



# Checklist to Fundraising Success

THANK YOU for your interest in organizing a fundraiser in support of CancerCare Manitoba Foundation. You are helping give hope to so many touched by cancer by raising critical funds and supporting the discovery of tomorrow's treatments today. We are honoured to be the recipient of your fundraising proceeds. All funds raised stay in Manitoba to help change the course of cancer in our province.

We hope this checklist to fundraising success will help you as you plan your fundraising event or campaign. Let's get started.

## Have an idea? Give your passion a purpose and register your fundraiser!



**Register online** once you've nailed down what type of fundraiser you want to do.

**Don't have an idea but know you want to fundraise?** Reach out to us at [special.events@cancercare.mb.ca](mailto:special.events@cancercare.mb.ca) and we can help!

## What to know before you start.



**CancerCare Manitoba Foundation and CancerCare Manitoba are registered trademarks.** Permission must be given in advance by the Foundation for the use and context of the Foundation name and logo on any promotional materials and/or advertising associated with your fundraising activity.

**Logo use** - The Foundation reserves the right to withdraw consent to use its name or logo at any time if such use could damage the Foundation's reputation in the community. Authorized use of the Foundation logo or name does not constitute an endorsement of any specific business, product or service.

**Permits and Licenses** - Community fundraising efforts must abide by all Manitoba gaming and liquor laws, and applications for such must be applied for under the community fundraiser name, and not CancerCare Manitoba Foundation. Check well in advance to determine if you require any special permits, contracts, licenses, or insurance. For information on obtaining a liquor or gaming (raffle) license, please refer to the Liquor, Gaming, and Cannabis Authority of Manitoba at [lgcamb.ca](http://lgcamb.ca). When considering venues, ask what their requirements are to host your event.



### Once your fundraiser is approved by the Foundation - start fundraising!



**We can provide you with a letter of confirmation to let people know that the Foundation is aware of, and supports, your fundraising initiative.** This may be helpful in securing a venue, auction prizes and sponsorship, and may be required to obtain permits and licenses should you need them.

**If you would like a copy of the Foundation logo, we would be happy to send this to you.** All print or online material created using our logo must be sent to us for approval before sharing publicly.

**By having a donation page on our website created for your fundraiser, your supporters can donate online towards your fundraising efforts and immediately receive their tax receipt.** Make sure to indicate you'd like a donation link created when registering or contact us to have one created at any time.

**Having your own donation page on our site can provide confidence to supporters that your fundraising is indeed in support of CancerCare Manitoba Foundation.** While we do receive funds from Facebook fundraisers and Go Fund Me pages, it takes months for funds to be received and they may not be included in fundraising totals.

### Update your personal fundraising page and share your link, or start printing off pledge forms.



**Log in to your [Participant Centre](#)** to add a write-up and picture, describing why and how you are fundraising, on your donation page.

**Not online?** Print [pledge forms](#) and [donation forms](#) to collect offline donations.

We encourage you to use our [branded posters](#) and [donation card template](#).

### Start promoting your fundraiser and encouraging donations.



**Share the who, what, where, when, why and how of attending, supporting and donating.**

**From posters to emails and social media posts, there are many ways to encourage donations.** Make sure to include your donation page link in your promo materials if you have one.

**Check out our [social media document](#) for more tips on how to fundraise with social media.** Tag us in posts and [send us your photos](#) so we can help you get the word out on social media.

**It is your responsibility as the organizer** of the fundraiser to publicly promote your fundraiser/event. The Foundation cannot distribute promotional information to existing donors or provide donor contact information.



## CHECKLIST

### Hold your fundraiser and collect donations.



**Supplies including brochures, banners, ribbons, coin boxes, etc. can be provided.**

Please indicate your needs when registering.

**State clearly how you are collecting donations and that the proceeds from your fundraiser stay right here in Manitoba to support CancerCare Manitoba's vital work.** Use our [infographic](#) to help convey the importance of donations and supporting CancerCare Manitoba.

**Should you want to have someone from CancerCare Manitoba Foundation attend and speak at your event please contact us.** This cannot always be accommodated but we love the opportunity to say thank you in person when it allows.

### Submit any funds collected during the fundraiser with proper tax receipting information.



**Submitting funds** - Please make sure you have properly recorded all information (full name of a donor or business, along with full mailing address and amount donated) for tax receipting purposes and submit with your donation.

**We will issue tax receipts for donations over \$15 according to CRA guidelines.**

A collection of funds does not receive a tax receipt. Please see our [tax information document](#) before offering any kind of receipting.

By publicly naming CancerCare Manitoba Foundation as the benefactor of your fundraising initiative, it is expected that you will submit all proceeds raised through your fundraiser/event within 30 days.

Please keep a detailed and accurate record of event revenues and expenses which must be provided if requested by the Foundation.



#### Credit Card donations

Please reach out to us and we will gladly accommodate a credit card donation for your fundraiser/event total if needed.



**Please have cheques made payable to:** *CancerCare Manitoba Foundation.*

**Donations can be mailed to:**  
CancerCare Manitoba Foundation  
ON1160 – 675 McDermot Ave  
Winnipeg, MB R3E 0V9



#### E-transfer details

If you'd like to coordinate an e-transfer of funds, please contact [special.events@cancercare.mb.ca](mailto:special.events@cancercare.mb.ca) for more information. We can only accept the total fundraiser/event funds not individual donation via e-transfer.



#### Cash donations

We are happy to accept cash and coin collected. Arrangements for drop off at our office can be made for in person donations.



#### Online donations

All donations made online should be made to your specific fundraising link. Donors will receive their tax receipt immediately. Please do not submit your fundraiser/event donation to our general donation form online – your fundraiser/event will not be credited for the funds you raised.



## CHECKLIST

### Thank your supporters!



Thank you is something everyone loves to hear so be sure to show your supporters you appreciate them. **We've developed a [guide with many ways you can say THANK YOU](#)** to the people who supported your fundraiser/event – be sure to take a look!

We'd love to meet you and say thanks in person with a special cheque presentation. Please reach out to us if you would like to arrange one.

### Still have questions or need some assistance?



Call our Community Events team at 204-784-2777 or email [special.events@cancercare.mb.ca](mailto:special.events@cancercare.mb.ca) we're here and happy to help!

**Our Events Office address:**

CancerCare Manitoba Foundation  
CC14 – 825 Sherbrook St  
Winnipeg, MB R3A 1M5

**Office hours are:**

Monday through Friday  
8:30 am to 4:30 pm



@cancercarembfdn



@CancerCare Manitoba Foundation

### Use the checklist below to make sure you're on track.



- Registered online
- Reviewed things I should know before starting
- Received approval and letter of confirmation
- Requested logos and supplies
- Received personal fundraising page link
- Logged into Participant Centre to update my personal fundraising page write-up, photo, and fundraising goal
- Created my promotional materials (posters, posts, etc.)
- Shared my fundraising link/printed donation forms
- Started promoting my fundraiser and encouraging donations
- Held my fundraiser and collected donations
- Submitted all funds collected from fundraiser to CancerCare Manitoba Foundation
- Thanked my supporters