



OXFAM CANADA 2013-2014 FUNDRAISING TOOLKIT



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About Oxfam Canada

- Oxfam Canada is a member of the international confederation Oxfam. Oxfam has 15 national Oxfam agencies that together work in 98 countries.
- Oxfam Canada is a member of Oxfam, a confederation of 15 national Oxfam affiliates around the world.
- This global federation increases the effectiveness of individual Oxfam affiliates through collaboration in overseas programming and playing a truly international role in advocacy.
- Oxfam works in response to humanitarian needs regardless of race or creed in 98 countries. Together, Oxfam has raised over \$350 million annually.
- Oxfam International is registered in the Netherlands as a charitable foundation. Funding for Oxfam International staff and operations is provided by the affiliated Oxfam.
- Oxfam International's Secretariat is based in Oxford, England. The U.S.-based Advocacy Office in Washington D.C. lobbies the World Bank, International Monetary Fund and United Nations on issues agreed to by all the Oxfam. Policy is decided by an international board, consisting of the Chair of the Board/ Trustees and Executive Director of the individual member Oxfam.
- Oxfam Canada works with partner organizations in developing countries; tackling the root causes of poverty and inequity and helping people to create self-reliant and sustainable communities.

Our Mission

Oxfam Canada's mission is to build lasting solutions to poverty and injustice with a focus on improving the lives and promoting the rights of women and girls. Working with Canadians, our partners and allies around the world, we mobilize people and resources to change policies, practices, attitudes and behaviors that create inequality and human suffering Oxfam is committed to strengthening a global movement in support of human rights and gender justice on a healthy planet.

Our Vision

Oxfam's vision is a just world without poverty. We envision a world in which people can influence decisions which affect their lives, enjoy their rights, and assume their responsibilities as full citizens of a world in which all human beings are valued and treated equally.

Useful tips for fundraising

Fundraising is also a great way to raise awareness about poverty and injustice – giving money to help make a difference is one important way that people can be empowered to take action! Think of it as giving people an opportunity to give money to something you are committed to. It can feel uncomfortable to ask strangers for money, but if you do so with enthusiasm, your fundraising effort will be a success!

- Remember the objectives of your fundraising event. Focus more on the compelling human needs you are helping to address through your fundraising, and not so much on the amount of money to be raised.
- Prepare your pitch. Learn to describe Oxfam's mission and various campaigns and activities. Be confident, sincere and honest.
- Expect negative responses. You have to accept that "No" is OK too.
- Keep in mind that fundraising is not begging. The majority of people don't give money to causes; they give money to people who have causes. When you ask someone for money, you are offering them an opportunity to invest in your issue and to help make positive change.

Steps in Organizing an Event

Here are the key steps to organizing an event (each step is explained in more detail below the list):

1. Educate Yourself
2. Decide on the event
3. Decide on when, where and who will be involved and participate
4. Submit the Oxfam Canada Fundraising Event Authorization Form (insert link)
5. Form your working group/committee
6. Create a timeline and assign each task to a member of your committee with a deadline date
7. Prepare a budget
8. Make a contingency plan
9. Create a checklist
10. Capture the Moment
11. Evaluate
12. Thank you and follow-up

Step 1: Educate Yourself

In order to reach your fundraising goal, you should be prepared to answer the question of where the dollars you fundraise go. Take some time prior to soliciting donations to read about some of the projects funded by Oxfam Canada made possible through your fundraising efforts. Check out Oxfam's work on the website at <http://www.oxfam.ca/what-we-do>.

- The more you know about Oxfam's work and where your fundraising efforts will go, the easier it will be to ask for donations. Visit our website for all kinds of information about Oxfam Canada - www.oxfam.ca.
- **For Oxfam Canada's most recent financial statements please go to www.oxfam.ca/about/accountability-transparency/financial-summaries.**

Step 2: What's your idea?

Chances are you already of a good idea about how you are going to raise funds for Oxfam. If not, here are a few suggestions. Remember, no matter how big or small your event is, or how much money you raise, you will make a difference in the fight against poverty. Make sure you tell your family and friends what you are up to. Consider something at school or your workplace or with a group you belong to. Have fun and be creative. Get a few people together and brain storm different ideas, it's amazing what you will come up with and its fun.

- ▶ Plan an Oxfam hungry4change fast in your high school or local community group. It is a wonderful opportunity to learn about issues of food and poverty while fasting to protest against political injustice. It is a fun, experiential and educational fundraising event. Click here for the Oxfam Fast Guide Book. It will walk you through step-by-step what you need to do.
- ▶ Organize an Oxfam hungry4change Hunger Banquet lunch or dinner in where everyone pays a fixed amount (which goes to Oxfam), but a small number of those attending get a full meal, and others, let's say, get only beans and rice. This is also a fun, experiential and education fundraising event. (Something similar to what happens in the real world!) This can also be done in a workplace, school cafeteria, church hall or community centre. Click here for the Oxfam Hunger Banquet Guide Book. It will walk you through step-by-step what you need to do.

- ▶ Use Oxfam's Personal Fundraising page (<http://www.oxfam.ca/get-involved/fundraise-for-oxfam/organize-an-event>) and get people to sponsor you for whatever you are doing.
- ▶ Hold a "Virtual" Event using social media. For example create a Facebook page and spread the word about Oxfam Canada.
- ▶ Host a foreign movie night (or travel slides) at your house and charge your friends admission. Or, you can have free admission but charge for the popcorn – at movie house prices.
- ▶ Charitable Sports Events. Organize a sports game (hockey, soccer, baseball) with your local community league, or with the children's team. Donate the registration fees.
- ▶ eBay Auction. You could dig up a load of things you never knew you had, sell them on eBay and send Oxfam the profits.
- ▶ Hold a 'Service Auction'. We all have hidden talents!. Bring a group of friends and family together and ask them to donate some of their talents to auction off (works also in church groups and service clubs). For instance – a gourmet meal for 2, leaf raking, house cleaning, grocery shopping, painting, and driveway shoveling for the winter... let your creativity loose. Donate the proceeds from the auction.
- ▶ Organize a Garage/Yard Sale, Bake Sale, Flea Market, etc. Get 5 of your closest friends or neighbors to hold a joint yard sale. Then donate the proceeds. You can also organize an annual 'district garage sales' which are usually very successful since they draw a huge dedicated and enthusiastic clientele.
- ▶ Hold a Silent Auction. Get a few friends to seek donations for the auction – a certificate for cheesecake each month for a year, houseplants, and handcrafted items. Donate funds raised from the auction.
- ▶ Holiday Auction. Ask your boss to donate a week or a few days of paid leave, then auction it off to the highest bidder.
- ▶ Organize a Hat or Jeans Day. Get employees/students to donate two dollars for the privilege of wearing a hat or jeans to work/school. At your workplace, you could request that your employer match the total.
- ▶ Fashion Show. Buy clothes from charity shops for a fashion show with student models. Sell tickets and then auction off clothes at the end of the evening.
- ▶ Book Group. Organize a regular book group in your community. The books read could be those on international development, poverty alleviation etc. or maybe just travel. You can either charge a membership fee or ask for a donation to Oxfam.
- ▶ Have a Fair Trade Coffee or Chocolate Sale. If you sell a cup of coffee for \$1 it is cheaper than coffee outlets and you will still make money and cover the costs of purchasing the coffee (if you can't get it donated). This is a great initiative to raise money and create awareness on this important issue. To purchase fair trade products such as coffee, chocolate, spices, etc to sell visit <http://www.equita.ca/>

- ▶ Organize a Benefit Concert. Donate proceeds from the door. Ask your friends who are in bands or know people in bands to donate their time and talents for a worthy cause. Check if you or your friends would know someone who owns a bar (or other large gathering place where people go) that would be willing to hold the concert. If you are a student you can also approach your student union and ask them about holding it at the campus bar. If they are a progressive union and therefore receptive, working with them should help make the organizing and promotion of the event easier.
- ▶ Organize a Vegetable Soup Sale (Ideal for World Food Day – October 16). Approach local farms or businesses and ask them to donate vegetables. Hold a ‘soup making party’ at someone’s house. The next day sell the soup at your school or another high-traffic location. Selling a bowl of soup for \$2 or \$3 will still make it cheaper than what people can buy elsewhere. This is a perfect fundraising event to do on World Food Day because you can educate people about food security issues.
- ▶ Host a Brunch or Dinner Party. Ask your guests to make a donation to your brunch or dinner party in lieu of a host/hostess gift or something to share. This will also provide a great opportunity for you to personally speak to friends and family about Oxfam Canada.
- ▶ Potluck. Recruit a selected group of co-workers to prepare a dish for your office. Charge the remainder of the office a small fee for taking part in a buffet-style lunch at work.

Make it fun – people will pay to enjoy themselves. You don’t have to abandon tried, tested, and traditional ideas, but maybe think of a new angle or attraction. It could be a one-off, or maybe you could try to establish a regular local feature. KIS – Keep it simple, especially if this is your first time organizing an event.

Step 3: Think Ahead...

It’s never too early to start planning your event. Here are the three big questions to consider:

1. When will you do it? Think weather and avoid clashes with public holidays, sporting events or personal commitments. Consider who you’d like to attend and what time of the week/day will suit them best. Think about the best date. Avoid competing with another local function or a sports event on TV. You may wish to ‘piggy-back’ an existing event. Agree on a realistic timetable. Start with the day of the event and then work backwards giving every task a deadline. When drafting the timetable, if you run out of days you may have to reconsider the date of your event or maybe the size of your team.
2. Where will you hold your event? Can you do it at home, school, church, work or will you need to rent a venue? If you are holding a sponsored run or walk, is your route safe? Do you need permits, licenses or insurance?
3. Who will help you to plan and carry out your event? Who do you want to attend or take part? Make sure you give everyone plenty of notice. Think about who you are trying to attract and what they enjoy doing. Maybe give the event an extra ‘gimmick’ – an unusual or beautiful venue, perhaps? Research and estimate how many people can be expected to turn up. Consider the minimum number of people you need to raise money and then think about the maximum you can cope with. See the “Publicity” section for other ways to attract interest and support.

We recommend you test your idea out – ask a few friends. Before making a decision, research your idea. Here are some questions to ask yourself when choosing a fundraising event:

- What are the objectives of the fundraising (expressed in measurable and observable terms)?
- Who is the audience?
- How much do you hope to fundraise?
- How much do you expect your expenses to be?
- How many people do you need to help you?
- How do you plan to publicize and promote your event?
- What kind of resources do you need to make it a success?

Step 4: Submit the Oxfam Canada Fundraising Event Authorization Form

We require event organizers to register their events and receive our approval to ensure we provide the appropriate support, ensure our branding is adhered to and ensure the community is made aware of the events that support Oxfam Canada.

Step 5: Create your own event page for fundraising

Go to <http://www.oxfam.ca/get-involved/fundraise-for-oxfam/fundraising-toolkit>

Create an event and Voila! You can accept credit card payments, email friends and generally customize and promote through social media

Step 6: Your Team

Events can be very time consuming so it is best to recruit a team of people you know you can count on. Besides it is much more fun. A great way to keep people motivated and committed is to involve them in the decision-making. Make a list of tasks, find out what skills people have, and try to give them tasks that they'll enjoy. Appoint a team leader to delegate tasks, to be a media contact, and a trouble-shooter that people can turn to with particular queries and problems. Make sure that each team member is clear about the tasks he or she is doing – write it all down and give everyone a copy.

Step 7: Timeline

Create a timeline of everything that needs to be done with a deadline and who is responsible for that task. Work back from the event date and make sure you have enough time to get everything done. This way you can adjust the event date if you realize you were a bit ambitious.

Step 8: Budget

A good budget plan for a fundraising event usually assumes that your event costs don't exceed 35 % of what you raise. Think of ways to keep costs down and your proceeds up. Get as much as you can by asking for donations – whether it's people's time, a venue, publicity, printing, commercial sponsorship or prizes. Whatever you receive, you may have to offer something in return – free tickets for the event, a mention on the day, or on materials. Increase your takings by selling advertising space in programs, etc.

Step 9: Contingency Plan

Be ready if things go wrong. Like, will the weather make a difference to your event? Spend some time thinking negatively, and imagine everything that could possibly go wrong. Keep in mind that there will be things that happen that are out of your control but try to plan for it all. The key is to remain calm and not panic. Figure things out and take action ... this way your guests will not even realize what is going on behind the scenes.

Step 10: Create a Checklist

Create a checklist of all the things you need to do. Use your timeline to capture the critical things that need to be done to ensure your event is a success. Here is a sample to get you started:

Before the event:

- Research your fundraising idea
- Check the safety and legal issues
- Form a group
- Tell Oxfam about your event! By email fundraising@oxfam.ca, and make sure you fill out our online Fundraising Event Authorization Form at www.oxfam.ca/fundraising or call the local office
- Plan your budget
- Look for sponsors (optional) and have them fill the Fundraising Sponsorship/Pledge Form
- Schedule your event
- Promote and publicize your event

During the event:

- Have someone responsible for handling the money
- Have the Oxfam donation form ready for donations over \$10.00
- Give information about Oxfam's campaigns and programs
- Take lots of pictures!

After the event:

- Collect the funds
- Complete the Fundraising Revenue Report
- Attach all Oxfam donation forms
- Send all above documents within 2 weeks of event to:

**39 McArthur Avenue
Ottawa, Ontario, K1L 8L7
Tel: +1 (613) 237-5236
Fax: +1 (613) 237-0524
Attention: Events Team**

Step 11: Capture the Moment and promote on social media platforms

Create memories and capture the event by taking lots of photos and a video. Send them to us so we can share these with others. Post on Facebook, tweet on twitter, tag Oxfam's Facebook page or @oxfamcanada on Twitter.

Step 12: Evaluation

While memories are still fresh ... Keep notes of useful contacts, prices, quantities, or problems. It is a useful exercise to get everyone involved to mention one thing that went well, and one thing that could be improved next time. This will help others and make it easier to repeat the event or pass it on to someone else to do at another time.

Step 13: Follow-up

It is really important to thank all the people involved, and let them know the amount of money they raised. Remind them of the value of this money to the people Oxfam supports. Ask the volunteers if they might like to help with this project again.

Use of Oxfam's Name and Logo

Please note that the Oxfam name and logo is a registered trademark and its use is restricted. We cannot accept legal responsibility for any Oxfam-sponsored events which have not been approved by the local Oxfam office (Canadian Program staff) or the National Fundraising Office (Toronto).

Therefore we require that you notify and coordinate ALL fundraising activities through your local Oxfam staff person, or through the Toronto Fundraising Office. You will then receive Oxfam logo files for use in your event promotions.

Getting Sponsored

Sponsored walks, bike rides, fasts, head-shaving... A well-organized sponsored event can raise anything from a couple of hundred dollars to thousands, depending on how many people are involved. This method of fundraising is extremely versatile.

Corporate Sponsors

If there is a business who would like to sponsor your event with a major donation (e.g. several thousand dollars), please talk to an Oxfam staff-person to make sure that there aren't any concerns with this company. We are careful to ensure that every company we accept donations from is not working against the goals of our organization in any way. For example, Oxfam refuses donations from companies whose products or services are unsafe under normal use (such as tobacco companies or casinos).

Publicity

To make as much money as possible from your event or sponsored activity, you need people. So use publicity to draw the crowds.

Local newspapers and radio love local news. Give them a story and they'll likely turn up at your event.

- Tell them in advance and ask for pre-event publicity.
- Provide photos or offer the opportunity for a pre-event photo-op by arranging something for them to photograph: a prop, gimmick, costume, mascot, celebrity or something dramatic and colourful.
- Write and send a press release using the 5Ws – Who, Where, When, What, and Why – to

make sure you have included all the details.

- Facts, figures and quotes from a spokesperson or media contact person are also useful to support arguments and bring the story to life. You can also have a 'special guest' who may be a former resident of the world region you may wish to highlight, or an expert on that area.
- Journalists usually do not mind being nagged, so give them a day or two to look at your release then follow up with a phone call. The story is far more likely to get noticed this way. Also consider advertising in the local newspaper column, radio slot or internet page. If appropriate, use the power of mystery: put out the word that something 'interesting' is going to happen; then of course, make sure that something does...

People hear about things in all sorts of ways. Be creative in your outreach!

- Tell everyone – friends, family, neighbors, colleagues, customers, suppliers.
- Put up posters at work, sports and community centres, schools, colleges, universities, libraries, post offices, churches, shop windows and at events taking place before your own. Remember to ask first! Also try to get notices read out to get attention.
- Distribute flyers widely. Small flyers are ideal for handing out in the street, on tables in cafés, on shop counters, and in other busy places.
- Send e-mails.
- Use social media like Facebook, Twitter, Linked-in, Blogs, YouTube etc.
- Using locally well known people or celebrities is a great fundraising strategy. Locally respected figures help a great deal to draw the crowds. Every community has famous writers, musicians, DJs, TV presenters, etc. who may be persuaded to volunteer their time for a good cause. If not, they will happily donate something personal and meaningful – a pen from a writer, a guitar pick from a rock musician – that can be sold or auctioned.
- Using social media is an efficient and effective way to turn your social fan base into a fundraising community. Social media has a diverse audience and it works globally. Social networks allow users to build and maintain relationships with each other. Blogs allow users to easily publish and share content, similar to a personal journal. You can share a videos and photos easily. You can build social networks focused on a specific audience or topic. You can invite people you don't even necessarily know to support you or attend your event. Social media is taking fundraising to a whole new level so take advantage of what's out there to leverage your efforts.

Finances

Your good name, Oxfam's good name, and the success of future events, are all at risk if you don't keep proper records of legitimate expenses and revenues.

- Legitimate expenses cover any cost incurred in setting up and publicizing an event. You should keep a record of all costs claimed against the event and, wherever possible, receipts. Personal costs incurred in setting up the event (for example transport or telephone costs) can be claimed in your revenue report but no remuneration over and above costs actually incurred in setting up the event should be claimed. You should not pay yourself a fee out of funds raised. If you do you may be setting yourself up as a 'professional fundraiser' and you will require Oxfam's written agreement to raise funds in this way.
- If you have any doubts about what expenses you can claim then please err on the side of caution and contact your regional Oxfam office staff if you have any questions.
- The organizers must accept only cheques and cash donations from donors. If a person prefers to pay by credit card, ask him/her to complete the donation form at the back of the Oxfam brochure and they can submit this directly to Oxfam or make their donation online.

- Make sure that someone is responsible for collecting and banking the money. Lockable cash-boxes are useful, even at very small events. At larger functions, handling the money is a full-time job for one of the organizing team. It is good practice that two people should be present when cash is handled, and wherever possible, the money should be counted by both people.
- It can be very useful to have 'runners' going from stall to stall, relieving the stallholders of paper money and cheques and taking it to where it's being counted.
- If there is money coming in from a number of different sources – ticket money from the gate, refreshments, different stalls – keep a record of how much comes in from each source, and brief all the volunteers to do the same. People like to know how much they've helped to raise individually, and you may need the information to evaluate the event afterwards.
- Have a receipt book for your own records and to give to people who require one, for instance for a donation. Receipt books can be bought at most stationers. Of course, keep a record of who has given, and approach them later; people tend to give repeatedly to the same charities.
- Make sure you have got lots of plastic cash bags and some deposit slips. Try to bank all the money on the same day that you receive it. If you can't, bank it on the first banking day after the event and in the meantime keep it in a secure place.
- Please send the money you have raised by completing the Fundraising Revenue Report (see Appendix B) and forward it to Oxfam's Fundraising Office, along with your revenues, within two weeks of the event.

Calculating Fundraising Revenues

- Only the total net revenue raised from the fundraising event is to be reported. If you collect donations at your event ALL donations must be reported and given directly to Oxfam. If you are planning to pay for any of the event expenses out of the money you raise at the event (ie ticket sales) you must make it clear that Net Proceeds are being donated. You should not deduct your fundraising expenses from the donations made to Oxfam. For example, you sell 100 tickets at \$10 each so that is \$1,000 in non-receiptable revenue, plus receive \$500 in donations to Oxfam (which is receiptable and we will issue a tax receipt to those donors). You have expenses of \$100 for the venue and \$200 for the food. You can deduct the \$300 in expenses from the \$1,000 you got from ticket sales and submit the net proceeds of \$700 plus the \$500 for a total of \$1,200. Remember that your expenses should not exceed more than 35% of your revenue.
- Please fill out the Fundraising Revenue Report (Appendix B) for your event and send it to the Fundraising Office in Toronto.
- Please submit the revenue report along with the funds raised within two weeks of your event or activity so that we can reconcile our accounts and report the revenue in a timely manner.

Safety and the Law

There are a wide range of rules and regulations which apply to events and activities which involve the public or fundraising from the public.

- You are responsible for ensuring that any event you organize on Oxfam's behalf complies with the law. Oxfam cannot and does not accept liability for events run in its name except by prior agreement.

- Keep in mind that you are not allowed to raise funds for any other organizations using the Oxfam name. If you are organizing a joint fundraising event with one or more community groups, make sure you are clear in your event promotions about where exactly the funds will be going, and get a written agreement in advance with the co-organizers about how the funds raised will be distributed between the groups.
- It is critical that Oxfam Canada, and by extension anyone raising money for Oxfam Canada, is in compliance with Canada Customs and Revenue Agency (CRA) regulations. If we are not compliant, we run the risk of losing our charitable status and thus our ability to raise money.
- We must ensure that donations are reported and counted consistently across the country. We need to ensure that donors are treated equitably and fairly within CRA's regulations.
- Keep it safe and legal
- Seek advice from and check with your municipal office for any necessary permissions, licensing and health and safety issues.
- Contact your local police or the RCMP, if you are planning an event in a public place, for example if the event is to be held on public roads or if it could cause traffic disruption. Sometimes you need a police permit to hold such an event.
- Consider First Aid requirements. Contact your local branch of St John's Ambulance for advice or assistance.
- Consider Fire Safety by contacting your local Fire Station.
- Set up detailed guidelines, preferably in written about the sharing of fundraising revenues and expenses, before collaborating with any other NGO groups for fundraising events.
- Don't do anything dangerous or illegal.
- Don't engage in any door-to-door fundraising or make street collections on behalf of Oxfam

Gifts that ARE receiptable:

- Direct cash, cheque and credit card donations of \$10 and over. Oxfam Canada will issue a charitable tax receipt to those individuals or organizations that make a donation of \$10 or over to Oxfam, provided the donor does not receive any product or value from the donation.
- Individual Sponsorship Donations. We can issue tax receipts for events such as Hungry for Change pledges, Walk-a-thons, Bowl-a-thons, etc. The receipt would be issued to individuals who sponsor others entering such events. The National Fundraising Office in Toronto must receive the list of sponsoring donors with complete address information and total dollar amount pledged by each donor. Tax receipts will be issued for donations of \$10 or more.

Gifts that are NOT Receiptable

- Auctions, raffles or draws of goods or services. This applies to the purchaser of a ticket, as well as the prize winner. Since the individuals would be receiving a benefit or value from the event, they would therefore not qualify for a charitable tax receipt.
- Donations of business or personal services. Examples include entertainment for an event, free hall rental, advertising, printing services.
- Corporate Event Sponsors Businesses and corporations that receive some form of recognition and promotional value at the event, or on event materials, do not qualify for a tax receipt.

Oxfam Regional Offices

BC and Yukon Regional Office
201-343 Railway Street
Vancouver, British Columbia
V6A 1A4
Tel: 604-736-7678
Fax: 604-736-9646

National Office
39 McArthur Avenue
Ottawa, Ontario, K1L 8L7
Tel: (613) 237-5236
Fax: (613) 237-0524
E-mail: info@oxfam.ca

Fundraising Revenue Report

Please double-check to ensure that all cheques and money orders are correctly completed, signed, dated and made payable to Oxfam Canada. Send donations and this form to Oxfam Events Team:

Oxfam Canada,
39 McArthur Avenue
Ottawa, Ontario, K1L 8L7

Please do not send cash. If no tax receipts are required, you can submit the funds on-line at <https://www.helpforcharities.com/oxfam/index.php>

Make a note in the comments section what event the funds are from and just send this completed form. Please ensure you click the box:

Do Not Receipt (please tick this box if you are making a donation on behalf of group fundraising efforts and/or collected donations)

Name of Event: _____
 Date of Event: _____
 Location of Event: _____
 Name of Event Coordinator: _____
 Address: _____
 City: _____ Province: _____ Postal Code: _____
 Phone: _(_____) _____ E-mail: _____
 Signature: _____ Date: _____

	Amount	# of Donors
I have enclosed cash donations in the amount of (receiptable) DO NOT MAIL	\$	
I have enclosed cheque donations in the amount of (receiptable)	\$	
I have enclosed credit card donations in the amount of (receiptable)	\$	
I have submitted special events donations in the amount of (non-receiptable)		
Subtotal	\$	
I have submitted donations on-line in the amount of	\$	
Grand Total	\$	

**** Tax Receipts will be issued from the National office for donations of \$20 (CAD) or more.**