

Special Events Guide

How to plan a successful special event



KIDS HELP PHONE 



Make a difference in the lives of Canadian kids

What is a Special Event?

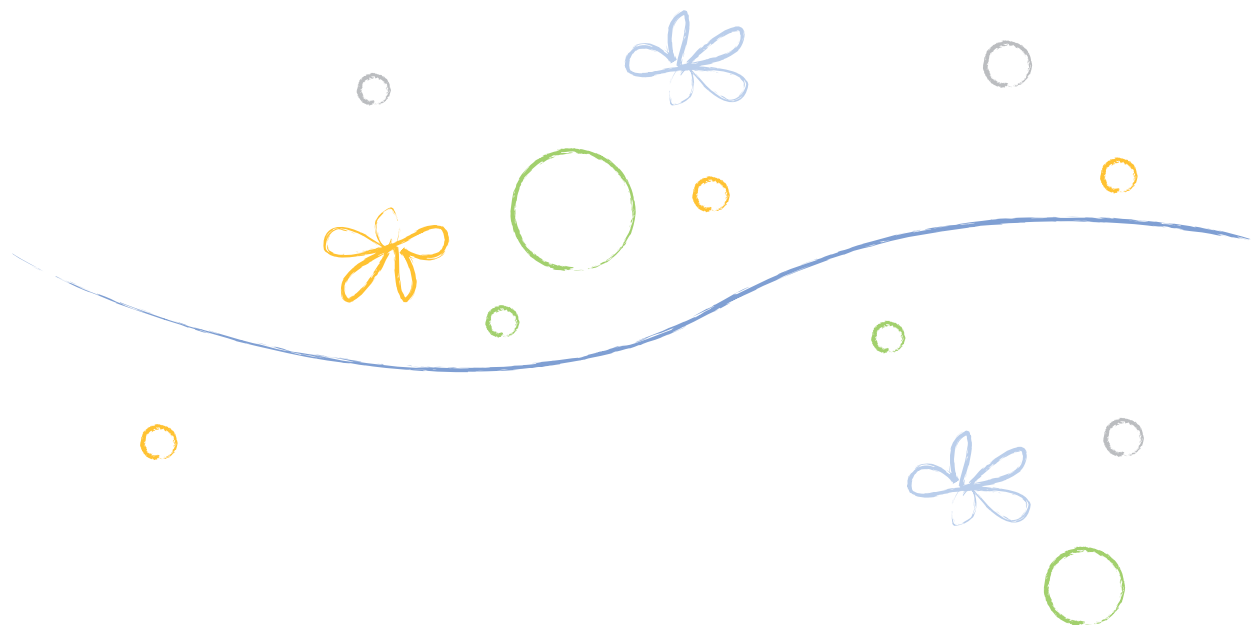
A special event is any initiative brought forward by volunteers, individuals, community groups, service clubs or businesses who wish to raise money for Kids Help Phone. The event is planned and hosted by the volunteer organizing committee with Kids Help Phone staff support as needed.

How do Special Events support Kids Help Phone?

Being there for kids around the clock is expensive. With no ongoing government or United Way support, we rely on corporate and individual supporters, as well a variety of events, to raise the funds necessary to provide Kids Help Phone's vital service. Remember that no fundraiser is too small – every dollar counts!

Did you know?

- \$100 will help a professional counsellor answer five online questions from kids who need help
- \$500 will help send awareness materials to 250 Canadian schools
- \$1,000 will help give nine children dealing with substance abuse each an hour with a counsellor



Being There for Kids

Being a kid is tough. Every day, young people have to deal with problems that can make them feel depressed, worried, scared, lonely or confused. Sometimes they feel that they can turn to parents or friends for help, but other times they feel like they have no one to turn to.

For more than 16 years, Kids Help Phone has been offering young people a safe place to turn with their questions and problems. It is:

- toll-free
- 24-hour
- bilingual
- anonymous and confidential
- available by phone and web

Kids Help Phone's professional counsellors offer immediate, caring support, information and referral to young people in almost 3,000 Canadian communities every year. The children and youth who call or post online questions range in age from four to 21, with the majority of questions coming from teenagers.

Children and teens phone or post online questions about every issue imaginable, including physical, sexual and emotional abuse, drugs and suicide. They contact Kids Help Phone from large urban centres, small towns and remote settlements, but no matter what a child or teen contacts them about, Kids Help Phone counsellors are there with the immediate support those kids need and deserve.

Counsellors never know what the next call or online question will bring: a nine-year-old whose best friend won't talk to her; a teenager whose parents want to kick him out; a 13-year-old whose friends have started smoking. Each counsellor has access to a database of more than 35,000 community and social service listings, which means that the counsellor can connect callers with local resources in any community in Canada.

No matter what their questions or concerns, Kids Help Phone is available to all Canadian kids – by phone or by web – 24-hours a day, 365-days a year.

We Need Your Help More Than Ever

Kids Help Phone is now helping kids on the phone and on the web. The number of posts to Kids Help Phone's web counselling service has more than tripled in the past year and continues to grow. The questions and problems kids are talking about online tend to reflect the most serious issues affecting them - depression, suicide, etc., web users tend to be younger than the kids who seek help by phone, and an average of 33 other kids are reading and benefiting from counsellors' responses to each question asked online. The time that counsellors spent on the phone in 2004 was also up slightly from 2003. Kids Help Phone needs to make more counsellors available because currently we can't keep up with the growing demand for our counselling services.

Special Event Ideas

Event Ideas

Kids Help Phone's more popular events include:

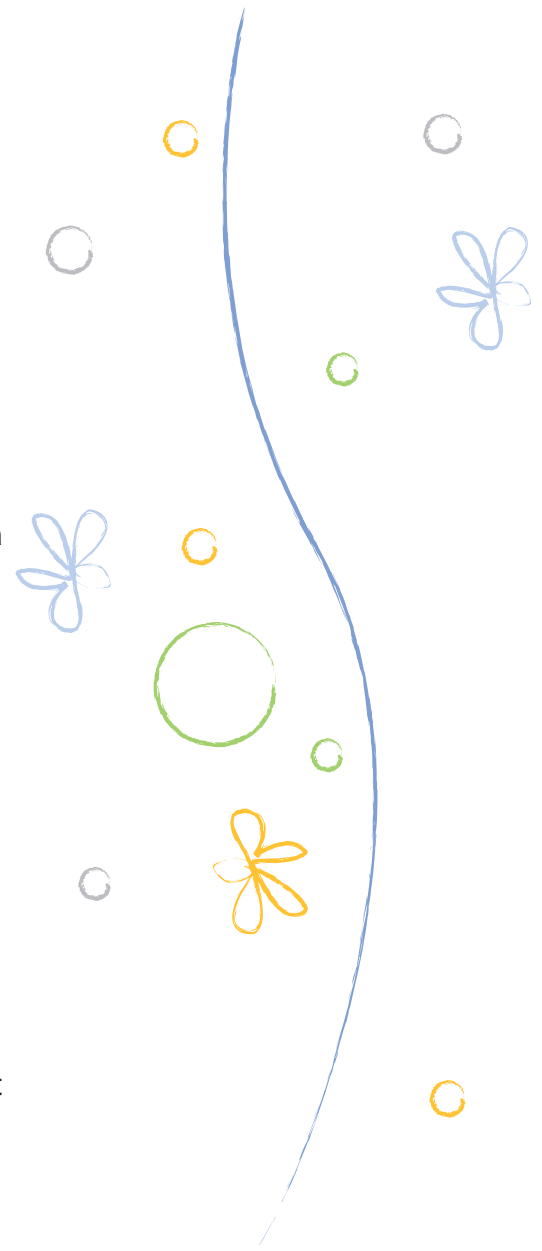
- Golf Tournaments – great fundraising events for four or 400 participants
- A-thon events (bowl, golf, skate, bike, dance, tennis, curl, board games, etc.) – great fundraising events that get the whole community involved
- Celebrations (birthday parties, Bar Mitzvahs, weddings, etc.) – a great way to make Kids Help Phone a special part of your festivities
- Ticketed events (dinners, dances, talent shows, etc.) – a great way to involve large groups of people – themed events are often popular

Online Fundraising Tools

To make it even easier for you, most events (i.e. golf tournaments, a-thon event, celebrations, ticketed events, etc.) can benefit from our online fundraising tools. These tools can help you:

- Create and customize your event page with event details and photos
- Communicate with friends, family and colleagues about your event
- Collect money from participants and donors
- Save Kids Help Phone money in administration costs
- Track your campaign fundraising and registration in real time

Ask us how this might work for your event!



Other Great Ideas

Celebrations/parties:

- Birthday parties
- Bar Mitzvahs
- Weddings (bombonieres)
- Dinner/dances
- Holiday parties
- Wine and cheese
- Coffee break
- Karaoke night
- Quiz night
- Potluck lunch
- Casino night
- Movie night
- Game night
- Company picnics

Tournaments:

- Miniature golf
- Hockey
- Baseball
- Soccer
- Football
- Pool
- Bridge
- Scrabble
- Student/staff sports playoff

Shows:

- Poetry reading
- Art show/craft fair
- Talent show
- Benefit concert

Sales:

- Garage sales (online as well)
- Specialty item sale (flowers, Christmas trees, holiday CDs)
- Cookbooks
- Pizza sales
- Bake sales

Other:

- Car wash
- Scavenger hunt
- Rubber Duck Derby
- Christmas lights festival
- Personalized pictures at an event
- Drives (penny, bottle, etc.)
- Personalized service auction
- 50/50 draws
- Raffles

Unique Ideas

- “Don’t Come” Event – for people who want to make a contribution but don’t have the time to attend an event
- Reverse Raffle – a raffle that you don’t want to win; participants get a free ticket for this raffle and if they don’t want to be eligible for the undesirable prize, they can “sell” their ticket back
- Kiss the Principal – set up donation jars for teachers, the individual who has the most money in their jar has to kiss the Principal on the cheek (or something equally embarrassing)
- If you are already hosting an event, consider adding a charitable component to it (i.e. portion of ticket sales are donated to Kids Help Phone, donate half the proceeds of a 50/50 draw to Kids Help Phone, etc.)

The ABCs of a Successful Event



A PLAN IS KEY TO YOUR SUCCESS

Get others to help you

- Motivated and talented volunteers will help share the work and make planning the event more fun

Come up with a theme or idea (we can help!)

- Think about the things you like to do and come up with a creative event idea that you can get excited about

Build a plan

- Determine who your target audience is
- Choose a date, time and location
- Develop a timeline
- Determine admission prices or participation fees

Set goals

- Calculate your estimated revenue and expenses
- Estimate participation numbers

Create a budget

- Ensure that all expenses associated with your event come out of your proceeds
- Try to get as many materials and supplies as possible donated

Meet with Kids Help Phone staff

- Meet with us to go over your plan and work through how we can help you achieve your goals



BUILD MOMENTUM AND KEEP IT GOING

Promote your event

- Make personal phone calls, send emails or hand out invitations, flyers, or posters
- Make sure your local newspaper, radio and TV stations know about your event
- Promote your association with Kids Help Phone by using Kids Help Phone materials, customizing Kids Help Phone posters, placing a link to the Kids Help Phone website on your website, etc. (all materials must be approved by Kids Help Phone)

Follow your timeline

- Make sure your committee members understand their roles
- Ensure that all tasks are completed on time
- Create a detailed day-of event schedule



C ELEBRATE YOUR ACHIEVEMENTS



Have fun

- You have worked hard to get to event day – take time to enjoy your success

Hand in or send in your contributions

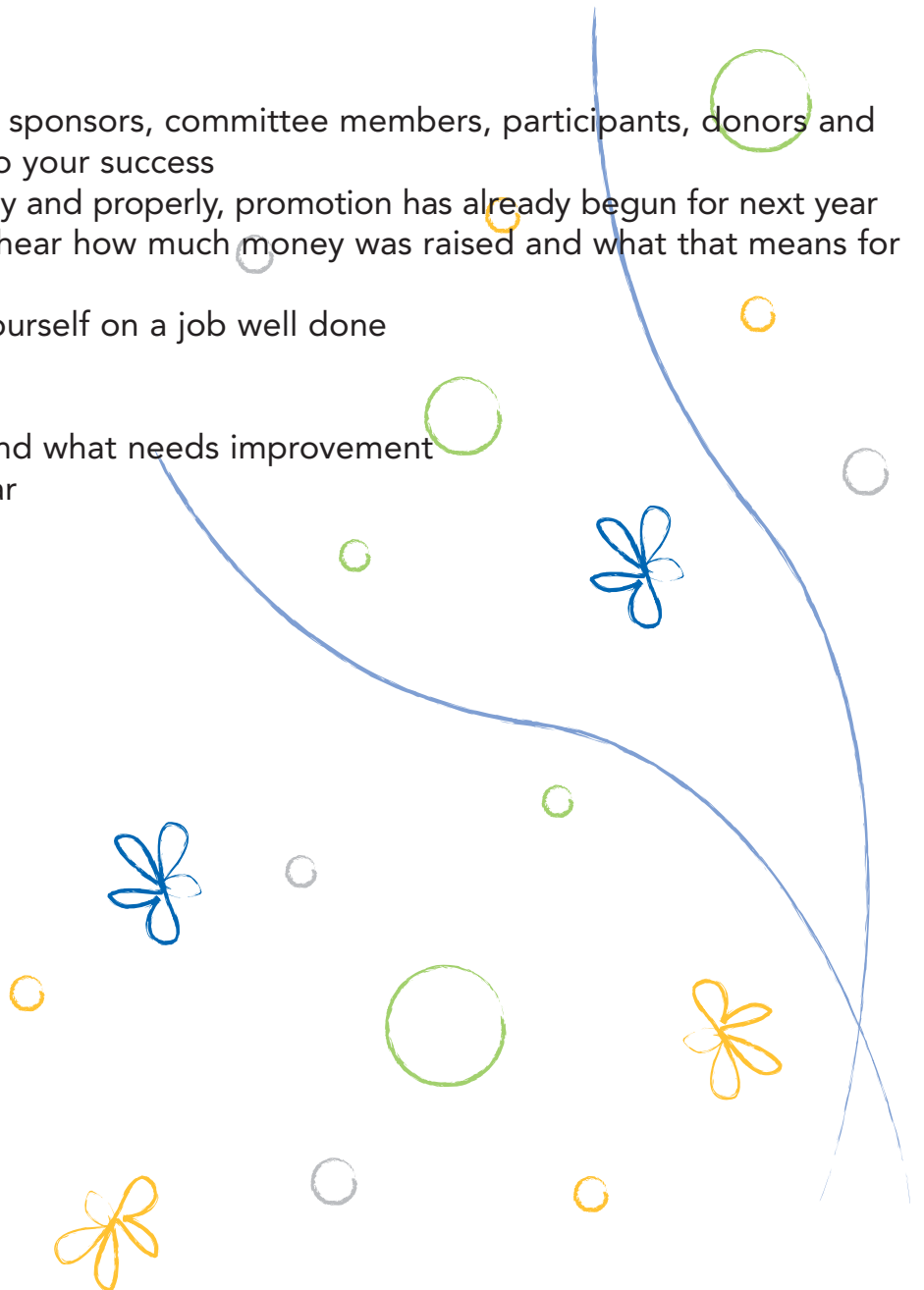
- The sooner we receive your contribution, the sooner it can be put to work helping young people across Canada

Remember to say thank you

- Be sure to thank all volunteers, sponsors, committee members, participants, donors and anyone else who contributed to your success
- By thanking supporters promptly and properly, promotion has already begun for next year
- People will also be pleased to hear how much money was raised and what that means for Kids Help Phone
- Don't forget to congratulate yourself on a job well done

Do a quick evaluation

- Determine what worked well and what needs improvement
- Think of new ideas for next year



Tax Receipts

Kids Help Phone is happy to issue income tax receipts provided:

- Canada Revenue Agency guidelines are followed
- Kids Help Phone has the information needed **prior to the event**

General conditions:

- Kids Help Phone requires a record of the fair market value of goods and services that the donor or participant will receive, including goods and services that have been donated to the event as a whole
- If a tax receipt can be issued, it can only be issued to the true donor of the gift, it cannot be assigned to someone else
- Sponsors of your event cannot receive tax receipts
- A tax receipt can only be issued provided the donor has not received any benefit as a result of the donation, that is, the donor has not received any promotional benefit, product or rights
- Purchases of raffle tickets, auction items, admission tickets, green fees, etc. are not eligible for tax receipts
- Total proceeds given to Kids Help Phone must not be less than the total amount for which you have requested receipts
- Kids Help Phone cannot issue tax receipts for gift certificates, loaned property (such as vacation property or rental space), or for donated services (such as entertainment or accounting services)
- Most companies prefer to claim contributions as a business expense rather than a charitable donation, however, if a corporation wishes to receive an acknowledgement receipt for its contribution, Kids Help Phone will be happy to issue one upon request

