



# COMMUNITY PARTNER TOOLKIT

The decision to leave or to stay in an abusive home is complicated and fraught with fear. But for 47% of survivors, the decision to leave comes down to one important factor: their pet. Nearly half of abuse victims will delay leaving their abuser, or will not leave at all, if they cannot take their pet with them to safety.

**This is where SafePet Ontario comes in.** We bridge this dangerous gap in the gender-based violence sector by providing pet-safekeeping for survivors of family violence and human trafficking for up to one year. We do this through a network of pet foster families, veterinarians, frontline service workers, and law enforcements across the province. Our innovative pet-safekeeping program ensures that vulnerable adult and child victims can escape their abuser sooner.

Safe pets mean safe families. It's that simple.

# 60%

**of survivors of Intimate Partner Violence are forced to leave their pet behind with their abuser.**

# 1/3

**of those who have escaped an abusive home considered returning to their abuser to protect their pet.**



# STEPS TO A GREAT EVENT

## 01 : FIRST THINGS FIRST

Brainstorm.  
Create your committee.  
Set a fundraising goal.  
Set a date.

## 02 : TELL US ABOUT IT

Complete our 'HOST AN EVENT' form.

## 03 : CREATE A BUDGET

Consider items such as:

- Attendance
- Cost of decorating
- Printing

See the 'SAMPLE BUDGET' section for a template.

## 04 : PLAN YOUR LOGISTICS

Create a plan for your event and lay out all the steps you need to complete it.

Confirm your venue.

Apply for necessary permits & additional insurance if required.

Plan and acquire all event supplies & equipment.

Recruit Volunteers for each role:

- Photographer
- MC
- Set Up + Tear Down
- Check-in
- A/V
- Food + Beverage
- Other

## 05 : PROMOTIONAL IDEAS

Promote in community or company using newsletters, website, email and word of mouth.

Promote through local media, social media, posters, flyer and don't forget to mention @safepet\_ontario (Instagram) and @SafePetOntario (Facebook).

Invite the Media.

Make a list of people who may want to attend your event.

Send out invitations by email, mail, social media.

Send out donation requests by email, social media.

## 06 : FUNDRAISING IDEAS

Ask your company or other companies to match every dollar you raise or to make a corporate donation.

Invite a special guest to join you in your fundraising efforts to provide an incentive to reach your goal.

Ask! Ask! Ask!

## 07 : WRAP UP + THANK YOU

Send out thank you notes to sponsors, donors, volunteers and other organizers.

Collect outstanding pledges or donations.

Submit funds raised along with completed pledge forms for donations requiring receipts to SafePet Ontario.

# FUNDRAISE

## KEYS TO FUNDRAISING SUCCESS

1. Identify your WHY; why are you fundraising, why is it important to YOU?
2. Share your story! Use social media. Spread the word. Leverage your network. Tell everyone you know.
3. ASK! Many people do not give simply because they are not asked to.
4. Follow up...Follow up...Follow up! Your supporters may need a reminder.
5. Host a fundraising event! Dinner, sale, a-thon, games night
6. Say THANK YOU! Make sure your donors know they are appreciated.

## HOW TO RAISE \$500 IN 7 DAYS

DAY 1: DONATE TO YOURSELF	\$25
DAY 2: ASK 3 FAMILY MEMBERS TO SUPPORT YOU WITH \$25 EACH	\$75
DAY 3: ASK 5 CO-WORKERS TO DONATE \$20 EACH	\$100
DAY 4: ASK 5 FRIENDS TO DONATE \$20 EACH	\$100
DAY 5: ASK YOUR BOSS FOR COMPANY CONTRIBUTION	\$100
DAY 6: ASK 5 NEIGHBOURS TO DONATE \$10 EACH	\$50
DAY 7: ASK 2 BUSINESSES THAT YOU SUPPORT TO GIVE \$25 EACH	\$50

TOTAL: **\$500**

## COLLECTING FUNDS

Cheque donations must be made out to SafePet Ontario. However you can build your own CanadaHelps portal and invite participants to give online. Please visit [www.canadahelps.org/en/charities/safepet-ontario/](http://www.canadahelps.org/en/charities/safepet-ontario/). Cash donations should be sorted and counted, and coins rolled. (Even better, keep the cash and submit a cheque for the amount donated).

We ask that all revenue collected be submitted through the CanadaHelps portal or directly to SafePet Ontario within 30 days of your event.

Donations of \$20 or more are eligible for a charitable tax receipt but if you are collecting cheques or cash, you MUST submit a list of all donors requiring one including:

- Full name
- Full street address (with postal code)
- Email address
- Amount Contributed

See included "Donation Form" for more information.

\*Funds collected through raffles, draws or 50/50 contests are not tax receiptable, nor are prizes, silent and live auction items or product donations or purchases.

# HOW WE CAN HELP

## WHAT WE CAN DO

- Letter of support to validate the authenticity of an event.
- A listing of your event on our website.
- Arrange for staff and/or volunteers to attend and speak at events and cheque presentations – if appropriate.
- Promotional materials including signage, posters or banners - where available.
- Promotion for your event, logo and photos on social media and website.
- Charitable tax receipts, if applicable - See 'COLLECTING FUNDS' section.
- Recognition.

## WHAT WE CAN'T DO

- Provide donor information from donations that are received directly by SafePet Ontario or CanadaHelps or reimburse expenses.
- Guarantee promotion or media coverage.
- Guarantee representation at an event.
- Share or provide personal information of donors, prospects, or clients.
- Solicit donations, sponsorships, tickets or prizes for community events.
- Apply for applications for gaming licenses.
- Provide access to celebrities or other community or organizational leaders.
- Fund the purchase of tables, tickets or sponsorships.
- Tax receipts for items or services donated, cash draws, auction purchases or on behalf of another organization.

## IMPORTANT INFORMATION TO KNOW

We request that event proceeds are sent to SafePet Ontario within 30 days of the event.

In order for a tax receipt to be issued - if eligible, required information must be received in the preferred format within 30 days. See "Fundraise" section and attached "Donation Form" for more information.

Event organizers are responsible for ensuring adequate insurance, obtaining all necessary permits and licenses for the event; SafePet Ontario is not responsible for any damage, accidents to persons or property and will not assume any legal or financial liability.



## EVENT IDEAS

### CORPORATE

- Dress-down days
- Proceeds from Holiday parties, birthdays, anniversaries.
- In Honour donations for special occasions.
- Designation of a certain percentage of company sales or services – for a week, month, or another appropriate time frame – to SafePet.
- Grand Openings.
- Gala/Silent Auctions

### COMMUNITY

- Barbecues
- Fashion shows
- Talent shows
- Car washes
- Garage sales
- Theatre/concert events
- Book sale
- Craft show
- Art auction
- Sporting events – tournaments, game nights, walk/run/biking events, etc.
- Bottle drives

### SCHOOL

- A-Thons – run/walk, dance, skate
- Bake and yard sales
- Carnival
- Dress up days
- Theatre shows
- Sport days
- Battle of the bands
- Cook offs
- School garage sale
- Polar plunge
- Head shaving
- Create a cookbook

# USE OF NAME



## USE OF SAFE PET NAME

Fundraising groups or organizations, who receive approval to do so, may use the name SafePet Ontario, in email and print correspondence, on their website and on promotional items such as posters or tickets. The following examples demonstrate how our name may be used:

1. Proceeds from this event will be donated to SafePet Ontario
2. *NAME OF FUNDRAISING INITIATIVE* in support of SafePet Ontario
3. *NAME OF FUNDRAISING INITIATIVE*, supporting SafePet Ontario

## FOR MORE INFORMATION

If you have more questions regarding hosting your own event in support of the SafePet Ontario, please contact us:

### SafePet Ontario

Hayley Glaholt, Executive Director  
executivedirector@safepet.ca

safepet.ca

# TELL US MORE

Community hosted events are a rewarding and effective way to give back and they are critical to the ability of SafePet Ontario to build and support victims of human trafficking and intimate partner abuse and their pets.

THANK YOU for your commitment to host an event on our behalf!

Please complete the form below to tell us about your Event and we will contact you and see how we can help.

NAME OF EVENT: \_\_\_\_\_

NAME OF GROUP/BUSINESS PLANNING THE EVENT: \_\_\_\_\_

FUNDRAISING GOAL: \$ \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ PROVINCE: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_ PHONE NUMBER: \_\_\_\_\_

PLEASE TELL US WHAT TYPE OF EVENT YOU ARE PLANNING - SALE, RAFFLE, 'A-THON', SPORTING EVENT, PARTY - SOME OF THE DETAILS AND WHAT INSPIRED YOU TO GET INVOLVED.

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WILL YOU NEED A LETTER OF SUPPORT?      YES     NO

# SAMPLE BUDGET

<b>Expenses</b>			
Category	Projected \$	Actual \$	Notes
<b>VENUE</b>			
Rental			
Equipment Rentals			
Security			
Audio/Visual			
Prizes			
<b>DECOR</b>			
Linens			
Lighting			
Signage			
Decorative Items			
Printing			
<b>FOOD AND BEVERAGE</b>			
Food			
Beverage			
Bar			
	<b>TOTAL: \$</b>		
<b>Revenue</b>			
Category	Projected \$	Actual \$	Notes
<b>SPONSORSHIP</b>			
Cash			
In-Kind			
<b>TICKET SALES</b>			
<b>DONATIONS</b>			
	<b>TOTAL: \$</b>		

# DONATION FORM

Event Name: <i>i.e. Sam's Lemonade Stand</i>	Location of event:	Date of Event:
You may photocopy additional forms as needed: Page ____ of ____		

Participant Name: _____	Telephone: _____
Address: _____	Email Address: _____
City: _____ Prov.: _____ Postal Code: _____	

Donor First Name	Donor Last Name	Address	City	Postal Code	Phone Number	Email	Amount Donated	Receipt Y/N	
If you wish to receive a charitable tax receipt, please <b>CLEARLY PRINT</b> your name, address and postal code. Only amounts of \$20 or more will be receipted.							Total Amount Collected		

We are committed to protecting the privacy of your personal information. We keep a record of your information for tax receipting and donor communication purposes. Occasionally, we may contact you with information about the impact of your donation. If you do not wish to receive these communications or have any questions or concerns regarding the privacy of your personal information, please email [executivedirector@safepet.ca](mailto:executivedirector@safepet.ca). Canadian Charitable Business #790266316 RR0001

SafePet Ontario

If you use the Canada Helps portal, you do not need to use this form.