



FUNDRAISING TOOLKIT

HELP CHILDREN & YOUTH SHINE:
ONE FUNDRAISER AT A TIME



[SHININGTHROUGH.CA/GET-INVOLVED/](https://shiningthrough.ca/get-involved/)



THANK YOU.

Thank you for choosing to fundraise for Shining Through Centre. The funds you raise will go towards life changing programs and services for children and youth with autism, and their families.

Approximately 1 in 66 children and youth are diagnosed with autism spectrum disorder (ASD) in Canada. For families, an ASD diagnosis can involve significant emotional and financial challenges. By working together, you can help to make the future brighter for our learners, from diagnosis and beyond.

Thank you for getting involved to make a difference.

Have fun!



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ABOUT SHINING THROUGH CENTRE

Our Mission

To enhance the lives of those impacted by autism, through compassionate, evidence-based treatment.

Our Vision

Creating Hope. Building futures. Unlocking potential.

Who We Are

The Shining Through Centre is a recognized leader in the field of autism, providing service excellence in therapy, education, research, and awareness to children, youth, and their families. We provide intensive, comprehensive, and individualized therapeutic and educational programs to each of our learners based on the principles of Applied Behaviour Analysis (ABA).

We believe that every child affected by autism deserves an opportunity to reach their fullest potential.

THE DIFFERENCE YOU CAN MAKE



Intensive Behavioural Intervention (IBI)

Supports children with autism that are 18 mos+ through evidenced-based IBI using the principles of Applied Behaviour Analysis (ABA). Individual and small group therapy tailored to the needs of each child.

Inclusion Program

Supports children with autism with integrating into a school setting. We partner with the Streetsville Academy and the Kleinburg Christian Academy to deliver this program to our learners

Adult Program (Learn to Live)

Helps young adults (15 yrs+) with autism develop critical life skills that help foster independence and successful inclusion in the broader community.

Parent Coaching Program

Equips parents and family members with the knowledge and strategies they need to manage behaviours, and transfer the skills their child has learned at Shining Through to the home environment.

HOW TO RUN A FUNDRAISER

1 What to do?

There are many ways to raise funds – from craft sales to bottle drives, to cocktail parties, or fitness challenges! Take a look through the toolkit for ideas, and brainstorm to see which activities fit best with your interests. Contact us at fundraising@shiningthrough.ca or 905-745-9840 if you're feeling stuck! Once you have your idea, email us your **Event Agreement Form**.

2 Resources & Planning

A fundraiser requires planning ahead and using all the resources at your disposal. See *How We Can Help*.

3 Promotion

Promote your upcoming fundraiser on social media, in a newsletter or face-to-face. Letting people know about the event in advance will really help with participation. You can create an online fundraising page through our **Facebook** or Canada Helps too!

4 Event Day

Recruit friends, colleagues or family to support you throughout your fundraising efforts. Keep your supporters updated on your progress– and most importantly, have fun!

5 A job well done

Thank your participants and donors - remember to share how much you raised and the impact of their support! Get in touch with us so we can share your successes as well. Don't forget to send us your **Event Proceeds Report** and funds collected.



FUNDRAISER IDEAS

Special Occasion

Set up an online fundraising page through [Facebook](#) or [Canada Helps](#) and collect donations in lieu of gifts for celebrations such as birthdays, weddings, anniversaries, etc.

Community/School Fundraiser

Garage sales, BBQs, concerts, food stands, or car washes. Plan something fun and invite your community.

"A-Thon"

Walk-a-thon, bowl-a-thon, dance-a-thon...the possibilities are endless. Organize your "a-thon" event and ask friends and family to pledge their support. E.g. Set a goal of walking 100km in one month & ask friends to donate and support your walk-a-thon.

Workplace Fun

Coffee mornings, Casual Fridays, payroll deductions, bake sales and corporate matching all make it easy to fundraise at work.

Tournament

Golf, basketball, soccer, hockey, (any sport!), board games, trivia... you name it! A little friendly competition for a great cause is always a good idea.

FUNDRAISER CHECKLIST



Brainstorm ideas that align with your interests.
Pick a fundraising idea that works for you.



Contact us at fundraising@shiningthrough.ca or 905-745-9840 to tell us your plans - we're here to help!



Recruit your committee of helpers and assign roles.
There is strength in numbers!



Work out the logistics (date, time, place, goals, budget, etc).



Submit your Event Agreement Form.



Sponsors! Sponsors! Sponsors! Up your game and generate even more support.



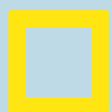
Spread the word (share your page, email your network, post flyers, alert local media, etc.).



Collect donations at or before your fundraiser, either online or in-person using our pledge forms.



Celebrate & share your success. Thank your donors.



Submit your Event Proceeds Report & funds collected.

PROMOTING YOUR FUNDRAISER



ONLINE

Create your own online fundraising page! Visit [Canada Helps](#) or contact Anissa at aakinbamisile@shiningthrough.ca for help setting up your page. You can also fundraise on [Facebook](#).

Once your page is set-up, personalize it with photos, your fundraising and email your friends and family asking for their support.

PROMOTIONAL MATERIALS

Put up posters, invitations etc. at school, work, and/or around your community. Take advantage of free advertising, such as in local community magazines and websites.

SOCIAL MEDIA

Like and follow us on social media. When you mention us or your fundraiser make sure to tag us in your posts and include any hashtags. We'd love to share your progress!

HOW WE CAN HELP

Online Fundraising Page: Create an online donation page. This resource will give you the ability to track your progress and supporters. It makes collecting donations instant and easy. Contact Anissa at aakinbamisile@shiningthrough.ca for help setting up your page or set-up your own page on [Facebook](#).

Fundraising Tools: Donation forms, pledge forms, tips. Contact us at 905-745-9840 or fundraising@shiningthrough.ca to get your tools!

Communications Support: We can help promote your event, share more information on Shining Through and share our logo with you too.

Videos: Check out our YouTube channel and share our videos with your network of supporters [Shining Through Centre Channel - YouTube](#)

Shining Through Staff: We're just an email or phone call away! Contact us at 905-745-9840 or fundraising@shiningthrough.ca with any questions, or help you may need while planning your fundraiser.

FUNDRAISING GUIDELINES

TERMS & CONDITIONS

Please contact us before hosting your fundraiser. Shining Through Centre reserves the right to withhold the use of its name and logo from any event that is not considered to be in alignment with the mission, vision and values of the organization.

- Submit your Event Agreement Form before your event.
- All promotional materials must indicate that your event is “in support of” Shining Through Centre.
- Funds generated from your event need to be sent to Shining Through within 30 days of your event (some exclusions may apply).
- Shining Through assumes no legal or financial liability associated with your event. Nor are we liable for any injuries sustained by volunteers or participants related to your event.
- Where applicable, insurance , alcohol and gaming licenses must be obtained.

Shining Through cannot provide the following:

- Funding or reimbursement for event expenses. Nor can expenses be extracted from tax-receiptable donations.
- Donor or sponsor lists.
- Guaranteed attendance of staff, volunteers, or speakers to your event.
- Prizes, auction items and/or awards.

FUNDRAISING GUIDELINES

TAX RECEIPTING

As a registered charity, Shining Through adheres to all CRA rules and regulations. For more information, please visit www.cra-arc.gc.ca.

Tax receipts will be issued for offline donations of \$20 or more if:

- Complete donor/company information is provided (full name, address, and donation amount).
- A benefit has not been received for the value of the donation (for ex. dinner, alcohol, auction, entertainment); and,
- Shining Through receives an Event Proceeds Report.

Shining Through cannot provide tax receipts for the following:

- Purchase of admission or participation tickets
- Purchase of draw/raffle tickets or auction items
- In-kind goods and services donated to an event
- Sponsorship, if a tangible benefit of advertising or promotion is being received in return for payment (Sponsors and in-kind donors may be provided with an acknowledgement letter upon request).



FAQ

Will Shining Through help me plan my event?

We can help guide and support you in your planning. Contact us at 905-745-9840 or fundraising@shiningthrough.ca.

Is Shining Through able to support any of my expenses?

No, it is your responsibility as the organizer(s) to create a budget and manage it accordingly for all expenses. Please consider asking local businesses to sponsor your event and/or provide in-kind donations to alleviate costs.

Can Shining Through provide any volunteers for my fundraiser?

No, it is your responsibility to recruit, train and manage any volunteers.

Can Shining Through provide sponsorship contacts to support my fundraiser?

Shining Through cannot solicit sponsors or provide sponsor lists for third-party events.

Who is responsible for all liability and legal risks associated with my event?

Shining Through will not be responsible for any damage or accidents to any persons or property; we will not assume any legal or financial liability caused before, during or after any third-party event.

Will Shining Through help promote my event?

Yes, upon request, we can include it in our bimonthly e-newsletter (Jan, Mar, May, July, Sep, Nov), and promote it via our social media channels.

How do I send the proceeds of my event to Shining Through?

Funds should be made payable to and given to "Shining Through Centre" (in person or via mail) no later than 30 days after your fundraiser, along with any pledge or donation forms, and an Event Proceeds Report.

Can Shining Through help me get items for my silent auction?

No, it is the event organizers responsibility to solicit prizes for their event. We can provide a letter authenticating your event to support your solicitation efforts.

CONTACT US

Mailing Address

7365 Martin Grove Road
Woodbridge, Ontario L4L 9E4

Phone Number

(905) 851-7955 ext. 235

Email

fundraising@shiningthrough.ca

Website

shiningthrough.ca



Social Media:

