



Lulu's Lodge

John Howard Society Fundraising Toolkit

Table of Contents

About Lulu's Lodge	3
Who We Are	3
Mission/Vision/Values	3
Step by Step Guide	4
Planning Checklists	7
Social Media Ideas	8
Licensing and Insurance	9
Frequently Asked Questions	10

About Lulu's Lodge

Lulu's Lodge is a 5-bedroom supportive transitional home for LGBTQ2S+ youth aged 16-21 facing homelessness in Regina. In addition to a live-in mentor, we provide guidance and support to the youth around education, physical health, mental wellness, family reunification, legal matters, and advocacy. Residents are referred to other supportive community agencies to ensure a continuum of care. Recently, JHSS purchased a new home that will allow us to expand services and supports to youth.

Since its inception, Lulu's Lodge's has been a community undertaking. While the John Howard Society of Saskatchewan facilitates the program, we have relied on the generous support of friends and business in the community to help raise the funds necessary to assist homeless LGBTQ2S+ youth in our community. The John Howard Society of Saskatchewan has been inspired by the support we received from individuals like you.

In order to support you in your endeavour to raise money on behalf of Lulu's Lodge, we have developed a toolkit to assist in reaching your fundraising goals. We want to ensure that you have the tools you need. If you have any questions as you browse the materials, please do not hesitate to contact us for more information.

About John Howard Society of Saskatchewan

The John Howard Society of Saskatchewan (JHSS) is a well-established non-profit provincial organization that provides effective, just, and humane services in response to the causes and consequences of crime, and assists individuals who are at risk or are involved in the criminal justice process.

MISSION STATEMENT: The John Howard Society of Saskatchewan provides prevention, intervention, support services, and advocacy for individuals who are at risk or are involved in the criminal justice process.

VISION STATEMENT: Communities have effective, just, humane practices that support positive social outcomes.

CORE VALUES

1. People have the right to live in a safe and peaceful society and the responsibility to ensure humane consequences when this right is infringed.
2. Every person has intrinsic worth and must be treated with dignity, equity, fairness and compassion by the community and the justice and social and health service systems.
3. Every person has the potential to become a contributing member of their community.
4. Every person has the right and responsibility to be informed about, and involved in, decisions that affect them within the justice, health, and social service systems.
5. Justice is best served through measures that prevent crime, resolve conflicts, repair harm and restore peaceful relations in society.

6. Independence, integrity and partnerships are important for JHSS to fulfill their vital role in supporting positive social outcomes.

Step by Step Guide

Step One – Tell us about your event

Let us know what you are planning. John Howard Society will review your proposal and discuss how we can help support your event, such as attending your event and promoting on our social media. It is important to not begin any kind of public fundraiser without first coordinating with JHSS.

Step Two – Gather your friends

Bring together a group of like-minded friends or family to create an event committee to help share the tasks. Draw on their skills and experience to help make the event more successful. Assign positions to committee members – finance, décor, sponsorship, food, ticket sales, etc...

Step Three – Brainstorm

Decide what type of event you would like to host. What is your fundraising goal? Decide how you will do your fundraising. Below are some ideas to inspire, motivate, and to lead you to creating an event uniquely tailored to your expertise!

- GoFundMe
- Fashion Show
- Garage Sale
- Bake Sale
- Movie Night
- BBQ
- Games/Sports Tournament
- Casino Night
- Bottle Drive
- Walk/Swim/Skip-a-thon
- Jeans day at work
- Birthday donation
- Wedding Favour Donation
- Wedding Gift Donation
- Toonie Coffee Day at work
- Dance Benefit
- Pancake Breakfast
- Craft Sale
- Scrapbooking Day
- Retreat
- Car Wash
- Golf Tournament
- Dinner/Gala
- Magic Show
- Birthday donation
- Drag Show

Step Four - Pick a date and venue

Pick a location that is convenient to you and your guests. Think about parking, seating capacity, style for event. Once you have a location, set your date and time. Sometimes you are limited by what your location has available but check for events happening at the same time and keep in mind potential weather conditions when selecting the date. Also keep in mind the cost of the venue, as this will eat into your fundraiser goal.

Step Five – Make a budget

Identify sources of income for your event, such as ticket sales and sponsorships. These sources can be used to offset some of the expenses incurred.

Next, identify any event expenses. This may include venue costs, décor, food, beverages, entertainment, printing, insurance, and promotional costs. The expenses are a great opportunity to ask for sponsorships from businesses and interested parties to help offset costs.

Step Six – Fundraise

Online fundraising is an effective and efficient way to engage your supporters and create a simple way for them to make a contribution to your event. You can also collect donations via cash or cheque in person before and at your event.

Please ensure cheques are made out to the John Howard Society of Saskatchewan. Please send all donations to John Howard within 60 days following your event.

Step Seven - Carry out your action plan

Here is a checklist to help keep you organized. Adjust as needed, depending on the steps you need to take.

- | | |
|--|---|
| <input type="checkbox"/> Identify a theme | <input type="checkbox"/> Create supply checklist |
| <input type="checkbox"/> Choose a date | <input type="checkbox"/> Read about our tax receipting rules and regulations |
| <input type="checkbox"/> Establish a team/committee | <input type="checkbox"/> Create a 'day of' agenda |
| <input type="checkbox"/> Delegate tasks to your committee | <input type="checkbox"/> Secure any needed permits and insurance |
| <input type="checkbox"/> Create a realistic budget | <input type="checkbox"/> Promote your event/share your story |
| <input type="checkbox"/> Develop an action plan | <input type="checkbox"/> Remember to thank everyone |
| <input type="checkbox"/> Identify and ask sponsors | <input type="checkbox"/> Wrap up your financials and submit funds to the John Howard Society |
| <input type="checkbox"/> Set up online fundraising page | <input type="checkbox"/> Meet with your committee to discuss successes and challenges to improve on for next time |
| <input type="checkbox"/> Create/send out invitations | |
| <input type="checkbox"/> Determine rental needs | |
| <input type="checkbox"/> Determine food and beverage needs | |
| <input type="checkbox"/> Determine entertainment needs | |
| <input type="checkbox"/> Decide on décor | |

Step Eight – Promote your event

Promote your event as much as possible! Make a promotion strategy targeting who you would like to have attend your event. If you are looking for a younger audience, you may want to look into social media promotion. If you are looking for your neighbours to attend, you may want to advertise on your neighbourhood community bulletin board or hand out flyers. An excellent free way to get your event noticed is to set up an event on Facebook. Other things to consider:

- Promote your event on the John Howard Society of Saskatchewan's website
- Promote your event on free event calendars online
- Create a hashtag for your event that can be used to connect people online
- Social Media – promote your event via Facebook, Twitter, or Instagram to help get your message out to the
- News media – there is the chance that the local newspaper or television station may want to feature your event. Please communicate with JHSS if you intent to make this step to ensure all media interactions meet our Communications guidelines.

Step Nine – Have Fun!

The day has arrived for your event. Put your “day of” agenda into action and enjoy your day while you make lives better for the residents of Lulu’s Lodge.

Step Ten – After the Fun

It’s time to collect the funds and wrap up your event.

Once you have wrapped up any loose ends and paid all outstanding invoices, submit the proceeds to John Howard Society of Saskatchewan. Here is a wrap up checklist to help you:

- Pay any outstanding invoices
- Final budget – how much did you end up raising?
- Submit the net proceeds to the John Howard Society of Saskatchewan within 60 days
- Evaluate the event with your committee
- Thank your committee
- Thank and acknowledge everyone who participated and supported your event. This is a great opportunity to let your supporters know how much was raised. This is also a great time to invite them to the event next year.
- Start planning for next year

Planning Checklists

Depending on the size of your event, there may be a number of things that need to be planned. Below are examples of checklists to help you organize a fabulous event! (Some items do not apply to smaller events)

What kind of event should I hold?

- How much do I want to raise? \$500, \$5,000 or \$50,000?
- How many people do I want to engage at this event? 10, 100 or 200?
- Brainstorm ideas – Any idea is ok to start! You’ll narrow down to the best one once everything is on the table.
- Select an event that compliments your talents, abilities and resources.
- Inform the John Howard Society of your event.

Pre - event

- Recruit volunteers (friends, family, and co-workers)
- Create a budget & work with it
- Create a timeline with action items
- Delegate action items if possible & follow up to make sure they are being completed
- Look for sponsors (in-kind and financial) to reduce costs. Approach service clubs, local businesses, etc...
- Book the event site and other items that require reservation early
- Choose a contact person who is well versed on Lulu’s Lodge work as well as the event to answer any questions

- Promote event with approved materials
- Communicate with JHSS if you plan to involve media in your promotion
- Have a plan in place for clean up after event

During Event

- Volunteers need to check in and be given a task if not already discussed previously
- Check in with volunteers throughout the event to make sure it is running smoothly
- Arrive with enough time to set up and deal with last minute issues in case things do not go as planned
- Assign a trusted volunteer to handle donations, ticket sales, cash handling
- HAVE FUN!
- Clean up

After Event

- Collect and account for all funds
- Send funds and form to John Howard Society as soon as possible
- Send out a note of thanks to donors, sponsors, and volunteers
- Meet with your volunteer team to discuss successes and challenges, as this info will help you run another successful event in the future

Social Media Ideas

Facebook

- Create an event listing on Facebook and invite your friends, family and interested parties to attend. Encourage your attendees to use the invite option to invite their friends and family as well.
- For large events or annual events, you may want to create a Facebook page where you can share updates throughout the year as well as update fans/attendees of event details.
- Let JHSS know about your event listing so that we can like the event and share on our social media pages.
- Share your event on the JHSS Facebook page. Your event will show up in the visitor posts area for our fans to see, and we will be sure to share it publicly.

Twitter

- Create an event-specific account on Twitter.
- Start following individuals that you think would be a great asset to your event and who may be interested in your event. Watch for people who have a large following.
- Ask friends, family and followers to retweet your event information.
- Tag JHSS in your tweets and consider using a hashtag specific to your event. JHSS will retweet if we are tagged.

Instagram

- Sign up for a free account.

- Share your event photos with your attendees on Instagram after the event.

Remember if you are posting any photos on Facebook, Twitter or Instagram to display a sign at your event that indicates to your attendees that photos may appear in future marketing materials such as: social media, website, publications, posters, etc...

FAQ

Q: Can I designate the area I would like the funds to go to?

- **A:** Yes. Please work with JHSS staff to determine which area the proceeds should go towards or you can choose to have the proceeds support the areas of highest need.

Q: Will JHSS cover any expenses?

- **A:** No. JHSS will not cover expenses for your event. It is the responsibility of the event organizer to manage the budget so that costs are covered by the revenues. Donations collected at the event cannot be used to cover event expenses, per Canada Revenue Agency regulations.

Q: Will JHSS provide volunteers to help with our event?

- **A:** Due to limited staff and resources JHSS is unable to guarantee volunteer support at every event, although we wish we could! We are always happy to discuss the timing and scope of your event and help if we are able to.

Q: Can I hold a raffle or 50/50 at my event?

- **A:** No. Unfortunately, only charitable and religious organizations are able to apply for these types of licenses through SLGA, and because JHSS is not hosting the event, we are unable to facilitate these types of fundraisers.

Q: Can my attendees receive tax receipts for their support?

- **A:** Yes and no, depending on what type of support they are giving. If an attendee makes a donation of \$20 or more, a tax receipt can be issued. If an attendee purchased a silent auction item, no tax receipt will be issued. JHSS follows the Canada Revenue Agency regulations. We suggest that you speak with us regarding tax receipts prior to promising a receipt to your attendees.

Q: How do I submit my funds?

- **A:** We would love to meet you and say “thanks” in person, so please call us at 306-757-6657 or Toll Free: 1-888-757-6658 so we can arrange a time to meet.