



therapy and support to help kids shine
thérapie et soutien pour aider les enfants à briller

Special Event Planning Guide

Thank you for your interest in planning an event in support of Niagara Children’s Centre. This guide will help you to plan and run a successful fundraising event to help kids in the Niagara Region shine. Here you will find ideas, tips for planning and running your best event possible.

Remember the staff of the Development Office are here to help you with any questions you might have. You can contact Marla Smith, Director of Development, at ext. 106, marla.smith@niagarachildrenscentre.com or Shaunna Morris, Executive and Communications Coordinator, at ext. 260, Shaunna.morris@niagarachildrenscentre.com.

Don’t forget to submit your Event Proposal Form at least four weeks before your event. You’ll find that at the end of this guide.

Event Ideas

Deciding what kind of event you want to host is import for the success of your fundraising goals. Knowing who you want to attend and when you want to hold it, will help you determine what you want to do. There are plenty of fun indoor and outdoor events you can host year-round that will raise money and awareness for Niagara Children’s Centre. Check out the fun, and interesting ideas below to get you started.

Sports and Tournaments:

- Golf, basketball, baseball, mini-golf, bowling
- Board games, poker, video games
- Races of all kinds (relay, rubber ducks, bikes etc.)
- Trivia night
- Talent show
- Treasure/scavenger hunt

- Garage sales
- Bake sales
- Lemonade stand
- Craft sales, art show/sales

At the office or school

- Pizza lunch
- Dress down/silly day
- Silent auction
- Fashion show
- Carnival
- Dance-a-thon
- BBQ or potluck
- Dinner/dance
- Eating contest
- 50/50 draw

At your service

- Car wash, pet wash
- Odd jobs
- Seasonal (gift wrapping, pumpkin carving)

Sales

- Raffle
- Holiday/special occasion party



Planning Your Event

There are some steps you need to take as you plan your event that will ensure its success – and help you to know whether it was a success!

1. **Enlist some help** – have a planning committee consisting of people you know can help you. This can include help in promoting, planning and actually running your event.
2. **Choose a date and time**, then research some venues that are available and work best at the time of year you're looking at.
3. **Set goals** – look at your budget and determine revenue and expenses, number of attendees/participants
4. **Secure a venue** – using all of the knowledge from the first three steps, pick a venue that will best support your event type and time of year.
5. **Determine extras** – do you need any insurance, permits or security? Your venue can help in letting you know these details, or ask us!

Promoting Your Event

You can promote your event privately among your friends and family, publicly for anyone to attend or a mixture of both. Knowing where and how to promote your event, is key to its success. We can help you with information and statistics about the Centre and the Niagara Children's Centre logo is available upon request, however all promotional items must be reviewed by Centre staff prior to print/public release.

You can use the following ways to get your word out:

- **Online community calendars** – See appendix A for a full list of contacts **don't forget we will gladly share your event in our website event calendar*
<http://niagarachildrenscentre.com/ncc/events>
- **Social media** (Facebook, Twitter, blogs and more)
- **Posters and flyers** around your community
- **Word-of-mouth** (tell everyone you know!)
- **Photos** – make sure you have permission to post. We love to promote on your behalf on our website/Facebook, but we require a signed photo waiver granting permission to use photos. See appendix B.

After Your Event

Event day has come and gone, now what? After your event wraps up, there are some things you'll still need to take care of, they include:

- **Evaluate your success**, including monetary goals and attendance. Do you plan on running this event again? What might you do differently/better/the same?
- **Send thank you's!** Remember to thank everyone who helped you plan, coordinate and promote your event.
- **Contact Niagara Children's Centre to arrange for the donation of funds** (maybe even a cheque presentation) and any other items we need to help you with.

Thank you and have fun!



Appendix A

Promotional Contacts

Niagara This Week Events - <http://www.niagarathisweek.com/niagara-events/>
Snapd St. Catharines – <https://stcatharines.snapd.com/#/>
Snapd Niagara Falls – <https://niagarafalls.snapd.com/#/>
St. Catharines Standard – <http://www.stcatharinesstandard.ca/events/submission>
Welland Tribune – <http://www.wellandtribune.ca/events/submission>
Niagara Falls Review - <http://www.niagarafallsreview.ca/events/submission>
City of St Catharines – <http://www.stcatharines.ca/en/Calendar/SubmitEvent.aspx>
City of Niagara Falls – <http://www.niagarafallstourism.com/events/submit>
Town of Grimsby – <http://calendar.grimsby.ca/Submit/Step1.aspx>
Town of Thorold – www.thorold.com/content/community-events-calendar

Welland/Niagara Falls: rhutton@niagarathisweek.com allan.benner@sunmedia.ca
ray.spiteri@sunmedia.ca
Niagara Falls Review: bernd.franke@sunmedia.ca
Welland Tribune/PelhamNews: pelhamnews@wellandtribune.ca dan.dakin@sunmedia.ca

Fort Erie (Niagara This Week): dbos@niagarathisweek.com
Fort Erie Times: sarah.ferguson@sunmedia.ca

Port Colborne: pforsyth@niagarathisweek.com

Grimsby/Lincoln: amoore@niagarathisweek.com

St. Catharines: srosts@niagarathisweek.com
St. Catharines Standard: bill.sawchuk@sunmedia.ca cheryl.clock@sunmedia.ca

NewsTalk 601: newsroom@610cktb.com

Voice of Pelham: editor@thevoiceofpelham.ca



Appendix B

Photography and Information Consent Form

I hereby grant the Niagara Children’s Centre (the Centre) the right to reproduce, use, exhibit, display, broadcast, distribute and create derivative works of the image of my child taken, or stories provided for use in connection with the activities of the Centre for promoting, publicizing or explaining the Centre or its activities.

This grant includes, without limitations, the right to publish such photographic images in PR/promotional materials such as the Centre website, marketing materials, publications, advertisements, social media sites, fund-raising materials and any other Centre-related presentations or publications.

These images and stories may appear in any of the wide variety of formats and media now available to the Centre and that may be available in the future, including, but not limited to print and electronic/online media.

There must be consent by a parent or guardian for the photographed or identified client (minor under 18 years of age), as follows:

I hereby certify that I am the parent or guardian of the minor named below, and do hereby give consent without reservations to the foregoing on behalf of this person.

Signature

Date

Subject Information:

Name (please print)

Email Address

Daytime Phone Number (include area code)

Street Address

City

Province

Postal Code

Centre employee witness: _____

Your Decision: *It’s your choice to take part. Please know that your decision won’t change the care you and your family receive at Niagara Children’s Centre. If at any time you wish for your child’s image to be removed from our data base and or usage, please feel free to contact us and we will make every effort to meet your request.*





Appendix C

Licensing and Insurance

All third party events must comply with all applicable laws. The following are general guidelines. It is incumbent upon any individual, group or organization to comply with current local gaming, Liquor Control Board of Ontario (LCBO) licensing policies, etc.

Gaming Licenses

- Licenses must be obtained for all raffles, 50/50 draws and draws of chance prior to the printing or selling of any tickets. Several pieces of information are required to appear on the ticket and a sample of the ticket must be provided with the application to the issuing Municipality. The information required is:
 - a) Name of the organization holding the draw
 - b) Name of Niagara Children's Centre as the recipient of the funds
 - c) Number of tickets that will be printed
 - d) Cost of each ticket and if there is a discount for multiple tickets, i.e. \$2 each or 3 for \$5
 - e) Date of the draw
 - f) Location of the draw
 - g) Time of the draw
 - h) Prizes available to be won along with the value of each
 - i) License number issued by the appropriate Municipality
 - j) Name of the printing company, if applicable
- Licenses and permission must be secured from the appropriate municipal office within the Niagara Region or beyond.
- The license must be obtained and held by Niagara Children's Centre. An individual or business cannot hold a lottery license. Licenses can take four to six weeks to be approved.
- Strict regulations are involved with licensing and must be followed exactly in order to maintain the charitable status of Niagara Children's Centre.

Niagara Children's Centre will not obtain a liquor licence on your behalf. The organizers of any event must provide proof of comprehensive public liability insurance. Niagara Children's Centre accepts no legal or financial responsibilities for any Third Party Event held on its behalf.



Appendix D

Tax Receipt Guidelines

Niagara Children's Centre is a registered charity accountable to its donors and as such adheres to rules and regulations of the Canada Revenue Agency (CRA) to protect its donors and charitable status.

The final decision to issue official tax receipts rests with the Centre and must be agreed upon prior to the commencement of the event. In order for Niagara Children's Centre to agree to issue tax receipts, conditions as set by the CRA must be met.

A gift is defined as a voluntary transfer of property without valuable consideration. To qualify as a gift, all three of the following conditions must be met:

1. Some property, either in the form of cash or a gift-in-kind is transferred by a donor to a registered charity
2. The property is given voluntarily
3. The donor gives without expecting anything in return.

TAX RECEIPT GUIDELINES

- The Centre issues charitable tax receipts for donations of \$20 or more to individual donors, and business acknowledgment letters to organizations that make a cash donation to your event.
- Receipts cannot be issued to the organizer for proceeds from an event (e.g. the business/organization); receipts are only issued for direct donations where the donor receives no benefits from their contribution i.e. no advertising, promotion etc.
- In order to issue tax receipts for the current calendar year, all donor and revenue information must be received within that calendar year.
- Sale of raffle tickets, admission tickets, green fees, auction items and other goods that provide a benefit to donors are not eligible for a tax receipt.
 - The Centre does not issue tax receipts for gift-in-kind donations such as ticket sales, auction items or event sponsorships.
 - Receiptable portions can be issued however this must be discussed and agreed to well in advance of your event date.



Appendix E

Your Donation in Action

Money raised from the community benefits children and families in Niagara. Over 3,400 children each year receive support from Niagara Children's Centre. While our Centre does receive a significant portion of our budget through government grants, we rely heavily on the support of the community for a portion of our annual needs, plus funds to plan for future strategic directions.

Donations from companies, organizations, foundations and individuals allow us to help more children receive therapy, reduce waiting lists, purchase therapy equipment, develop innovative programs and improve our facility to better meet the needs of our children and their families.

The end goal is to make a lasting impact in the lives of children and their families here at the Centre. Your help makes it possible to do so!

“When my husband and I felt like all hope had been lost, they never let us give up. They’ve helped us get back on our feet and jump over another hurdle just as we’ve always done, one step at a time. We will be forever in their debt. It scares me to think where we would be if we never had this place and all the wonderful people there who have helped us so much.

By supporting Niagara Children’s Centre, we enable them to continue helping and providing support and much needed resources to more kids and families just like ours.”

-Katie, mother of Julia



Appendix F

Name, Logo Usage & Style Guide

Use of Name

Niagara Children’s Centre will be used as the Centre’s public name. (note: The Centre’s legal name will continue as Niagara Peninsula Children’s Centre and will be officially referenced in any legal contracts and banking.

- i) Acceptable Abbreviations
the Children’s Centre
the Centre
NCC is not used as an abbreviation
- ii) Acronym: The Centre does not use an acronym as part of its corporate identity (e.g. NCC)
- iii) Use of “the”: Niagara Children’s Centre does not include “The” as part of its name.

Logo

Niagara Children’s Centre identity is a customized logo. In its primary form, the logo is made up of 2 typographic components and one iconic component. It should be used whenever possible. However, the secondary form may be used in instances where there are space limitations that do not permit the horizontal positioning of the primary logo. The logo may also be used without the tagline in situations such as being reproduced on stationery.

To reproduce Niagara Children’s Centre logo, approved artwork must be used. Remember: Niagara Children’s Centre logo is a piece of artwork—NOT fonts. It should never be hand-typeset. Niagara Children’s Centre logo should not be inserted in copy. When the company’s name appears in copy, it should be spelled out, ‘Niagara Children’s Centre’.

Primary Version: Full Colour with tagline



Primary – with tagline



Secondary stacked – with tagline



Primary – no tagline



Secondary – no tagline

*all logos also available in Black



Minimum Size

The minimum allowable reproduction size for Niagara Children’s Centre logo, both primary and secondary (stacked), is 1.5” in width. Reproduction below this size is not recommended since the forms of the logo may begin to fill in, thereby compromising readability.





Protected Space

In order to prevent conflict with other logos or graphic elements, Niagara Children’s Centre logo, both primary and secondary (stacked) must be surrounded by a clear space of 0.5 inches on all sides. The clear space is measured from the top, bottom, left and right-most points of the logo. As a general rule, more clear space is always preferred. No other competitive design elements may be positioned within this space, including typography.

Positive Reproduction

For most applications, the logo should be used in the colour setup below. The full-colour logo is Niagara Children’s Centre’s predominant mark and should be used for almost all applications. The black (line art) logo should be used for all black media, such as a fax transmittal cover sheet and in black and white situations (newsprint advertisements, etc.) or any form of media that will be photocopied in volume.

Logo: Full Colour

Pantone 285 C-89 M-43 Y-0 K-0 R-0 G-125 B-195 Hex #0072cf 	Pantone 108 C-0 M-6 Y-95 K-0 R-225 G-229 B-18 Hex #fed900 100% Black 	Pantone 320 C-100 M-0 Y-31 K-7 R-0 G-160 B-175 Hex #0098aa 	Pantone 137 C-0 M-35 Y-90 K-0 R-251 G-176 B-52 Hex #ffa200 
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Reverse Reproduction

When using the logo on a background that does not have enough contrast in colour value to use the positive reproduction versions (see previous page), the one-colour (all white) reverse logo should be used. This all-white version can be used on any non-competitive background. When using the Niagara Children’s Centre’s logo in any of its approved forms, it is critical to ensure that the readability and integrity of the logo is never compromised.



Improper Logo Usage

The ever arching general rule is to never alter, adjust, substitute or manipulate electronic artwork in any way. Use only officially supplied artwork.

The examples below highlight some of the many actions you should NOT take when applying Niagara Children's Centre Logo:

- Don't change the ratio between logo elements.
- Do not distort the logo.
- Do not substitute fonts or reset wordmark.
- Do not apply the logo in unofficial colours.
- Do not apply the logo on an angle.
- Don't place the logo on a busy background.

Fonts

Consistent use of typography plays a key role in communicating the brand identity. Niagara Children's Centre brand identity is composed of two font families:

- 'Helvetica Inserat' is the typeface used in the logo for 'niagara'.
- 'Chicken Basket' is the typeface used for 'children's centre'.
- 'Helvetica Neue Medium Condensed' is used for the tagline. No other typefaces should replace these fonts.

You should never attempt to reset the type in the logo. Electronically supplied logos are 'independent' of fonts and ensure proper reproduction. It is recommended that where possible, the 'Helvetica Inserat', 'Chicken Basket' and 'Helvetica Neue Medium Condensed' fonts are also used for all communications materials.



Appendix G

Frequently Asked Questions

I have an event idea but need help pulling it together. Can you help?

Once you have decided that you would like to organize a fundraising event for Niagara Children's Centre we ask you to please complete our Event Proposal Form. Once we receive your form, an individual from the Development Office (fundraising department) may contact you to review your plans and help ensure you fulfill Niagara Children's Centre Third Party Event Policy and Guidelines and maximize your event's success. Please contact our Development Office at 905-688-3550 ext. 106. Monday to Friday from 9:00 a.m. to 4:00 p.m.

Can you help answer questions about receipting for my event?

In order to ensure our status as a charitable organization with the Canadian Revenue Agency, it is imperative that we all handle matters around receipting in an appropriate, timely, efficient and legal manner. In this regard please contact our Development Office with your questions Monday to Friday between 9:00 am – 4:00 p.m. at 905-688-3550 ext. 106.

How do I organize an event?

Once you have decided on the details of your event, the most important step is to complete and submit the event proposal form to the fundraising department. Once we have received your form, we will be happy to help answer any questions.

Can you mail our event information out to your donors?

Unfortunately, we cannot mail or email event information out to our donors.

Can you help find sponsors for our event?

Unfortunately we cannot help secure any sponsors for your event but we would be happy to help you brainstorm potential organizations and advise you how to find companies with the right fit for your event.

Can you promote our event for us?

Yes, we can promote your event on our events listing page on our website.

Can you get media to come out for our event? Can you put out a press release for us?

Unfortunately, Niagara Children's Centre cannot promote or generate publicity for your event. We can however provide advice and ideas on how to attract media attention and write a media release.

Can you help us find a venue for our event?

Niagara Children's Centre unfortunately cannot help source an event venue for you. There are some great resources on-line such as www.celebrate.ca or www.banquethallsontario.com or www.eventsource.ca to help you look for suitable venues.

Can you forward me some funds to pay for my event expenses?

Unfortunately Niagara Children's Centre cannot provide any funding support to any third party event.



Can we have your logo to put on our event material?

Once you have submitted your event proposal form and it has been reviewed, we will provide you with our logo. Please be aware that all of your materials must be reviewed by Niagara Children's Centre before distribution. Niagara Children's Centre's logo is a registered trademark and cannot be used without the organization's permission.

I never received or need a correction on my tax receipt for an event I attended. Can you reissue?

Yes, please email us (marla.smith@niagarachildrenscentre.com) and include your full name, correct mailing address and gift amount and we will send out a new receipt.

How will you recognize me for hosting an event? What is in it for me?

We recognize groups/individuals hosting events in a variety of ways, including thank you letters, certificates, cheque presentations and a listing on our website.

If you have any further questions please contact:

Marla Smith, Director of Development at 905-688-3550 ext. 106 or marla.smith@niagarachildrenscentre.com

Helpful Tips

How the Development Office can help:

- Issue tax receipts, if applicable.
- Provide advice on planning your event.
- Discuss innovative ideas and best practices.
- Promote your event using various communication tools.
- Use of our logo for your promotional materials. NOTE: All promotional materials must be reviewed by the development department prior to distribution.
- Provide a letter to your event volunteers recognizing them for their volunteer hours.

Things the Development Office is UNABLE to help with include:

- Providing mail/email lists of Niagara Children's Centre donors or sponsors.
- Solicit for sponsorship or prizes, auction items or selling of any type of tickets.
- Providing funding or reimbursement for event expenses.
- Managing your budget.
- Applying for permits, other licenses or insurance.
- Provide any staff for the event.
- Guarantee volunteer, board or staff attendance at the event.
- Providing administrative help.
- Assume responsibility of any kind associated directly or indirectly with the event.

