



Fundraising Toolkit

Helping you plan a great fundraising event in support of Fertile Future's **Power of Hope** Cost Reduction Program



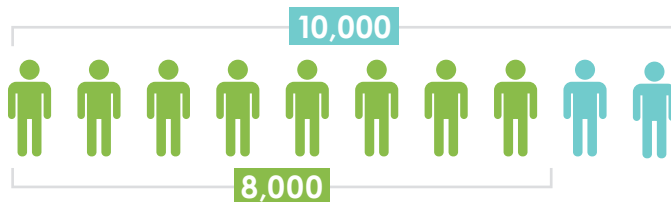
WHY SUPPORT FERTILE FUTURE?

As cancer diagnostic procedures, research and treatment evolve, so do the goals of young cancer survivors. Fertile Future represents the growing population of young Canadian cancer survivors who wish to preserve their fertility and look at life beyond cancer. We help these individuals have the fullest life possible by subsidizing a portion of fertility preservation costs, providing a toll-free number, website, written and online resources as well as connections to fertility centres that specialize in oncofertility.



ABOUT FERTILE FUTURE

Each year, an estimated 10,000 young Canadians face a cancer diagnosis. Approximately 8,000 of them will win this battle.



Without knowing the importance of fertility preservation prior to their treatment, many are left infertile with few options. Fertile Future aspires to change this reality for cancer patients. Our mission is to inform, educate and support cancer patients who are facing fertility-risking medical treatment, and oncology professionals who are providing this care.

Fertile Future is a Canadian national non-profit organization that provides fertility preservation information and support services to cancer patients and oncology professionals.

The Power of Hope: Cost Reduction Program is a multi-dimensional plan that offers financial assistance to qualifying cancer patients, providing a substantial reduction in the overall cost required to pursue fertility preservation treatment.

Female cancer patients who qualify for the Power of Hope Program receive:

- 1) compassionate pharmaceutical product;
- 2) reduced clinic fees with partnering clinics of at least 33% for egg retrieval and egg or embryo cryopreservation, and
- 3) reimbursement of up to \$1,000.00. Male cancer patients who qualify for the program can receive reimbursement of up to \$350.00 for sperm cryopreservation services.

WHY GRASSROOTS FUNDRAISING?

Hopefully, you are reading this because you want to know how you can help and want to know what tools you need! The main message of this package is this: it IS possible to fundraise with ease, and YOU are a key piece to keeping the Power of Hope thriving.

Grassroots Fundraising is a strategy for raising funds either for an individual or organization which achieves its financial goals through several small donations from many normal people. For Fertile Future, grassroots fundraising is different from large fundraising events and corporate donations because the latter usually relies on a larger output of funds from the organization (i.e. it takes money to make money!). Grassroots fundraising, by contrast, is typically community driven and often allows individuals more independence, creativity, and dynamism that the organization itself wouldn't necessarily be able to engage in.

A good grassroots fundraising project is undertaken with a genuine desire to empower your community and increase its awareness in your cause. Participation in the project, organization, or cause for which you are raising funds is an educational opportunity; you get to share your passion with family, friends, and neighbors. When you fundraise this way, you will still have deliverables, but instead of solely reporting back to the charity on how you use their money, you also report back to your community, resulting in a cycle of mutual support and empowerment.

The funds you raise will go directly towards:

- ▶ **The Power of Hope Cost Reduction Program:** money given directly to men and women who qualify for reimbursement
See our online video:
www.youtube.com/watch?v=hbNgRP8TzXU
- ▶ **Awareness Raising Campaigns:** The creation of videos and distribution of materials to help spread the word about oncofertility and fertility preservation
- ▶ **Communications Strategies:** Development of a clear communication plan paired with an effective action plan to carry it out



PROMOTIONAL MATERIALS

How do you help people understand about Fertile Future and the Power of Hope Cost Reduction Program?

Many people don't understand the impact on fertility that a cancer diagnosis comes with, and there is no need for you to reinvent the wheel. We have two different brochures that explain about cancer and infertility and the Power of Hope Cost Reduction Program.

Soft copies of these brochures are available for you to share and print from our website:

Cancer and Young Adults
www.fertilefuture.ca/cancer-and-fertility-a-guide-for-young-adults

Power of Hope Cost Reduction Program
www.fertilefuture.ca/programs/power-of-hope

We would be happy to help you formulate your message!

CREATE A PLAN

- ▶ **WHAT** will the event be?
- ▶ **HOW** will the event raise money?
- ▶ **HOW** will I let everyone know it's happening?
- ▶ **WHERE** will the event take place?
- ▶ **WHEN** will the event take place?
- ▶ **WHO** will help out?



Engage your community and network of friends, colleagues and neighbours; the people who will either help you plan and execute the event as well as attend and sponsor it.

A theme or special occasion can really get people enthusiastic. Maybe it's an Easter Egg Hunt, a Mother's Day Social or Father's Day softball tournament. Get creative and think outside the embryo!

SET A GOAL

Setting a goal for yourself and your team helps set the intention and gives everyone a cohesive target to drive at; it will keep everyone motivated.

WHAT IS YOUR BUDGET?

There are always expenses with a fundraising event. Setting a budget helps you focus on raising funds rather than just breaking even.

KEEP CONNECTED WITH FERTILE FUTURE

We want to know what you're up to and provide as much support for your event as we can. Let us know your plans before you even start completing the details and we can provide you with guidance as needed as well as share details on social media to help you promote!

PLAN IT OUT

Give yourself a reasonable timeline to get everything done. Make sure you plan for the unexpected too! Flexibility is key to keeping calm.

WHEN IT'S ALL DONE

Please send us an update! We want to know how everything went, share photos with us and we can share them on social media. Collect all donation forms (Appendix A), cheques and cash and send them to Fertile Future's head office. For ease of reference, you may also choose to log everything into a spreadsheet (Appendix B).

EVENT IDEAS

If you're unsure about how to launch your own event, there are many activities that are easy enough to gather interest with:

YOGA

Organize a free yoga class or meditation session



SPA EVENT

Approach a local spa and ask if they would donate a portion of their proceeds from a group spa event.

On occasion, aestheticians will donate their time and these events can also generate referrals for them.



CAR WASH

Find volunteers who are ready to wash cars for Fertile Future!

Perfect for spring and summer months. Investment in buckets, sponges and shampoos are minimal.



BAKE SALE

Great for the office or school. Select special occasions, such as Infertility Awareness Week, staff appreciation Day etc. All proceeds from the baked items donated to Fertile Future.



GOLF TOURNAMENT OR SPORTING EVENT

Organize a charity golf tournament, or maybe soft-ball, soccer or Bocce Ball tournament where teams pay to play for Fertile Future. Whatever you like to play can be fun for everyone.



WALK-A-THON

Participants collect pledges for each kilometer walked.

Suggest prizing for the most pledges collected.

OTHER IDEAS

One of the very successful grassroots fundraising events held for Fertile Future has been the Ultimate Egg Hunt. To build on what was done with this event, take a look at www.ultimateegghunt.ca



...YOU DECIDE!

Be creative and think about what you and your network would be interested in! Think about what would put the **fun** into fundraising!

SHOW ME THE MONEY

As a CRA Registered Charity, Fertile Future is able to issue tax receipts for donations as long as certain guidelines are followed:

- ▶ The donation must be of a monetary value (cash, cheque made out to Fertile Future or Credit Card (MasterCard or Visa; no AMEX accepted))
- ▶ Gifts of Service: A registered charity is not permitted to issue an official donation receipt for a gift of service. At law, a gift is a voluntary transfer of property. Gifts of services (donated time, skills, or efforts) provided to a charity are not property, and therefore do not qualify as gifts for the purposes of issuing official donation receipts.

For your fundraiser, we have created a generic donation sheet with the required information for issuing tax receipts. This form can be found at the end of this document. Tax receipts are issued in February of each year. Without all the information requested on this form, we will be unable to issue the tax receipt.

Another way of collecting funds and setting up your campaign online is through YouCaring*: www.youcaring.com

Fundraising with YouCaring is free for fundraiser organizers. There are no fees to create an online fundraiser and no fees charged by YouCaring when people donate to your fundraiser. Running an online fundraiser, with YouCaring or any other fundraising site, does require a third-party credit card processor. They give you the option of working with PayPal or WePay. Both of these processors charge similar processing fees for donations, typically 2.9% plus \$.30 per transaction. Each accepts all major credit cards and even checks. For more information, please see the PayPal and WePay fee tables.



*Using this service means that Fertile Future cannot issue charitable donation tax receipts

DONATION FORM

Event Name: _____

Event Date: (yyyy/mm/dd) _____

Donor Information (All information required*):

First Name: _____ Last Name: _____

Email: _____ Phone: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Donation Amount:

\$50.00 \$75.00 \$100.00 \$500.00 Other: \$ _____

Payment Information:

Visa Mastercard

Card No: _____ Expiry: _____ / _____ (mm/yy)

CVV: _____ (3-digit code on the back of your card – mandatory for processing)

Cardholder Name (please print): _____

Cardholder Signature: _____

Cash Cheque (Please enclose this form with corresponding cash or cheque in envelope)

Please make all cheques payable to: Fertile Future

100 – 955 Green Valley Crescent
Ottawa, ON K2C 3V4

Charitable Registration Number: 813368412 RC0001

*In order to obtain a charitable donation tax receipt, please ensure all required information is provided

Thank you for your generous donation!