VIRTUAL EVENT FUNDRAISING TOOLKIT

YOUR GUIDE TO RAISING FUNDS TO SUPPORT THE MAGIC OF CAMP OOCH & CAMP TRILLIUM
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A diagnosis of childhood cancer is a big, scary swerve in the road. It changes life in an instant. For affected kids and families, it can suddenly feel like everything is about cancer. Camp Ooch & Camp Trillium offer a different journey, where kids with cancer can just be kids, and families connect with a community of strength and support when they need it the most. We are much more than a summer camp—we offer the social cure for childhood cancer. Our recreational programs deliver fun, friendship, and community to 1,900 kids and 745 families year-round, all across Ontario. Virtual camp now reaches kids and families living in isolation, wherever they are.

Cancer changes a child’s life. So does camp. And so can you.

**OUR MISSION**

**NEED SUPPORT?**

Contact:

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**CAMP OOCHIGEAS**

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

**CAMP TRILLIUM**

940 Queensdale Ave E, Hamilton, ON L8V 1N4  
T: 905-527-1992  1-888-999-2267  
F: 905-527-5314

Charitable Registration Number:  
13111 6022 RR0001  

[ooch.org](http://ooch.org)  [camptrellium.com](http://camptrellium.com)
WHERE ARE WE GOING NOW?
JOIN US!

Camp Ooch & Camp Trillium began as overnight camps for kids with cancer. Today, thanks to our partners, supporters, fundraisers, and event organizers, we are much more. Tomorrow, our plans will take us even further.

But we can only do this with your help.

OUR PRIORITIES

1.
Create new Camp Ooch & Camp Trillium communities across Ontario
Camp Ooch & Camp Trillium have always been much more than an overnight camp. Our dream is to expand to meet more families, wherever they are in their cancer journey—in more places across the province. This now includes virtual programs!

2.
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. We need to keep doing what we do so well, but we also need to bring the camp experience to the whole family.

3.
Bring more Campers to overnight camp
Thanks to our donor community, we’ve created camps for the whole family. But we need ongoing funds to bring more families and kids to camp.
OUR COVID-19 RESPONSE: WHY VIRTUAL PROGRAMS?

We could never have imagined a summer where our Campers couldn’t safely attend Camp Trillium-Our Island, Camp Trillium-Rainbow Lake, or Ooch Muskoka—but COVID-19 has changed so much. This year, we would be putting our Campers at risk by bringing them together at camp. However, our commitment to families affected by childhood cancer has not wavered.

We are still committed to providing year-round camp programs. Camp Ooch & Camp Trillium have gone virtual—so we now hold camp in the homes of families affected by childhood cancer and bedside programming in hospitals.

We’ve taken inspiration from the brave spirit of our families now living in deeper isolation than ever before. Whether you are a new supporter embarking on your first event, or a seasoned supporter with years of fundraising or event experience behind you, we recognize the impact that COVID-19 will have on your efforts.

Fundraising events are the lifeblood of our programs, but as we continue to support families affected by childhood cancer, we need your support now more than ever. We would love to work with you to determine a new way forward for 2020. This toolkit is that invitation.

Events scheduled this spring and summer will need to change and adapt to new regulations and best practices. Our team is here to support you through your transition. We have options for new virtual event ideas, do-it-yourself fundraising pages, and special appeals to supporters. Each of your events are unique and special, and we want to help you create something that works for you and your supporters.

COVID-19 isn’t stopping camp and it doesn’t need to stop us either. Together, we can make a difference for families affected by childhood cancer—together, we can make sure your 2020 event is your best one yet!

Best regards,

Fiona, Carrie, and Arden
Camp Ooch & Camp Trillium Community Giving Team
All of our programs are offered at no cost to families. Your fundraising efforts will help provide more camp, more often, to more kids affected by childhood cancer.

$10,000
Bring camp fun and friendship to five Campers

$40,000
Give a “booster-shot” of the magic of camp to over 50 kids with a weekend at overnight camp

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

Once you have decided to host a fundraiser, be sure to register by filling out our Registration & Agreement Form at www.ooch.org or www.camptrillium.com. 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 creative online 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
• Promotional materials
• Post-event support (thank you letters for event supporters and donors, accounting support for financial summaries, and appropriate recognition)
• Event and fundraiser listing

USING OUR PROUD SUPPORTER LOGO

To use the official Proud Supporter logo you must register your event with Camp Ooch & Camp Trillium. We 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 Ooch & Camp Trillium are the beneficiaries 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 & Camp Trillium 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 Ooch & Camp Trillium will not assume any legal or financial liability at a third-party event. Camp Ooch & Camp Trillium are not responsible for any damage or accidents to persons or property at such an event.

CAMP OOCHE & CAMP TRILLIUM 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
• 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 Camp Ooch & Camp Trillium office

While we would love to be able to send an Ooch & Trillium representative to every fundraising event, please understand that the volume of requests often exceeds our resources.
GETTING STARTED

EVENT PLANNING CHECKLIST
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 your efforts are supporting kids and families affected by childhood cancer.

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 & Camp Trillium 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 & Camp Trillium 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 & Camp Trillium? 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? Register your event today at ooch.org or camptrillium.com 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, Camp Ooch & Camp Trillium are 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 Camp Ooch & Camp Trillium.

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 kids and families affected by childhood cancer.

Funds can be sent to or dropped off at:

**Camp Ooch**
Attention: Events Team
464 Bathurst Street
Toronto, ON M5T 2S6

**Camp Trillium**
Attention: Events Team
940 Queensdale Ave E,
Hamilton, ON L8V 1N4

All cheques must be made payable to Camp Ooch & Camp Trillium
VIRTUAL FUNDRAISING IDEAS

HOST A VIRTUAL OFFICE PRESENTATION
Bring your team together virtually for a Camp Ooch & Camp Trillium presentation hosted by an Ooch/Trillium representative. Give your team a time to connect and learn about what’s new at Camp Ooch & Camp Trillium—learn more about the impact of their support, receive tips on how to run events virtually, and more. Book your presentation today by emailing aforbes@ooch.org or carriea@camptrillium.com.

“KEEP GOING FORE CAMP” GOLF CHALLENGE
Bounce a golf ball on the end of your golf club as many times as you can, aiming for your chosen amount of consecutive bounces. Record your best attempt out of three, challenge a friend to beat your tally, and post to social media using #keepgoingforecamp.

HOST A VIRTUAL GAME NIGHT
Bring your team, colleagues, friends, and family together for a night of fun in support of Camp Ooch & Camp Trillium! Charge a participation fee or ask them to donate to your fundraising page. Social media platforms and websites like Houseparty, Playing Cards, and JackBox Games have built-in games. You can also play virtual Heads Up, trivia, Settlers of Catan, card games, Pictionary, Scrabble, and more.

HOST A VIRTUAL OPEN MIC NIGHT/TALENT SHOW
Bring your colleagues, friends, family together for a night of fun in support of Camp Ooch & Camp Trillium! Reach out to all of your talented friends and family—or even your favourite musicians—and ask them to perform at your Virtual Open Mic Night. Charge an admission fee or ask your network to donate in return for attending.

HOST AN ONLINE SILENT AUCTION
Have your team members contribute prizes and host an online silent auction with all proceeds supporting your event’s fundraising page. Consider how you can get creative with your auction items. Do members of your team have talents that they can contribute to the auction, like custom graphic design services? What about a virtual coffee date with a leader from your organization? Check out www.rallyup.com to set up a free online silent auction today.
CORPORATE MATCHING GIFTS
Double, triple, or quadruple your event’s fundraising by approaching your company to match all donations raised for your event.

SKILL SHARE
Do you have any talents that you can share with your network? Combat the self-isolation blues by offering to teach your friends and family a new skill—or perfect an old one! Offer virtual lessons in exchange for a donation to your donation. Examples: Knitting, playing a musical instrument, drawing, magic tricks, sewing, writing, exercising, etc.

KILOMETRE CHALLENGE
Have a running or biking event? Ask your network to pledge a dollar amount of their choosing for every kilometre you train, and share your progress on social media. Not only are you raising more money for Camp Ooch & Camp Trillium, but you are creating a physical challenge for yourself as well!

BIRTHDAY/SPECIAL OCCASIONS FUNDRAISING
Have a birthday or special occasion coming up? Ask your friends and family to donate to your fundraising page in lieu of birthday presents or special occasion gifts. Show your appreciation by sending thank you emails and messages to all of your donors and friends!

COFFEE/GAS CHALLENGE
Since most people are at home and not buying their daily coffee, ask your network to donate all of the money that they would have spent on coffee for a week to your fundraising page. Or they can donate the money they are saving while telecommuting at home. So easy!

LIVESTREAM A CLASS
Use your talents and host an online class! Charge a fee to participate or ask for a donation to your fundraising page. Classes can include: cooking class, exercise class, painting class, etc.

BUILD AN EMAIL CAMPAIGN
Take advantage of your organization’s newsletter or start your own email campaign and get the word out. We have a template you can use as part of this virtual fundraising kit. Change your voicemail and email signature to promote your fundraising efforts!

Need help? Reach out! We are here to help you leverage your best ideas and engage your network of caring supporters to benefit kids and families affected by cancer. Email us:

Arden Forbes (aforbes@ooch.org)
Carrie Arnold (carriea@camptrillium.com)
Feel free to use this handy template to help kick your fundraising and event planning into high gear!

Dear [name],

I am raising funds through [name of event] to help kids and families affected by childhood cancer still experience the magic of camp in these unprecedented times. Can I count on your support?

As I prepare for [name of the event], I am thinking about those kids and families as they grapple with a diagnosis of paediatric cancer, or live with its after-effects. Their lives were turned upside down before this pandemic began, and their isolation has only deepened now.

Because of COVID-19, Camp Ooch & Camp Trillium are going 100% virtual with programs happening right now and throughout the summer! Kids and families can still access the amazing camp programs they know and love—and they can still do it safely.

Virtual campfires, scavenger hunts, singsongs, and science experiments are brightening lives, and delivering much-needed fun, friendship, and community to deserving kids and families. We need to make sure that these critical programs can continue!

With your support, Camp Ooch & Camp Trillium will continue to deliver thousands of virtual program experiences to kids and families living in deep isolation all over Ontario for many months to come. It would mean so much to me if you would donate to help bring the magic of camp to them.

INSERT YOUR FUNDRAISING PAGE LINK

In spite of everything, kids still have cancer—and those kids still need our help. Thank you so much for helping me make the magic of camp possible!

Sincerely,

[your name]
WHY SHOULD WE CONVERT TO A VIRTUAL EVENT?

Camp Ooch & Camp Trillium’s top priorities are everyone’s health and safety. We’re observing the same protocols as others around the world to minimize risks due to COVID-19. A virtual event will minimize risks to attendees, while still raising crucial funds to benefit kids and families affected by childhood cancer. We are still together—even when we are apart!

WHY SHOULD A SUPPORTER GIVE TO OR PARTICIPATE IN MY EVENT?

Childhood cancer affects thousands of children and families in Ontario every year. Your event raises vital funds for Camp Ooch & Camp Trillium’s year-round community, in-hospital, and overnight camp programs across Ontario, delivering fun, friendship, and a sense of community at any stage of a child’s cancer journey. The COVID-19 pandemic has made affected families’ already difficult journeys that much harder. Camp continues today, with Camp Ooch & Camp Trillium’s program specialists reaching out virtually to young patients right now in hospitals across Ontario, and continuing vital connections with Campers and their families at home in isolation.

WHAT SHOULD I SAY WHEN MY DONORS OR PARTICIPANTS ASK “IS SUMMER CAMP STILL HAPPENING?” OR “DO YOU STILL NEED MY DONATION?”

Here is our suggested response: “For safety reasons, traditional summer camp programs must be suspended, but are already being replaced by innovative virtual camp programs—including for summer 2020. Camp Ooch & Camp Trillium’s goal is to reach the same number of children and families in 2020 as before, and if the early response from kids and parents to their virtual programs is any indication, this goal is entirely achievable. Kids with cancer still need the chance to be kids; kids and families still need camp. Amazing supporters like you and I can still make the magic of camp happen—even today—and now’s our chance to prove it.”

HOW SHOULD I RESPOND TO DONORS WHO ASK “CAN I DONATE TO YOUR COMMUNITY EVENT WITHOUT PARTICIPATING? OR DONATE EXTRA?”

Here is our suggested response: “Of course! You can donate any amount to my event, even if you don’t attend. All proceeds benefit Camp Ooch & Camp Trillium, providing critical funds to ensure essential camp programs continue at no cost to kids and families. To donate, please visit (provide a URL or instructions to e-transfer funds here).”

MANY OF MY REGULAR EVENT ATTENDEES WERE JUST LAID OFF, OR HAVE BUSINESSES AFFECTED BY COVID-19. I DON’T FEEL AS THOUGH FUNDRAISING IS TOP OF MIND FOR THEM RIGHT NOW.

We completely understand. We’ve been pleasantly surprised at the commitment and creativity of our fundraising community during these difficult times—and you might be too. Every gift matters, large or small. Can we reach out in a couple of weeks to touch base? If you decide that this year will not work out for you, you can count on us to keep the connections warm and will look forward to 2021. You matter to us. We are still together—even when we are apart.
HOW CAN I ENGAGE MY COMMITTEE WHILE WE ARE ALL WORKING REMOTELY?

If you are currently using an online messaging platform such as Zoom or Slack, you can create a group chat with your committee to keep everyone together. We will be sharing a virtual event toolkit and other virtual fundraising assets with you soon, so that you can optimize online fundraising.

MOST OF MY EVENT FUNDRAISING COMES FROM IN-OFFICE FUNDRAISING OR CORPORATE MATCHES—HOW DO WE MAKE UP FOR THOSE FUNDS?

We completely understand your concern. We’ve been pleasantly surprised that many of our corporate donors have indicated they intend to renew their support this year. There are creative ways that you or your committee can continue to fundraise virtually such as sharing your fundraising page on social media, starting an online auction, or building an email campaign for your office. We have lots of ideas, so don’t hesitate to connect with us or check out our virtual fundraising toolkit with its virtual fundraising ideas.

HOW DO I TALK ABOUT CAMP OOCH & CAMP TRILLIUM IN GENERAL, AND HOW DO I EXPLAIN ITS MERGER TO ATTENDEES?

Our merger has created so many positive benefits. Here’s a short sentence to add to your communications about the merger: “In January 2020, Camp Ooch and Camp Trillium decided they were better together, so they merged with a shared goal to broaden and deepen support for children and families affected by childhood cancer across Ontario.”

WHAT ABOUT DONORS WHO ASK, “WHY NOT JUST CANCEL ACTIVITIES FOR THE TIME BEING? WHY SHOULD I GIVE TO YOU?”

Here is our suggested response: “The need for Camp Ooch & Camp Trillium’s recreational programs has never been greater; with schools closed, hospitals locked down, and non-essential services shut down, children and families affected by childhood cancer are more separated and isolated than ever before. Siblings are no longer allowed in hospitals. Only one parent at a time may visit their child. At the same time, job loss is a new reality for some families, exacerbating the financial difficulties common to many in this position. Sadly, the all-too-familiar fear and isolation experienced by families facing childhood cancer has deepened during these times.

Even so, camp continues today, with Camp Ooch & Camp Trillium’s program specialists reaching out virtually to young patients today in hospitals across Ontario, and continuing vital connections with Campers and their families at home in isolation. This will continue for as long as is needed. From virtual March Break day camps to live campfire singalongs, Camp Ooch & Camp Trillium are committed to keeping families connected, offering friendship and fun through the hardest of times.”
TAX RECEIPTING GUIDELINES

As a registered charitable organization, Camp Ooch & Camp Trillium 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 & Camp Trillium’s policies and discuss questions or concerns you may have with our office. 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 Ooch & Camp Trillium receive 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 OOCH & CAMP TRILLIUM 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:

Arden Forbes
Development Coordinator, Community Giving
aforbes@ooch.org
(416) 961-6624 x 204

Carrie Arnold
Development Officer, Community Giving
cariea@camptrillium.com
(905) 527-1992 x 8122

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