COMMUNITY EVENT FUNDRAISING TOOLKIT

YOUR GUIDE TO PLANNING A SUCCESSFUL FUNDRAISER OR EVENT TO BRING MAGICAL CAMP OOCH EXPERIENCES TO KIDS AND FAMILIES AFFECTED BY CHILDHOOD CANCER FROM ACROSS ONTARIO

CAMP OOCH
For Children With Cancer
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Camp Oochigeas (Ooch) is a privately funded, volunteer based organization that provides kids affected by childhood cancer with unique opportunities for growth through challenging, fun, enriching and magical experiences! Camp Ooch receives no government or hospital funding. Instead it relies on support from individual donors and schools like you to achieve our mission of providing kids with cancer what they need – the chance to be kids!

ABOUT OOCH

Ooch provides magical experiences all year-round. Our programs happen at Overnight Camp in Muskoka, paediatric oncology centres and communities across Ontario. Thank you for choosing Camp Ooch as a beneficiary of your fundraiser! Community support is vital to our success. We have created this easy-to-use guide with tips and tools to help you plan your event and raise critical funds to help send kids to Camp!

NEED SUPPORT?

Contact Karen Donaldson our Senior Development Officer, Events at 1-888-464-6624 x 238

CAMP OOCHIGEAS

464 Bathurst Street, Toronto, Ontario, M5T 2S6
oochigeas@ooch.org
T: 416-961-6624   1-888-464-6624
F: 416-961-2267

Charitable Registration Number:
13111 6022 RR0001

OOCH.ORG
A diagnosis of childhood cancer is a big, scary, sudden swerve in the road, changing life in an instant.

While more kids are surviving cancer, the journey to recovery is traumatic – for the child and every member of their family.

It can feel like everything is about cancer. Simple joys like friendships, birthday parties, or sports teams are left behind in the need for medical appointments, hospital stays, and long absences from school.

For over 35 years, Camp Ooch has offered a different path–where the healing power of fun, friendship and self-confidence are easier than the kids and families could ever imagine.

This is the life-changing gift our Ooch champions and supporters have given by hosting fundraisers and events. **Camp Ooch is a Journey For Life. But there is no Journey, without you.**

With your leadership and the support of your community, we’re ready to take the next bold step: serving everyone in Ontario directly affected by childhood cancer. That’s more than 4,000 kids and their families.

**Our $10 million yearly fundraising goal will help Ooch serve not just the 21% of kids with cancer we now reach, but the 79% we don’t.**

Children and families are waiting. Waiting for programs like Ooch and the chance to grow and heal as a family. Waiting, because we don’t yet have the funds to offer our programs province wide. Let’s end their wait – so we can achieve more now, and have the funds to grow what only Camp Ooch does so well, year after year.
Create new Ooch communities across Ontario

Camp Ooch has always been more than Overnight Camp. Our dream is to expand Ooch to meet more families, wherever they are in their cancer journey – and in more places across the province.

Deepen our support for families

Cancer shatters a family. Our In-Hospital and Community programs let families interact in ways that aren’t just about treatment. Not only do we need to keep doing what only Ooch does so well, but to bring the experience to the whole family.

Bring more Campers to Ooch Muskoka

Thanks to our donor community, we’ve doubled the size of our Overnight Camp – the only one of its kind in Canada. But we need ongoing funds to bring more kids to Camp where they can challenge themselves and feel the childhood joys that were interrupted by cancer. Not just in summer, but year-round.
WHERE OOCH IS GOING NOW. JOIN US!

Camp Ooch began as an Overnight Camp for kids with cancer. Today, thanks to Ooch’s partners, supporters, fundraisers and event organizers we are much more. Tomorrow, our plans will take us even further.

Wherever families are in the cancer journey, Ooch needs to help them – by inviting bereaved siblings to Camp, or by offering programs for terminally ill Campers, or hosting Day Camps that bring joy to very young Campers while giving their parents much-needed respite. Across the province, we could help strengthen every family impacted by childhood cancer.

But we can only do this with you.
All Ooch programs are offered at no cost to families. Through your fundraising efforts, you and your community will help provide more Ooch, more often, to more kids affected by childhood cancer.

$10,000
Bring summer Day Camp fun and friendship to five 4-7 years olds

$40,000
Give a “booster-shot” of the Magic of Ooch to over 50 kids with a Weekend at Camp at Ooch Muskoka

$200,000
Ensure Ooch Campers receive the medical care they need while at Ooch programs
HOW OOCH CAN SUPPORT YOU

Once you have decided to host a fundraiser, be sure to register by filling out the Ooch Registration & Agreement Form at www.ooch.org. Once you are registered our Partnerships & Events team will be in touch to provide support and guidance. Registering your fundraiser or event will also give you access to a variety of online creative resources and other assets to help you successfully reach your goal.

RESOURCES INCLUDE:

• A dedicated staff member to answer questions and provide fundraising and planning support
• Fundraising tools (donation forms, online fundraising pages, accounting forms)
• Communications support (printable posters and fundraising thermometers, key messages, info graphic)
• Promotional materials (social media images, brochures, stickers and more)
• Post-Event support (thank you letters for event supporters and donors, accounting support for financial summaries, and appropriate recognition)
• Event and fundraiser listing

USE OF CAMP OOCH’S PROUD SUPPORTER LOGO

To use the official Proud Supporter logo you must register your event with Camp Oochigeas. Ooch must approve all materials that host our logo and brand.
STANDARDS AND GUIDELINES

It is the event organizer’s responsibility to communicate to sponsors, participants, and the general public that Camp Oochigeas is the beneficiary of the event and is not conducting your event. All promotional materials created by the event organizer must be submitted for approval to Camp Ooch prior to being printed or released to public audiences. Fundraisers and event organizers are responsible for obtaining all necessary permits, licenses, and insurance for their event. Please be advised that Camp Oochigeas will not assume any legal or financial liability at a third-party event. Camp Oochigeas is not responsible for any damage, accidents to persons or property at such an event.

OOCH CANNOT PROVIDE THE FOLLOWING:

• Funding or reimbursement for event expenses
• Promotion or advertising of your fundraiser or event except online in the fundraiser and event listing and through social channels when deemed appropriate
• Guaranteed attendance of staff, volunteers, or attendees at your event. While we would love to be able to send an Ooch representative to every fundraising event, please understand that the volume of requests often exceeds our resources.
• Application for gaming and liquor licenses i.e.: bingos, raffles, or insurance
• Prizes, auction items or awards
• Tax receipts for cash or in-kind goods that were not directly received by the Ooch office
GETTING STARTED

EVENT PLANNING CHECK LIST
Planning an event can seem daunting, but it doesn’t have to be! Here are some tips on how you can host a successful fundraiser or event. Remember all of your efforts are giving more kids affected by childhood cancer the chance to just be kids.

DEVELOP A PLAN
Things to think about:
• What type of event are you going to host?
• Choose a date (consider what will work for potential attendees and other events taking place in your community at that time)
• How will you raise funds?
• How will you promote the event?
• Do you need a committee to help organize?

CREATE A BUDGET
The reality is that you will have expenses for your event. Creating a budget will help ensure that you cover your expenses while keeping you on track to raise funds and successfully meet your goal.

SET A FUNDRAISING GOAL
Will you send a kid to Camp Ooch for a day ($300), a week ($2,000), a two-week session ($4,000), or even fill a cabin ($25,000)? Setting a goal will give you and your community a target to rally around.

REGISTER YOUR EVENT
Complete the Camp Ooch event form at ooch.org/fundraise-for-ooch. Once registered, Ooch will provide resources and assets.

- **Create a Do-it-Yourself (DIY) fundraiser:** Have an idea on how to raise money for Camp Ooch? Register your DIY fundraiser through ooch.org and create your own custom fundraising page in minutes. DIY pages are a fun and easy way to instantly share your event and collect donations online.
- **Host an event:** Looking to host a special event (e.g. galas, golf tournaments or team-based events) but need some support from Ooch? Register your event today at ooch.org to let us know how we can help with the preparations! Our team can also set up an optional, customized online fundraising page to help you collect donations.
COLLECT DONATIONS
Depending on the type of fundraiser you are planning, you can use an online fundraising page or you may also choose to have donation forms or pledge forms at the event. Collecting donor contact details is important. Without them, Ooch is unable to provide tax receipts.

CELEBRATE AND SHARE
Social channels like Facebook, Instagram, Twitter, and YouTube are great places to promote and celebrate the success of your event. This also encourages others to host events in support of Ooch.

SUBMIT YOUR FUNDS RAISED
Funds may be submitted through the mail or in person by cheque or over the phone for credit card payments. Only straight donations are eligible for tax receipts.

THANK YOUR DONORS AND PARTICIPANTS
It’s important to thank your participants, sponsors and donors! Every donation counts and makes a meaningful difference in the lives of children with and affected by childhood cancer.

FUNDS CAN BE SENT TO OR DROPPED OFF AT:
Camp Oochigeas
Attention: Events Team
464 Bathurst Street
Toronto, ON M5T 2S6
All cheques must be made payable to Camp Oochigeas
FACEBOOK

• “Like” the Camp Oochigeas Facebook page at facebook.com/CampOoch
• When you name Camp Oochigeas in your Facebook posts type @campoochigeas so we can be aware of all the great work you are doing.
• When uploading images and videos of your event, be sure to tag them @campoochigeas

TWITTER

• Follow Camp Oochigeas at twitter.com/campooch
• In your tweets include @campooch or #campooch so we will see your tweets.
• Using #Hashtags are a great way to track conversations on Twitter. Should your event have a unique hashtag please let Ooch know what it is.

INSTAGRAM

• Follow us @campoochigeas
• In your posts, be sure to include @campoochigeas or #campooch so we can see them.
• If your event has a unique hashtag, let us know so we can follow along and join the conversation!

YOUTUBE

• Assign a friend or colleague to film your event. He or she could film it on your mobile camera or digital camera.
• If you don’t have a YouTube account, set one up at youtube.com. It’s easy and FREE.
• When you have an account, you can upload your own video(s) from your event. Follow the simple steps on YouTube to upload your video(s).
• Be sure to share your video efforts with Camp Ooch, so we can celebrate your event with you.
• Send video clips to oochigeas@ooch.org

Facebook fundraising is a great way to engage your community in support of Camp Ooch. Please be aware that contributions made through Facebook Fundraising are received by Camp Ooch three months after they are raised and it is not always possible for Camp Ooch to know which event or which donors contributed the funds.
COMMUNITY EVENT IDEAS

Below are some ideas that have been successful in the past.

A-THONS
Walk-A-Thons, Dance-A-Thons, and more! These types of events are a great way to bring your family and friends together to participate in an activity you all love.

BIRTHDAYS, ANNIVERSARIES, AND GRADUATIONS
Show appreciation, celebrate an event, honour a milestone or special someone by giving the gift of Ooch! Fundraising on behalf of a milestone gives extra meaning to the occasion! It’s easy to honour a milestone, friend, or family member by creating an online fundraising page at ooch.org.

GAMES & TOURNAMENTS
Host a sporting event, golf tournament, bonspiel, or board game competition! These are exciting opportunities to enjoy healthy competition and build camaraderie. You can set a suggested fundraising goal for teams to participate and a suggested minimum donation for friends and family who would like to spectate.

ONE-TIME EVENTS AND CAMPAIGNS
BBQs, karaoke nights, and social events are also a great way to fundraise and have fun! You may choose to fundraise solely through the cost of admission to your event but there is always the option to include a promotional draw to increase your fundraising efforts.

WORKPLACE CAMPAIGN
From dress down days, employee fundraising, to participating in the Sporting Life Corporate Challenge there are lots of ways to get involved with your coworkers and bring the Magic of Ooch to your office.

SCHOOL FUNDRAISING
Check out our specialized school toolkit!
TAX RECEIPTING

As a registered charitable organization, Camp Oochigeas must follow all Canada Revenue Agency (CRA) rules and regulations. As an event organizer part of your role is to communicate tax receipting policies to the participants of your event. Please review Camp Ooch’s policies and discuss questions or concerns you may have with Ooch. For more information visit CRA https://www.canada.ca/en/revenue-agency.html

TAX RECEIPTS CAN BE ISSUED FOR COMMUNITY FUNDRAISING EVENTS FOR DONATIONS OF $25 AND OVER IF:

1. A benefit has not been received for the value of the donation (benefits could include: dinner, alcohol, entertainment, auction, parking, etc.)

2. Camp Oochigeas receives a statement showing all revenue and expenses from the community event.

3. Funds and a complete list of donor names, addresses, and donation amounts are received within 60 days of the event.

4. Funds are received by December 31 in the same calendar year that the event was held.

CAMP OOCHEGASES CANNOT ISSUE TAX RECEIPTS FOR:

- Purchase of admission tickets or green fees
- Purchase of an auction or draw item
- In-Kind goods and services donated to an event
- Sponsorship, when a tangible benefit of advertising and promotion is being received in return for payment
READY TO TAKE ACTION?

Please contact:

Karen Donaldson
Senior Development Officer, Events
kdonaldson@ooch.org
1-888-464-6624 x 238

On behalf of the children and families we serve, thank you for choosing to support Camp Ooch!