



United Way
Greater Toronto

Event Fundraising Toolkit

**Your comprehensive guide to running
special events benefiting United Way
Greater Toronto in the Workplace
and Community**

Thank you for choosing to show your local love by fundraising for United Way Greater Toronto!



Whether you're fundraising in the workplace, in your community or at home, we want it to be as simple and easy as possible. Plus, we want you to have lots of fun doing it!

This event fundraising toolkit will give you an overview of all the different ways you could get involved, offer you simple tips and links to help you plan your fundraiser, and provide you with lots of exciting ideas to spark your creativity.

United Way Greater Toronto is dedicated to fighting local poverty in all its forms in communities across Peel, Toronto and York region. Your event will help us to build communities where poverty has no power. Together, we will create opportunities for a better life for everyone.

Thank you for choosing United Way Greater Toronto and for showing your local love in your own unique way.

Nicole McVan

Nicole McVan
Director, Corporate Giving
United Way Greater Toronto

WHY Your Support Matters



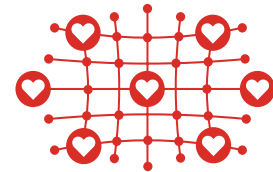
United Way
Greater Toronto

YOUR DOLLARS AT WORK

Here's how your donation to United Way is making a difference.

WHAT

Your donation helps United Way Greater Toronto sustain a vital social safety net that provides hundreds of thousands of people with much-needed support. Thanks to people like you, our network of agencies is there 365 days a year—during times of crisis, and in the months and years that follow.



WHERE

You support agencies across Peel, Toronto and York Region, providing people with services close to home. This network addresses the #UNIGNORABLE issues affecting each neighbourhood, meeting local needs and ensuring no one is left behind.



WHY

You love where you live, but too many people in our community are struggling. The GTA is the poverty capital of Canada and many of our friends and neighbours were pushed further into crisis by COVID-19.

EMPLOYMENT

In the past 25 years, precarious employment has grown by 60 per cent in the GTA.



NEIGHBOURHOODS

In Toronto, inequality between neighbourhoods increased by 96 per cent between 1980 and 2010.



HOUSING

In 2018, combined counts in Peel, Toronto and York found 10,026 people using shelters, 24-hour respite services or living outdoors.



HOW

Your support means we can meet immediate needs and tackle systemic issues. Thanks to you, we can



Ensure basic needs are accessible



Help residents improve the well-being of their neighbourhoods



Get people working again



Provide vital mental health resources



Help people find shelter

WHO

You're helping hundreds of thousands of people and families access the support they need at United Way agencies across the GTA. People like Gabor and his family.



“ My family and I were able to find stable housing. I even found work as a painter. My five-year-old daughter felt settled in after switching schools four times. Finally, we found a sense of normalcy. ”

—Gabor, program participant

WHY Show Local Love?



Before reading on, let's take a moment to reflect on why you want to show your local love for community. Was there an agency that helped you or someone you know? Do you have a personal connection or story? Did you witness United Way working in someone else's life that inspired you?

To keep these important reasons close, take a moment to jot them down below and when at times it feels busy, or you've hit a roadblock in your event planning, take a look at these reasons to remind yourself of what motivated you to get involved. Check out the [Lives Changed](#) for inspiration.



HOW to Get Started

Decide on what type of event you want to host or participate in. Fundraising events can be done in the workplace, in your community or in the comfort of your own home. This section will provide you with event planning checklists and a variety of event ideas depending on the type of event you'd like to put on. Whether it's virtual, in the workplace, community or at home—all will bring fun and do a whole lot of good for our community. **Choose the type of event you want to organize:**



Virtual Event Ideas

Can't get together, but want to still do something together to support United Way?

To get your virtual fundraising event started



Workplace Event Ideas

Want to do a fundraiser at your workplace with your colleagues?

To get your workplace fundraising event started



Community or @Home Event Ideas

Want to host a fundraiser in your community, at your school, or at home with family, friends and neighbours?

To get your community or @home fundraising event started

FUN–Raising Virtually

For a variety of reasons, getting together is sometimes just impossible. And with our current reality, here are some virtual event ideas that are easy, fun, engaging and respectful of recommended physical distancing. You may not be in the same room, but we guarantee loads of fun!

Think of the event concept you'd like to organize. Review the following event ideas for some inspiration. Submit your event proposal to United Way.

Decide if you need a committee to put on your event and then if so, pull one together.

Create an event plan and [budget](#)

Complete United Way's [Event Proposal Form](#) and email it to unitedwayevents@uwgt.org

Choose the online technology platform you will use to host your event. Some examples include Zoom, Webex, or Google Hangout.

Decide on the length of the event. We recommend that you keep webinars and workshops to 30-45 min and events involving presentations and entertainment to under two hours.

Build in fundraising components that will help you to reach your fundraising goals. Consider selling tickets to help you cover expenses and components such as, silent or live auctions, raffle tickets or a straight ask for donations to United Way.

Make the virtual session interactive by using features such as annotate, breakout rooms, chat box, etc.

Consider Food & Beverage. In a virtual world, food and beverage can be incorporated by ordering food through a catering service or social enterprise that will deliver the food to the guests' homes or providing recipes for the participants to make for the event.

Promote your event to your network and in the community on social, online calendars, at local businesses, community centres or through local media. The more people know about your event, the more successful it will be.

Thank sponsors, donors and participants for attending your virtual event and for their support of United Way.





Online Auction Anyone?

Online auctions work similar to in-person ones, and the concept is simple - the highest bid wins! Besides offering a variety of unique and useful items, remember to also include services (when the situation permits) and virtual experiences. Encourage your co-workers to donate popular items (gift cards, wine and spirits, gift baskets, etc.), as well as unique and rare ones (sports memorabilia, autographed items, virtual coffee with a prominent person within your organization, etc.) People are more likely to support and bid if it's for a good cause, so variety is key.

Virtual Bake Off

Is your office full of talented bakers (or wannabe bakers) who would normally eat up (!) the chance to bake for your staff potluck or charity bake sale? Don't let those talents go to waste! Host a virtual bake off with your colleagues to see who has the top baking skills. Using a pre-determined list of ingredients (or only ingredients and equipment you're likely to find in your cupboard), have participants record and upload a video of themselves baking their treat of choice and share an image of their baked masterpiece. Encourage people to vote for their favourite baked good by donating, where every donation is a vote towards selecting a winner. The baker with the highest dollar amount raised wins!

To raise even more money for community, consider hosting 2-3 Live Baking Masterclasses in the lead up to the bake off and charge a registration fee.

Each class will show people how to create different desserts and sweet treats. Baking hopefuls can learn from a seasoned baker on your staff team and work on their skills before competition day.

Birthday Giving Campaign

Instead of gifts you can ask for donations in support of community. You can spread the word using tools like [JustGiving.com](https://www.justgiving.com) or Facebook, that offers an opportunity to raise funds for a charity of choice during your birthday.

Challenge for Charity

Get your coworkers to take part in a virtual challenge while raising money for United Way. Have your co-workers commit to doing something physically challenging for every \$10 they raise.

Ten push-ups for every \$10? Yes! Climb ten flights of stairs? Go for it! Run a mile? They can do it! Did someone say burpees?! Not only does it inspire people to keep active and moving, it can create fun, friendly competition amongst everyone involved, not to mention all the feel-good endorphins! Encourage them to add a personal touch to it by recording themselves doing the challenge and feature video clips in your email communications or intranet to inspire others to participate or donate.

Dance-a-Thon

Host a dance-a-thon and challenge participants to dance for as long as they can. This fun peer-to-peer event keeps participants and donors on their toes—literally. Have dancers create peer-to-peer campaigns and set a minimum goal for participation. Fundraisers will tap into their networks to raise money before the event, but donations will flow until the last dancer standing receives a prize! Supporters can also vote for their favorite dancers or request songs for \$5—Spice Girls anyone?

Gala Night

Get dressed up and invite your colleagues, friends and family to a virtual gala. Sell tickets, build a performance line up, and make it interactive by including a virtual DJ, online auction and fun activities. You can also have guests choose from a set menu, providing each guest with a ready-to-warm up meal. Invite sponsors to support the event and find unique ways to promote their support throughout the event. [Email](#) the events team for United Way's virtual gala guide.



Give it Up

To demonstrate how the smallest donation can make a difference, ask fundraisers to give up something daily, for example a beverage or meal, and donate the money they would have spent to community instead. Provide supporters with data showcasing the impact of \$5, \$10, \$20+ donations to United Way. Then encourage them to share their activity on social media and ask their networks to give up something and donate too.

Holiday Party

Is your office hosting a Holiday Party? Consider making UW your charitable partner and asking employees to make a donation in lieu of a Secret Santa gift, or consider making one larger donation on behalf of your organization instead of individual gifts this year. Consider including a corporate match and have employees make a gift that can be multiplied by the matching gift. Announce your collective success at your annual Holiday Party!

House Party for a Cause

Don't put your social time with your colleagues on pause. Host a virtual House Party to catch-up and celebrate with your work friends!

Have your colleagues submit theme ideas for your house party and hold a vote (via email or using a platform such as Survey Monkey or Formsite) to determine the night's theme. Ask for a minimum donation to attend. As the official House Party host(s), plan a range of activities for your party guests to enjoy e.g. games, costumes, cocktail-making session.

Karaoke Idol

This one is sure to be a fun time. You can either rent a karaoke machine, use YouTube or speak to a local restaurant or bar about playing host for the evening. Charge an entry fee and make sure to have a prize for your winner. Consider prizes for the audience favorites and adding on additional fundraising activities to create excitement.

Recipe Potluck

As a tribute to the days before recipe phone apps, you can crowdsource recipes from different supporters, and even across your organization, to compile a charity cookbook. Ask supporters to include a dedication, doodle, or note with each recipe submission so that the book feels unique and personal to your organization. Reach out to local graphic designers or students to help design your cookbook and then sell the book throughout your workplace community.

Talent Show

Think your co-workers are a super talented bunch just waiting for their moment to shine?

Host a virtual talent show and ask them to record and upload a 2-3 minute video of themselves showcasing their talent (think singing, playing an instrument, doing a magic trick, juggling fruit or body contorting into a pretzel!). Encourage people to vote for their favourite act by donating, where every donation is a vote towards selecting a winner. The act with the highest dollar amount raised wins! To raise even more money, consider asking for a registration fee from all the contestants, or asking executive leadership to sponsor a contestant, and have it count towards their total money raised.

Trivia Night

Miss going to trivia night at your favourite local establishment? Create your own virtual trivia night for your colleagues and raise funds for United Way!

Play against your colleagues in real time by inviting them to join you virtually via a preferred platform to tackle questions across a range of topics and themes—competing for the ultimate Trivia Master bragging rights.



Video Game Showdown

Turn video-gaming into the most charitably productive activity in your community. Host a gaming night where people can sign up and create a fundraising page, play games (or one selected game) for an extended amount of time, tournament-style, and ask their friends and family for donations.

Different individual or team contests (and prizes) can drum up excitement and donations throughout the evening.

NOTE: With the exception of [Makethemonth.ca](https://www.makethemonth.ca) and [JustGiving.com](https://www.justgiving.com), UW does not own nor is affiliated with these sites. These are shared as sample sites to consider.

United Way Online Tools

- **Poverty Simulator or Make the Month**—[Makethemonth.ca](https://www.makethemonth.ca)
- **DIY Fundraising Tool**—[JustGiving.com](https://www.justgiving.com)
- **Online Payment Tool**—[PayPal.me](https://www.paypal.me)

Virtual Event Platforms

- **Google Hangout**—[Google Hangout](https://www.google.com/hangouts)
- **Microsoft Teams**—[Microsoft Teams](https://www.microsoft.com/teams)
- **Webex**—[Webex](https://www.webex.com)
- **Zoom**—[Zoom](https://www.zoom.us)
- **GoToWebinar**—[Go To Webinar](https://www.gotowebinar.com)

Interactive Online Tools

- **Quiz**—[Kahoot.com](https://www.kahoot.com)
- **Bingo**—[Bingobaker](https://www.bingobaker.com) or [Myfreebingocards](https://www.myfreebingocards.com)
- **WordCloud**—[WordClouds](https://www.wordclouds.com)
- **PowerPoint Game**—[Rusnak Creative](https://www.rusnakcreative.com)
- **Live stream**—[Streamyard](https://www.streamyard.com), [Facebook Live](https://www.facebook.com/live), [Instagram Live](https://www.instagram.com/live), [YouTube Live](https://www.youtube.com/live)
- **Virtual Tours**—[Virtual Tours](https://www.virtualtours.com)
- **Scavenger Hunts**—[Scavenger Hunts](https://www.scavengerhunts.com)
- **Online Games**—[Online Games](https://www.onlinegames.com)
- **Social Fundraising**—[JustGiving.com](https://www.justgiving.com) or [Tiltify](https://www.tiltify.com)
- **Crowdfunding**—[GoFundMe](https://www.gofundme.com), [Fundly](https://www.fundly.com)
- **Raffle**—requires AGCO licenses—[Rallyup](https://www.rallyup.com)

Need More Ideas?

Email United Way's events team at unitedwayevents@uwgt.org

FUN—Raising in the Workplace

Your workplace runs a United Way campaign and you want to plan an event? Raising money at your workplace not only helps make a difference in your community, it can give you and your colleagues a morale boost and build camaraderie among staff, all while putting the “fun” back into fundraising.

Connect with your United Way staff partner and workplace campaign committee to review past campaign event results.

Pull together a team to begin planning your event. Determine the primary objectives (morale-boosting, awareness or fundraising), audience and date.

Meet to set attainable participation and fundraising goals and brainstorm what strategies you’ll use to reach your goals.

Decide on the event concept you’d like to organize. Review the following event ideas for some inspiration. Share your event idea with your United Way staff partner.

Create an event plan and [budget](#) and then get approval from your workplace campaign committee or executive leadership.

Promote your event to your workplace community using a variety of communication channels, such as your workplace intranet, social, emails, meetings and posters in common spaces.

Collect donations online or through pledge forms and remit funds raised to United Way. Refer to United Way’s [Finance Guide](#).

Thank colleagues, senior leaders and vendors for their participation and for helping you to reach your goals.





Battle of the Bands

Gather local bands to put on a charity concert. Performers can fundraise and attendees can purchase tickets. Invite influencers, local celebrities or senior executives to judge to help spread the word and get people excited about your show.

Breakfast or BBQ hosted by an Executive

Have the head of your company host a breakfast or BBQ for your workplace and ask employees to make a donation to attend. Recruit other leaders to volunteer and cook for the office making it a fun networking opportunity for all those attending.

Live Concert

This idea for a fundraiser is for all the live music junkies out there. Partner with a local venue and recruit local artists into your show. They can even start fundraising pages leading up to the event so that fans, friends, and family can donate even if they can't attend.

Mini-Putt for United Way

Contact United Way Event staff to ask about the Canso Mini-Putt experience. 9-holes that can be set up in an office or community space is a great way to get people networking and having fun for a good cause.

Ping Pong Tournament

Challenge your family and friends to a table tennis tournament. Teams or individuals can fundraise a minimum amount to be entered. They can recruit their friends and family to sponsor and be a part of their cheering squad. A fun and active way to engage community champions at your workplace and find out who the ultimate ping-pong champion is.

Presentation Assembly

With a keynote speaker or entertainment, add food, a fun theme and maybe a team-building activity to engage participants. Tickets to participate can be sold as well as tickets for food and activities.

Pub Crawl or Food Crawl

A charity pub or food crawl can make a fun night out equally as meaningful. Plan your route with local breweries, pubs and restaurants, charge for entry, and invite registrants to secure donations for each stop they make. Put a fun twist on the event by adding a strict dress code or ask people to dress in costume. Consider inviting a United Way speaker to speak at the different locations sharing information about the charity and how the donations will be invested.

Spin Off

Popularly known as "Spinning," this indoor activity asks riders to sweat for a cause. Partner with a local gym or Spin studio and ask your contacts to participate for a suggested donation. You could even ask a local instructor to donate their time and lead the class through a workout. To jazz up the event, throw in mood lighting, a killer playlist, and excessive fist-pumping for an awesome ride.

The Great United Way Bake Off

Get ready for some sweet smells with this fundraising event idea. Participants compete to bake the most delectable treat out there, and guests can donate for the chance to taste test and vote for their favorites. You can narrow down eligible entries by pastry type, whether that's pies, cakes, cookies, brownies, or some other sweet concoction. Whatever you serve, make sure you follow any local food serving laws.

Need More Ideas?

Email United Way's events team at unitedwayevents@uwgt.org

FUN—Raising in the Community or @Home

So, you want to host a fundraising event in your community or at home. What a great way to give back while having some fun with your family, friends and community network. Here's your step-by-step guide to help make your event a big success.

Think of the event concept you'd like to organize.

Review the following event ideas for some inspiration.

Decide if you need a committee to put on your event and then if so, pull one together.

Create an event plan and budget. Sample templates are included in this toolkit for you to use.

Complete United Way's [Event Proposal Form](#) and email it to unitedwayevents@uwgt.org

Speak with UWGT events staff to discuss your ideas and we can offer you event planning advice and additional resources.

Promote your event to your network and in the community on social, online calendars, at local businesses, community centres or through local media.

Rally the support of your friends, family and network to help spread the word about your event to generate excitement.

Collect donations and submit them to United Way. Go to the Helpful Information section for information on how to submit funds.

Thank family, friends, and community network for their participation and for helping you to reach your goals.





Alumni Mixer

Alumni networking mixers are a fun and an easy way for students and past graduates to connect, get to know each other and begin cultivating relationships that can last a lifetime. Tickets can be sold and fundraising activities incorporated to help you raise funds together, for community.

Arts & Crafts Fair

If Pinterest has taught us anything, it's that do-it-yourself activities aren't going anywhere. Gather talented friends and family members to help create and sell your crafts, whether they are masks, bracelets, buttons, keychains, or greeting cards. Crafts can be sold in-person or online.

Beach Volleyball Tournament

There are few better ways to enjoy the sun and sand than beach volleyball. Set up a tournament and ask teams to fundraise to enter. Then offer tiered incentives and prizes to motivate participants to meet their fundraising goal and minimum fundraising requirements to enter.

Bingo!

Everybody LOVES Bingo! Create admission packages that include entry to your fundraising event, a book of bingo game sheets and an added bonus, like a dauber or a ticket for a complimentary refreshment. Packages can be pre-sold at the door or via a mobile-friendly donation form. Selling individual bingo game cards gives serious players additional chances to win and can be a great source for additional donation revenue. Need a bingo caller or ticket seller? Ask volunteers to sign up. Remember to apply for a bingo license before you begin. For more information, refer to United Way's [Finance Guide](#).

Board Game Night

Ditch the keyboards and controllers and kick it old school to raise money for United Way. Put together a board game fundraising event that's friendly for all ages, complete with an assortment of game options. Charge for entry and host mini virtual or in-person tournaments among different sets of players and advertise prizes for the winners.

Bowling Tournament

Each team fundraises a minimum amount for entry. You could also recruit partners to sponsor lanes where they can put up their logos. Snacks and merchandise can be donated and sold, or a silent auction can be added to the event to raise more funds for community.

Community Car Wash

A good old-fashioned car wash is a classic summer fundraising idea. Advertise your event ahead of time on social media to let the local community know what hours your volunteers will be accepting customers. Request a suggested donation and offer different levels of service, such as wax or a towel dry.

Dance-a-Thon

Host a dance-a-thon and challenge participants to dance for as long as they can. This fun peer-to-peer event keeps participants and donors on their toes—literally. Have dancers create peer-to-peer campaigns and set a minimum goal for participation. Fundraisers will tap into their networks to raise money before the event, but donations will flow until the last dancer standing receives a prize! Supporters can also vote for their favorite dancers or request songs for \$5—Spice Girls anyone?

Dodgeball Tournament

Ask each team to fundraise a minimum amount to participate and to come geared up for some serious dodging. Teams can come up with fun names and recruit their family and friends to be a part of their fundraising and cheering squad.

Football Tournament

Tap into the sport enthusiasts at your company by hosting a charitable flag football tournament.

Charge a minimum entry fee per team and/or ask participants to fundraise for entry. Priority seating, merchandise, snacks and beverages can be sold for additional fundraising.



Handy Around the Home

Are you handy around the house or yard? Offer your talents to friends, family and neighbours for a donation to United Way.

Ice Cream Social

This fundraising event idea is perfect for families and children. Ask your community and local businesses to donate supplies, get the word out, and charge per scoop or per frozen treat. Consider adding an ice cream eating contest into the mix. This type of event would be ideal on a weekend or in the summer when families have more free time on their hands.

Mowing for a Cause

For much of the country, spring is the season of cleaning. Stray sticks and stones have wandered into yards, and the grass—having finally escaped the snow—looks unruly as ever. Take the burden off of your community and advertise a lawn maintenance and cleanup service in exchange for donations. Recruit landscapers to volunteer their services.

Oscar Party

Invite family and friends to come to red carpet Oscar party at your house or online. Ask them to fundraise, pay an admissions ticket and support their nominations by raising money. Arrange an inexpensive gift basket awarded to the highest fundraiser and have other party favours on hand.

Pool Tournament

Hold a pool tournament for United Way. If you really want to level-up the fun factor you can even establish a theme or costume rule, requiring each team to come up with its own unique getup. “Punny” costumes or themes that involve a play on words are always a crowd favorite, so encourage your teams to dress up while playing in the tournament.

Superbowl Party

Invite family and friends to come to the Superbowl party at your house or online. Ask them to fundraise, pay an admissions ticket and support their team by donating. Arrange an inexpensive gift basket awarded to the highest fundraiser and have consolation prizes as well.

Wedding Favour

In lieu of wedding giveaways, make a donation to United Way and give your guests a little token to mark the occasion.

Yard Sale Fundraiser

Collect gently worn clothes, home goods, or collectibles and host a yard sale. If you have valuable items like first-edition books or signed collector’s items, you can hold an auction for the top-tier items at the end of the day. In addition to opening up donations to your community to local celebrities or philanthropists for those high-ticket items. To generate buzz around the event, take pictures of the items and post them on social media.

Need More Ideas?

Email United Way’s events team at unitedwayevents@uwgt.org

Helpful Information

Special Event Licences

If you'd like to run special events in support of your campaign—a raffle, bingo or special event—you must first obtain a license from the Alcohol and Gaming Commission of Ontario.



Applications for lottery events licenced by the Alcohol and Gaming Commission of Ontario (AGCO) must be submitted at least 30 days prior to the date of the event and 45 days prior for organizations applying for the first time. Please note United Way Greater Toronto is unable to facilitate this process and does not have any influence over the length of time required to issue a licence.

Important

- The AGCO requires a report to be submitted by your organization, within 30 days after the completion of the fundraising event.
- Lottery licences are required to deposit proceeds derived from lottery events into a separate account designated as a trust account by the financial institution in which it is held.

Types of special events that require licences:

- **Raffle**—Note, AGCO has advised that a licence number must appear on the tickets.
- **Bingo**
- **Special Occasion Permit**—Required any time liquor is sold or served anywhere other than in a licenced establishment or a private residence.
- **Social Gaming**—Event where no more than a total of 20 blackjack and/or wheel of fortune tables are operated.
- **Break Open Ticket**—Ticket with perforated cover window tabs, with winning or losing numbers/symbols behind.



Any queries or requests for additional information should be directed to the AGCO at 416-326-8700 or agco.on.ca



Tax receipting summary

Always check to ensure a donation is receiptable under Canada Revenue Agency tax receipting guidelines before promising a tax receipt to a donor. This applies to any donation—lottery tickets, goods for an auction, casual day donations, etc. One of the most unpleasant tasks a volunteer can face is telling a donor they will not be receiving a tax receipt.

There are detailed tax receipting guidelines on the following pages. We strongly encourage you to read this section. If you still have questions after reading this section, consult with your United Way partner at assistance@uwgt.org

Please remember, these are Canada Revenue Agency tax guidelines. United Way must follow them to retain our charitable status. **There can be no exceptions.**

What is receiptable

Receiptable	Partially receiptable	Not receiptable
<ul style="list-style-type: none"> <input type="checkbox"/> Payroll deductions (receiptable amount will appear on your T4 slip), direct cash, cheque and credit card donations of \$25 or more, where the value of the benefit is of no or nominal value. <input type="checkbox"/> Sponsorship donations of \$25 or more for events such as United Way signature events, etc. <input type="checkbox"/> Donations of physical goods and merchandise over \$100 by individuals and businesses (excluding art, jewellery, etc.) 	<ul style="list-style-type: none"> <input type="checkbox"/> Donation portion of a meal or event where the admission includes a donation. <input type="checkbox"/> Some auction items (bidder). See section "Auctions" for regulations. <input type="checkbox"/> Donations where the donor received an advantage (financial benefit that is more than a nominal amount). 	<ul style="list-style-type: none"> <input type="checkbox"/> Donations of business services. <input type="checkbox"/> Donations of personal services. <input type="checkbox"/> Corporate event sponsors who receive more than minor recognition or promotional value. <input type="checkbox"/> No part of the cost of a lottery ticket. <input type="checkbox"/> Non-voluntary contributions. <input type="checkbox"/> Donations of art or jewellery. <input type="checkbox"/> Donation of personal vacation properties.

Workplace special events

Requesting a receipt for a special event

Special event donations must adhere to strict guidelines in order to be receiptable. If you are still unsure whether a receipt can be issued after reviewing these guidelines, please contact United Way for clarification at assistance@uwgt.org

Income tax receipts for funds collected through a special event must be requested at the time the funds are submitted to United Way. The total tax receipt amount requested cannot exceed the amount remitted. With your envelope, submit the following:

- Cheque
- List of individuals that will be receiving an tax receipt. Include their complete mailing and personal email addresses.

Casual day donation

The value of the benefit received by participants of casual days is nominal. A tax receipt can be issued if the amount is \$25 or more, e.g., if you are charging \$2.50 per day to dress casually, sell the donor 10 casual days (\$25 value).

Individual sponsorship donation

The pledging and/or sponsoring of participants in 2020 GetUP are receipted under the same guidelines as cash and cheque donations. The rule also applies for organization-run sponsorship events like Hockey Tournaments, walk-a-thons or any other similar event.

Auctions

Bidder—The successful bidder on auction items generally does NOT receive a tax receipt as they are receiving the item in return for the bid amount. However, where the value of an item is clearly ascertainable and made known to all bidders in advance and the successful bid is more than 125 percent greater than the posted fair market value, then the amount in excess of 125 percent of the fair market value would be receipted

When requesting tax receipts for auction bids—The United Way volunteer must include copies of the bidding form and the document that supports the fair market value. A letter from the supplier, sales receipt or listing in a catalogue would be appropriate documentation.

Lotteries/raffles

No part of the cost of a lottery ticket is receiptable.

Activities not permitted

Auctioning off tax receipts

Special event proceeds cannot be raffled off with (or without) the intention of the winnings being donated back to United Way by the winner. The donation, in this case, would not be voluntary and therefore would not qualify as a receiptable gift.

Donation of personal vacation properties

CRA has ruled that the temporary transfer of personal property does not constitute a gift and is therefore not receiptable.

Donation of services

Workplaces can receive the donation of a service from an individual or business. These services are not receiptable.

Submitting Donations

Event proceeds can be submitted as cash, cheque or money order. If a donor has submitted a cash payment, please do not forward the cash. Convert it to cheque or money order. Cheques and money orders must include your event application and donor information (for purposes of tax receipts) and can be couriered to:

**United Way Greater Toronto
ATTN: Special Events Team
26 Wellington Street East, 12th Floor
Toronto ON M5E 1S2**

To arrange alternate ways to submit the funds you raised, please email us at unitedwayevents@uwgt.org

UWGT, under the laws of CRA, is happy to provide tax receipts for amounts of \$25 and above. In order to provide you with a tax receipt, we require contact information of the donor, including full name, address, phone number and e-mail address, donated amount and method of payment. Please note the tax receipt can only be issued to the person who made the donation. Tax receipts will be provided within 60 days of the conclusion of your event.

Frequently Asked Questions

Q: If I host an event, am I eligible for a tax receipt?

- Under the laws of CRA, UWGT can provide tax receipts for amounts of \$25 and above for donations made directly to UWGT. Please note the tax receipt can only be issued to the person who made the donation.

Q: Can I use UWGT's logo in promotional material?

- Yes. Once we've reviewed your event proposal, we'll provide you with our [logo and outline](#) its usage.

Q: We'd like to use an online donation and pledge system, can you help with that?

- Yes. UWGT can assist with recommending tools to use and assist with set-up.

Q: What other support or resources can UWGT provide?

We want your event to be a success so can support you in the following ways:

- Offer advice on event planning and share ideas of past events
- Review promotional material for usage of the UWGT logo
- Provide you with a letter of support to validate the authenticity of the event and its organizers which will include our Charitable Registration number
- Coordinate a staff or volunteer to attend the event for formal presentations
- Help to promote your event through social media platforms
- Offer some promotional material and templates, e.g. posters, fact sheets, event plan and budget templates, etc.

Q: What support can UWGT not provide?

United Way Greater Toronto is unable to:

- Fund or reimburse the organizers for expenses of the event
- Due to privacy reasons, we are unable to share mailing lists of corporate partners, donors, sponsors or volunteers
- We cannot guarantee media presence or coverage of/at the event

Additional Resources & Links

- [Accessibility Policy](#)
- [Annual Report](#)
- [Brand Standards Guidelines](#)
- [Campaign Resources](#)
- [Employee Engagement & Events](#)
- [Budget Template](#)
- [Event Proposal Form](#)
- [Finance Guide](#)
- [Fundraising Policy](#)
- [Gift Valuation & Receipting](#)
- [JustGiving](#)
- [Marketing Materials and Logos](#)
- [Makethemonth.ca](#) and [Facilitation Guide](#)
- [Speakers Bureau Videos](#)
- [Stories of Lives Changed](#)
- [United Way Greater Toronto's website](#)
- [UWGT's Events page](#)

Contact Us

We're always here for you and just an email away. United Way's Events team can help make sure your fundraising events are a success.

unitedwayevents@uwgt.org



United Way
Greater Toronto

WORKING WITH COMMUNITIES IN
**PEEL, TORONTO
& YORK REGION**

unitedwaygt.org



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