to collect cash donations, we can provide a paper donation form for your use. This form is only required if an individual would like a tax receipt for their donation.

PLEASE NOTE: *Tax receipts for cash donations will be issued in the months following the event.*

STEP 5: EVENT MATERIALS

- KWCS can provide brochures and a pop-up banner for your event if required. All materials must be picked up and returned to the KWCS house during office hours. Please arrange a time with the KWCS Team.

STEP 6: HOST THE EVENT

- Enjoy the incredible event day you have been working hard to organize. Your event will have a direct impact on all families battling childhood cancer. Thank you for being a community champion!

STEP 7: DELIVERY OF FUNDS

- Take bottles to your local depot and collect the funds. You can drop off cash, e-transfer, or send a cheque to the Kids with Cancer Society.

STEP 8: CHEQUE PRESENTATION

- After your event, KWCS encourages you to come by our facility to do a cheque presentation. We would love to do a photo op with our large cheque to highlight your accomplishments. Images will be shared on our social media platforms.
- Please arrange the cheque presentation with the KWCS Team.

Kids with Cancer Society

GOLF TOURNAMENT

A GOLF TOURNAMENT is an incredible outdoor fundraising initiative that brings the community together to support families battling childhood cancer. Although it seems like a big undertaking, if you follow the steps, you can successfully host this event.

STEP 1: DATE, TIME & LOCATION

- Connect with a golf course to select a date for your tournament. Most golf tournaments have a shotgun start time and usually fall between a Monday–Friday.
- When evaluating your options, determine how much it will cost per golfer and what will be included. Many tournaments offer a breakfast and a lunch following the tournament. Make sure you consider these options when selecting your course.

STEP 2: EVENT AGREEMENT

- Review and complete the Community Events Agreement from KWCS.

STEP 3: REGISTRATION & FEES

- Work closely with the golf course to develop a platform for registration. Most golf courses have a system that they use to track your registration.
- Determine how much it will cost per golfer and then how much you would like to donate to the charity per golfer registered. For example, if it costs \$125 per person to golf including lunch and dinner then perhaps you want to up the fee to \$175 and \$50 from each participant will go directly to the charity. You can choose to select any denomination, as long as you are able to cover your costs and can then fundraise on top of that.

- When determining your fees/expenses, you will also want to consider how participants pay you. KWCS does not cover expenses for third party events or manage the funds for registration. You will need to either set up a bank account or work with the golf course to help you manage funds.

STEP 4: PROMOTIONS

- Determine how you will share your event information.
- **Graphics:** KWCS can assist you with creating a golf package, poster, and/or a social media graphic that you can use to promote your Golf Tournament.
- **Online Donations:** KWCS can create an online donation site specifically for your golf tournament. Although we cannot take registration payment, the site can accept donations. All donations are tracked via this site and any image or promotional materials can be added. The donation site automatically issues tax receipts for donations of \$20 or more and the site can be open prior, during, and after the tournament.
- **Cash Donations:** If you choose to collect cash donations, we can provide a paper donation form for your use. This form is only required if an individual would like a tax receipt for their donation.
PLEASE NOTE: *Tax receipts for cash donations will be issued in the months following the event.*
- **50/50:** Many golf tournaments host a 50/50 to help support their fundraising efforts. You can choose a fundraising goal and the type of tickets you would like to sell. For example: 1 ticket for \$5, 3 for \$10, etc. KWCS can coordinate this with AGLC to pull a license and provide a link to the organizers.

STEP 5: EVENT SPONSORS

- KWCS does not cover expenses for community events. Our recommendation is to seek out support from your community to help with your golf tournament.
- Typically, a golf tournament will have a variety of sponsorship opportunities. These could include Presenting Sponsor, Dinner Sponsor, Breakfast Sponsor, Cart Sponsor, and Hole Sponsors. We highly recommend getting a variety of Hole Sponsors to host activities or serve food and beverages to enhance the experience for your golfers.
- Another source of fundraising revenue can come from a silent auction. Auctions do not require an AGLC license so your team is able to host it on your own. You can connect with a variety of organizations to provide gift cards or baskets and donate it to your silent auction.

STEP 6: VOLUNTEERS & SPEAKERS

- A Golf Tournament requires a lot of support. We suggest you have enough volunteers out on the course to ensure the day runs smoothly. KWCS does not provide volunteers, we suggest reaching out to friends and family to assist.
- KWCS has a small team so unfortunately, we are not always able to attend your event. However, if we do have someone available, we are happy to host a hole activity to interact with your participants and/or speak during the dinner. We can also invite a KWCS family to attend the dinner and possibly tell their story. As mentioned, we cannot guarantee this, however if we can coordinate to have someone there, we will.

STEP 7: HOST THE EVENT

- Enjoy the incredible event day you have been working hard to organize. Your event will have a direct impact on all families battling childhood cancer. Thank you for being a community champion!

STEP 8: CHEQUE PRESENTATION

- After your event, KWCS encourages you to come by our facility to do a cheque presentation. We would love to do a photo op with our large cheque to highlight your accomplishments. Images will be shared on our social media platforms.
- Please arrange the cheque presentation with the KWCS Team.



Kids with Cancer Society

HEAD SHAVE

A HEAD SHAVE is an incredible fundraising initiative that brings the community together to support families battling childhood cancer. It can be a small or large event depending on your goal. If you follow the steps, you can successfully host an event.

STEP 1: DATE, TIME & LOCATION

- Choose a date for your head shave and determine which salon you will be working with.
- You can choose to do this solo where you raise money prior to the event day and then once you hit your goal shave your head. Alternatively, you can choose to do this in a more public setting where others come and watch your head shave in person.

STEP 2: GUIDELINES

- KWCS does not accept your physical hair donation. You can send your hair to **Angel Hair for Kids** who will gladly accept your hair donation. They have all the necessary guidelines and information on their site here: <https://www.acvf.ca/hair-donation-guidelines>

STEP 3: EVENT AGREEMENT

- Review and complete the Community Events Agreement from KWCS.

STEP 4: PROMOTIONS

- Determine how you will share your event information.
- **Graphics:** KWCS can assist you with creating a poster and/or a social media graphic that you can use to promote your Head Shave.

- **Online Donations:** KWCS can create an online donation site specifically for your Head Shave. All donations are tracked via this site and any image or promotional materials can be added. The donation site automatically issues tax receipts for donations of \$20 or more.
- **Cash Donations:** If you choose to collect cash donations, we can provide a paper donation form for your use. This form is only required if an individual would like a tax receipt for their donation.

PLEASE NOTE: *Tax receipts for cash donations will be issued in the months following the event.*

STEP 5: EVENT MATERIALS

- KWCS can provide brochures and a pop-up banner for your event if required. All materials must be picked up and returned to the KWCS house during office hours. Please arrange a time with the KWCS Team.

STEP 6: HOST THE EVENT

- Whether you complete your Head Shave on your own or have an audience, be proud of the incredible fundraiser you have organized. Your event will have a direct impact on all families battling childhood cancer. Thank you for being a community champion!

STEP 7: CHEQUE PRESENTATION

- After your event, KWCS encourages you to come by our facility to do a cheque presentation. We would love to do a photo op with our large cheque to highlight your accomplishments. Images will be shared on our social media platforms.
- Please arrange the cheque presentation with the KWCS Team.

Kids with Cancer Society

WALK/RUN

A WALK/RUN is an incredible fundraising initiative that brings the community together to support families battling childhood cancer. Although it seems like a big undertaking, if you follow the steps, you can successfully host this event.

STEP 1: DATE, TIME & LOCATION

- Choose a date that works best for your group. If you're hosting the event as a school Monday-Friday during schools hours would work best. If you're hosting as an organization that is encouraging public participation a Saturday or Sunday might bring a better turnout.
- Ensure you connect with the City of Edmonton if you're utilizing city park/river valley grounds for your event.

STEP 2: EVENT AGREEMENT

- Review and complete the Community Events Agreement from KWCS.

STEP 3: PROMOTIONS

- Determine how you will share your event information. We recommend having a few individuals be part of the organizing committee.
- Determine if participants sign up as individuals or a team.
- Determine if participants or teams have pledge goals that must be raised.
- Will you have a registration fee? Will all money go towards to charitable organization?
- **Online Donations:** KWCS can create an online donation site specifically for your event. All donations are tracked via this site and any image or promotional materials can be added. The donation site automatically issues tax receipts for donations of \$20 or more.

- **Cash Donations:** If you choose to collect cash donations, we can provide a paper donation form for your use. This form is only required if an individual would like a tax receipt for their donation.

PLEASE NOTE: *Tax receipts for cash donations will be issued in the months following the event.*

- **Registration:** Organizations/Schools can choose to handle their registration internally and share the online donation site with the teams to fundraise. Or, KWCS can set up a site that includes a registration portal (*recommended for ages 14 and up*).
- Teams choose a captain and they will register their team and include their team name, goal, and profile information. Once the team captain registers, other team members can join that team.
- Individuals can register as a single participant.

PLEASE NOTE: *KWCS is not in charge of registration. We will build the site; however, we will not be tracking registrations for the school. If you want to keep track of registration and teams, we suggest checking the online site for updates.*

STEP 4: EVENT SPONSORS

- KWCS does not cover expenses for community events. Our recommendation is to seek out support from your community to help with your event.
- Many times, a walk/ run will include promotional bags and snacks to hand out to their participants. We recommend reaching out to a variety of organizations to see how they can help enhance the experience of the overall event.

STEP 5: GUEST SPEAKERS

- Determine if you would like speakers and/or guests at the event.
- Typically, the event organizers will speak right before the event officially begins. You can invite media and/or other officials.
- KWCS has a small team so unfortunately, we are not always able to attend your event. However, if you are interested in having someone from our staff speak or have a family speak at your event, please let us know. If we can coordinate to have someone there, we will.

STEP 6: EVENT MATERIALS

- KWCS will provide bibs for participants to wear on the event day.
- Bibs include your logo, event name, and a child to walk/run in honour of. They help participants see the impact they are having on our families who are currently battling childhood cancer.
- KWCS can provide brochures and a pop-up banner for your event if required. All materials must be picked up and returned to the KWCS house during office hours. Please arrange a time with the KWCS Team.

STEP 7: HOST THE EVENT

- Enjoy the incredible event day you have been working hard to organize. Your event will have a direct impact on all families battling childhood cancer. Thank you for being a community champion!

STEP 8: CHEQUE PRESENTATION

- After your event, KWCS encourages you to come by our facility to do a cheque presentation. We would love to do a photo op with our large cheque to highlight your accomplishments. Images will be shared on our social media platforms.
- Please arrange the cheque presentation with the KWCS Team.



CONTACT INFORMATION

Name: _____

Organization Name (if applicable):

Email: _____

Phone: _____

Full Address: _____

EVENT DETAILS

Name of event: _____

Event Date: _____

Event Location: _____

Event Time: _____

Event Description (to be used for KWCS promo purposes):
Reason for event, what you'll be doing, why you chose KWCS etc.

How will you publicize your event?

KWCS must approve all promotional materials and use of our logo.

Social Media Posters Radio Other

Estimated fundraising goal:

Estimated date KWCS will receive funds:

Are the funds being split with another organization?

Yes No

Name of the organization: _____

SUPPORT FROM KWCS

Please indicate approximate numbers required from KWCS:

- Brochures _____
- Donation Box _____
- Donation Forms _____
- 50/50, Raffle or Prize Draw (All require a license)
KWCS will issue an AGLC license upon request
- Silent Auction

Would you like an online fundraising website?

Yes No

Would you like to use a KWCS Banner? Yes No

Do you require a digital file of KWCS Logo? Yes No
All printed materials with KWCS Logo will need to be approved by us before distributing.

KWCS has a small staff and are not always available to visit your event. Please indicate your expectations:

FOR OFFICE USE ONLY

Funds Received Date: _____

Receipt Sent Date: _____

Please email completed forms to:
Madison McElligott
MadisonM@kidswithcancer.ca
Events Manager
or phone 780.496.2459

Kids with Cancer Society

Thank you for your interest in supporting the Kids with Cancer Society (KWCS) by hosting a community event. In order to assist you with the planning and execution of a successful event, we ask that you read the Community Event Policies and Procedures and fill in the Agreement Form. THIS APPLICATION MUST BE APPROVED BY KWCS PRIOR TO PUBLICIZING OR HOLDING THE EVENT.

Community fundraising events are a very important component of the fundraising activities of KWCS. Beyond the funds raised, these events help to create awareness about the Society and bring new support to our organization.

Policies and Procedures

What KWCS requests of community events organizers:

- Contact KWCS to register new events or update us on continuing events. It is important that the Society is aware of all events that are held in support of our programs.
- It is the event organizer's responsibility to communicate to sponsors, participants, and the general public that KWCS is not conducting the event, but is the beneficiary of the event.

KWCS cannot provide the following:

- Funding or reimbursement for event expenses
- Donor or sponsor lists
- Promotion or advertising of your event except on our website and social media.

Policies

- All community events require completion and approval of an Agreement Form
- All publicity (including media appearances and releases, print/promotional materials, use of logo etc.) for the proposed event must be approved by KWCS prior to being printed, released, etc.
- KWCS does not approve of community event fundraising that may be harmful to the KWCS image and KWCS has the right at any time and for any reason to request the event organizer cease use of the name KWCS in connection with the event.

- The event organizer will obtain all necessary permits, licenses, and insurances for their event and cover the cost of all event related expenses.
- KWCS cannot provide volunteers for the event.
- Tax receipts will be issued according to CRA guidelines.
- Tax receipting must be discussed with KWCS prior to your event.
- If funds are being split with another organization:
 - Please state recipients of funds in event proposal
 - You must list how the funds will be divided ex. 50-50 split; 50% to KWCS and 50% to Organization B.
 - Unless otherwise stated, it will be implied that KWCS will receive 100% of the proceeds of the event
 - Permission must be obtained from all organizations receiving split funds
 - All promotional materials must include all organizations benefiting from the event

I/we have read and understand the above policies and procedures for community events and agree to abide by them.

Signature: _____

Name: _____

Date: _____