

★ *Huron County* Christmas Bureau

Third Party Fundraiser Toolkit

Thank you for your interest in hosting a Huron County Christmas Bureau fundraiser. You are helping support our community! Many families are experiencing economic challenges that make the holiday season a difficult time. Your support will help provide gifts and a holiday meal to local families in need of support.



The Huron County Christmas Bureau is operated through Rural Response for Healthy Children, in co-operation with the community, media sponsors, and partners such as yourselves.

How the Christmas Bureau Works

Through financial donations from the community, gift cards are provided to families who register for support. Each family in need receives two toy gift cards per child under 18, and one grocery gift card. This allows families the opportunity to purchase the items their children want and need, ensuring Christmas wishes come true.

A phone line is opened during the last three weeks of November for families in need of support to make a confidential appointment at their preferred Christmas Bureau location.

In order to be eligible, the parent/caregiver must have custody of their child(ren), and live in Huron County. Support is available for children ages 0-18. The Huron County Christmas Bureau is committed to ensuring that every child is remembered at Christmas, and all families are treated equally.



Third Party Fundraising Guidelines

- Prior approval is required before hosting a third party fundraiser. This is to ensure we track all donations and events so you not only receive the support you need and recognition you deserve, but also charitable tax receipts, where applicable.
- Rural Response for Healthy Children accepts no legal responsibility and cannot be held liable for any risk, fraud, injury or otherwise for your fundraising event.
- The third party fundraising organizer is responsible for all costs related to the event and will handle all donations until the final donation is submitted to Rural Response for Healthy Children.
- All promotional materials must be respectful and positive.
- Rural Response must approve all use of the Huron County Christmas Bureau name and logo.
- Third party event organizers will submit all received donations to Rural Response as soon as possible after the event/fundraiser ends.
- Rural Response will issue official charitable tax receipts in accordance with Canada Revenue Agency guidelines where possible.

Fundraiser Ideas

- Decorate a tree at your business (ornament tags for sale by donation)
- Bake sale or BBQ
- Silent auction
- Community dance or skating event
- Play, concert, or recital with attendance by donation
- Amazing Race style scavenger hunt event
- Peer-to-Peer fundraiser (using Keela software)
 - Donation in lieu of gifts for a birthday or other special occasion
 - Challenge event (running, cycling, walking, etc)
 - Social media awareness campaign
- Your other original fundraising idea!



Tax Receipts

All cheques must be made payable to Rural Response for Healthy Children. Rural Response is happy to issue charitable tax receipts for any donations over \$20.

Charitable tax receipts require the full name and address of the individual who made the donation. Make sure to collect contact information (name, email, mailing address AND phone number) at time of donation, if the donor wishes to receive a tax receipt. If a donor wishes to receive a tax receipt for the donation of a gift card, you must also collect a photocopy of the original purchase receipt of the gift card.

Charitable tax receipts can only be issued for donations that do not receive a product or service in return. For example, donations that go towards raffle tickets, admission/event tickets, and auction items are not eligible for a tax receipt.

Keep in mind, if your donor donates via our Peer-to-Peer software, a tax receipt is automatically issued, you do not need to collect contact information.

Social Media

It is always a great idea to promote your event/fundraiser on social media to receive more traction! See below for some content ideas but, feel free to make them your own. We recommend you add images or even videos to capture donors' attention.

Here are some common hashtags to use:

**#HuronCountyChristmasBureau #HuronCounty #ChristmasBureau
#HCCB[Current Year] (for example, #HCCB2024) #GiveLocal**

And don't forget to tag us in your posts, you can find us on Facebook at www.facebook.com/hcchristmasbureau

Content Ideas

[Your Company/Group Name] wants to ensure all Huron County children are able to celebrate the holidays this year with a hearty meal and gifts. Help us support those in need by donating to the Huron County Christmas Bureau here: **[Keela Team Page Link]**

We are collecting donations for the Huron County Christmas Bureau. Stop by **[Your Company/Group Location]** to support local families in need this holiday season.

Help every child in our community celebrate Christmas by donating to our Huron County Christmas Bureau campaign here: **[Keela Team Page Link]**

Promotion Materials

We have informational brochures available, please let us know if you'd like them dropped off for in-person promotion.

Please contact Alex Robinson at arobinson@rrhc.on.ca, if you wish to:

- Use the Huron County Christmas Bureau logo
- Receive custom posters/social media images (see examples below)
- Receive a custom QR code for your fundraiser (to allow direct online donations)



How to Submit Donations

Manual Collection

Any cheques must be made payable to Rural Response for Healthy Children. If you are manually collecting cash and cheque donations, make sure to also collect contact information for donors who donated over \$20 and wish to receive a tax receipt. Once all donations are in, contact Nicole Bedard at noneill@rrhc.on.ca or 1 (266) 699-0707 ext. 101. Nicole will collect the monetary donations and contact information. We will issue tax receipts for those applicable donations.

Peer-to-Peer Collection

If you would like to use our Peer-to-Peer collection software:

1. Visit <https://p2p-can.keela.co/huron-county-christmas-bureau>.
2. Click Fundraise.
3. Enter your email and create an account (or sign-in, if you already have an account on Keela).
4. Once your account is created/logged in, you can either fundraise as an individual or start a team.
5. If you select “Start a Team”, name your team and invite your team members via email (or save that for later).
6. Set a personal fundraising goal.
7. Your fundraising page is now ready to go! Make sure to click the **Share** button to share the fundraiser on social media and with friends and family via email.

All donations through the Peer-to-Peer software will go directly to the Huron County Christmas Bureau and will automatically issue tax receipts as needed, so no need to send us any donations or contact information at the end.

Contact Information

Any questions? Please don't hesitate to reach out or check out our website: www.rrhc.on.ca/christmas-bureau

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