



# BRIGADOON

**Independent Fundraising Guidelines.**

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## Our Vision

Giving extraordinary kids a chance to be ordinary

## Our Mission

Brigadoon Village passionately transforms the lives of Atlantic Canadian children and youth living with health conditions and other life challenges to help them reach their full potential through experiential learning, meaningful connections and exceptional fun.

## Our Values

Campers First, Fun, Intentional, Innovation, Our People



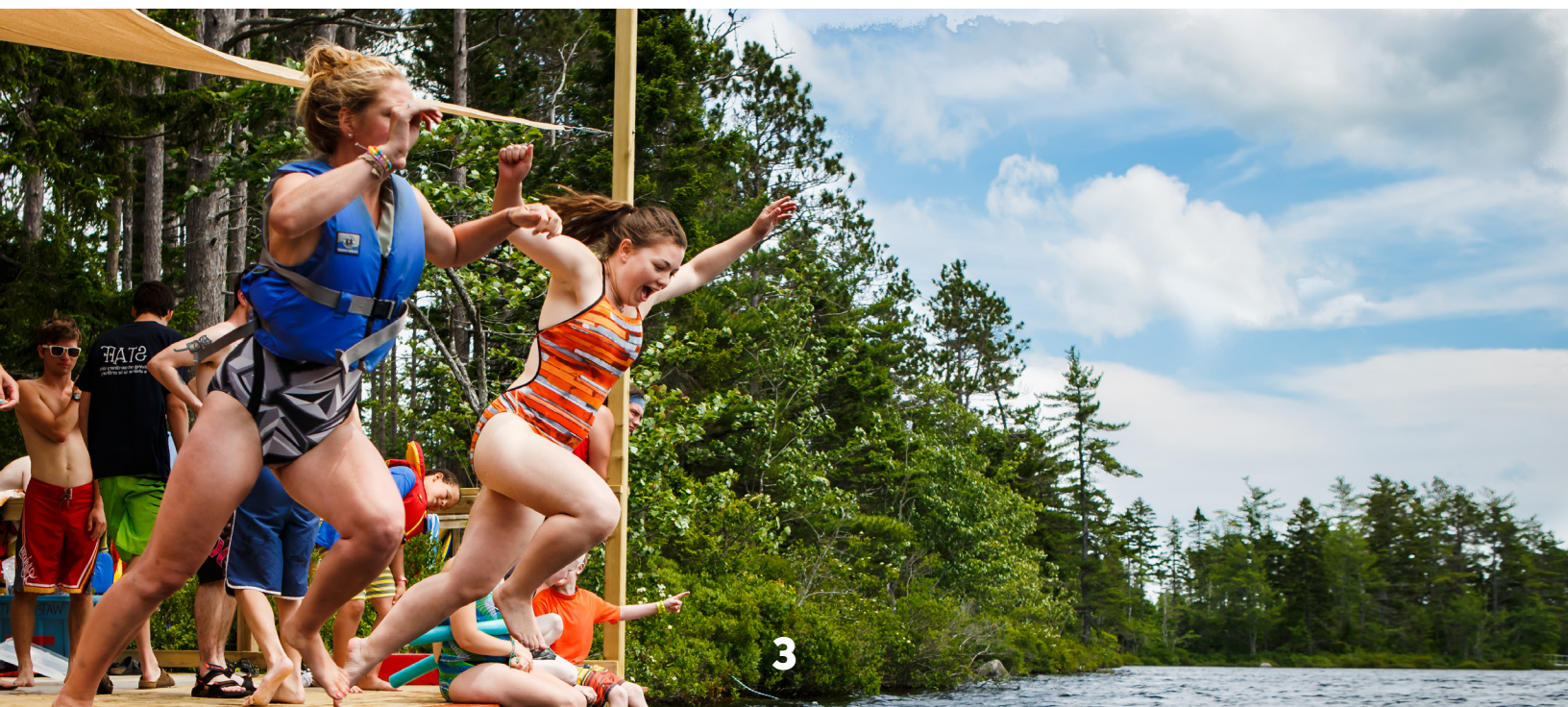
# Fundraising for Brigadoon

At Brigadoon, we do more than just summer camp. Brigadoon transforms the lives of those who attend our programs. We help them reach their full potential through experiential learning, meaningful connections and exceptional fun. Our kids find within themselves that they have limitless potential and can achieve more than they ever thought possible. In our opening year of 2011, 43 kids attended our first program, Camp Guts & Glory. Fast forward to 2018, we had 713 campers registered in 14 different programs and we're setting our sights high on the horizon for continued growth in the coming years.

The full cost of camp **incurred by Brigadoon and our partner organizations** per camper (not incurred by families) is **\$1300**. This amount reflects the most accurate cost to operate camp per-child. It includes medical staff, counselors, medical equipment, meals, accommodations, supplies and programming materials, etc.

At Brigadoon, we understand the financial strain that a health condition or life challenge can have on a family, which means that every family has a different ability to pay. Brigadoon has developed a pay-what-you-can fee structure so families can choose a price that works best for them. **No camper in Atlantic Canada will ever be turned away due to their financial situation.**

Each and every fundraising dollar and donation made to Brigadoon, big or small, goes on to make a huge impact in the lives of extraordinary children. By choosing to support Brigadoon you are changing the life of a camper by letting these extraordinary kids be ordinary kids. Every child should have the opportunity to experience summer camp regardless of their health condition or other life challenge.



# Getting Started

**Step 1:** Get those creative juices flowing and come up with your fundraising idea while keeping in mind Brigadoon's mission, vision & values! Having trouble? You can find lots of ideas on **page 7**.

**Step 2:** Complete the **Third Party Fundraising Agreement form** and submit it to [lynn@brigadoonvillage.org](mailto:lynn@brigadoonvillage.org).

**Step 3:** Wait for our review. We want to make sure you are set up for success, so once you have completed and submitted your form, wait to hear back from Lynn before you start promoting your event. Please allow 2-3 business day for the reviewal process.

## Step 4:

Plan and host your event! Here are some helpful hints to keep in mind:

- **Set a fundraising goal**
- **Recruit volunteers** to support you with your goals
- **Try to reduce any expenses by requesting donations from local businesses.** This could include hosting space, materials, food or drink, auction items and so much more! [Click here](#) to view our sample letter of support.
- **Market your event!** Consider reaching out to local radio stations or community newspapers. If you would like access to marketing materials or would like to use the Brigadoon logo in creating your own marketing materials see **page 6** for more information.
- **Share on social media!** Make use of the free promotional tools on Facebook, Instagram and Twitter. If you would like us to share your event on the Brigadoon social media profiles please reach out to [lynn@brigadoonvillage.org](mailto:lynn@brigadoonvillage.org) and make sure to tag us in any posts you make.
- **Have fun!** We believe fun should be part of every thing we do at Brigadoon, so that means you need to have extraordinary fun too!

## Step 5:

Once your fundraising event is over:

- **Please share any photos you took.** You can email them to us at [lynn@brigadoonvillage.org](mailto:lynn@brigadoonvillage.org), inbox us on social media, or tag us.
- **Complete Pledge Sheets.** Make sure all necessary information is collected and balanced.
- **Please submit your donations** within 30 days of your event. Donations can be made by cheque, credit card or e-transfer. Please contact [lynn@brigadoonvillage.org](mailto:lynn@brigadoonvillage.org) for e-transfer information.
- **Please return any materials you have borrowed** from us within one week of your event.
- **Say thank you to the people who supported you.** See our sample thank you letter by [clicking here](#).



# How We Can Help

We want to help you in any way we can to ensure you have a successful and fun event!

## Letter of Support

A great way to keep your expenses down and boost your fundraising success is to solicit sponsorships or in-kind donations of food, prizes, supplies or services from corporations or local businesses. Secure donations from local businesses by sending them a letter explaining who you are and what you are requesting from them.

Plan ahead of time as you want to send the letter out far enough in advance of your event to give potential donors time to respond to your request.

Brigadoon can assist with your donation requests by providing a Letter of Support upon request. A sample Letter of Support can be found by [clicking here](#).

## Pledge Sheets

These sheets are used to keep track of who contributed to your event and can be used to issue tax receipts to anyone who made a donation of \$20.00 or more (accompanied with full donor information) . A donation of \$20 or more solicited on our behalf is fully tax deductible only when it is made directly and entirely to Brigadoon Village. This information must be made explicitly clear in promotion of the event. Download a pledge sheet by [clicking here](#).

## Marketing Materials

We have some marketing materials at our Halifax office that can be loaned out to help you market your fundraising event; this list can be found on **page 6**. Because we are a small non-profit organization, we have limited access to marketing materials and cherish every piece we have, so any out for loan will be based on approval and must be returned in the same condition as when they leave us.

We also have a variety of marketing materials that we can provide you with, including digital versions for printing or online use! We typically are not able to offer any custom materials for your fundraising event, but if you would like to make anything yourself you can request access to our logo by viewing the information on **page 6**.

## Promoting Your Event

We will happily share your event on our social media platforms, just make sure to tag us! You can see where to find us on social media on **page 10**.



# Logo Use and Promotional Materials

**Brigadoon Village cannot provide custom designed materials for your fundraising event, as the volume of requests often exceeds our resources, but we are happy to see you create your own. The following information outlines how to request access to our logo for your marketing materials.**

**Logo Guidelines:** Proper use of the Brigadoon logo is important to ensure our brand identity is upheld. Please ensure you have received permission from us before using our logo in any way.

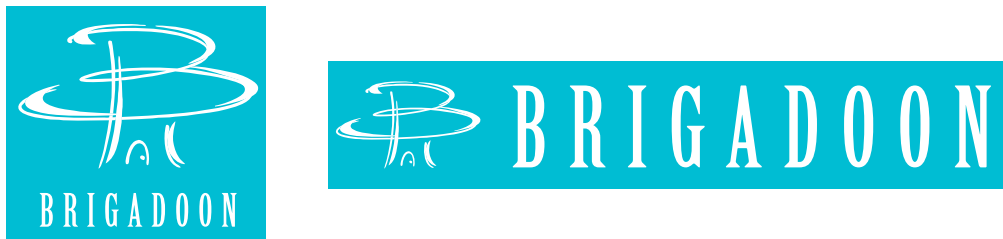
We are happy to provide you with the Brigadoon logo for use on approved fundraising marketing materials. Before publishing any materials we kindly request you share a proof with a member of our team. If you have any questions about marketing materials or logo usage please feel free to contact [lynn@brigadoonvillage.org](mailto:lynn@brigadoonvillage.org).

**Logo Usage:** Proper logo size is vital to maintaining readability, as well as ensuring a consistent look. Make sure the logo is applied at a reasonable size, meaning it should never be overpowering (too large) or understated (too small)

The full color versions of our logo should be used whenever possible on white or light backgrounds.



The full white logo should only be used for applications where the background is black or dark



**Promotional Materials:** To assist with your fundraising efforts we have some available promotional materials that can be loaned out from our Halifax office. As a small non-profit organization our access to these materials are very limited and we value each and every piece we have, so they will be of limited access and must be returned in the same condition as when they leave us. Some materials availability will also very depending on the time of year. We also have a variety of digital documents that can be printed or used for online marketing. These documents can be accessed by emailing Lynn at [lynn@brigadoonvillage.org](mailto:lynn@brigadoonvillage.org).

Available Materials	Type
Pop-up Banners	Available to be loaned out from Halifax Office
Map of Brigadoon	Available to be loaned out from Halifax Office
Camper Quote Boards	Available to be loaned out from Halifax Office
Rack Cards	Available to be loaned out from Halifax Office & Digital Copy
Brochures	Digital Copy
Editable Digital Poster	Click to download - <a href="#">Letter</a> , <a href="#">Legal</a> & <a href="#">Tabloid</a>

# Fundraising Ideas

## A-thon's

- » Bowling
- » Yoga
- » Spin/ Cycling
- » Dance
- » Run
- » Skate
- » Swim
- » Walk

## Auctions

- » Art Auction
- » Online Auction
- » Silent Auction
- » Memorabilia Auction - sport jerseys, prints, etc

## Contests & Games

- » 50/50 Tickets
- » Bean Bag Toss
- » Bingo
- » Chili Cook-off
- » Eating Contest
- » Dunk Tank
- » Easter Egg Hunt
- » Costume Contest
- » Pumpkin Carving Contest
- » Talent Show
- » Trivia Night
- » Carnival
- » Amazing Race
- » Battle of the Bands
- » Cake Walk
- » Chase the Ace

## Sales and Concessions

- » Art Sale
- » Bake Sale
- » Book Sale
- » Concession Stand
- » Craft Sale
- » Garage Sale
- » Costume Contest
- » Flower Sale
- » Popcorn Sale
- » Lemonade Stand

## Social Events

- » Barbecues
- » Birthdays
- » Carnivals
- » Fairs
- » Picnics
- » Retirement Parties
- » Football/ Super Bowl Gathering
- » Benefit Dinner
- » Casino Night
- » Cocktails for a Cause

## Tournaments

- » Sports
- » Board Games
- » Cards/Crib/Poker
- » Bowling
- » Dodge Ball
- » Paint-ball
- » Pool

## Other Ideas

- » Antique Car Show
- » Casual Day
- » Car Wash
- » Concert
- » Dances
- » Fashion Show
- » Head/Beard Shave
- » Holiday Tree Festival
- » Jewellery Party
- » Karaoke Night
- » Motorcycle Rides
- » Pie Toss
- » Potluck
- » Roof Sit
- » Treasure Hunt
- » Birthday party donations in Lieu of Gifts
- » Face Painting
- » Fashion Show
- » Pet Wash



# Standards and Guidelines

It is the **event organizers responsibility** to communicate that Brigadoon Village is the beneficiary of their event and **that Brigadoon Village is not conducting the event.**

Promotional materials created by the event organizer under the guidelines provided by Brigadoon **must be submitted to Brigadoon for final approval** prior to being printed or distributed to ensure brand standards are upheld.

**\* Please note that Brigadoon Village can not assume any legal or financial liability in relation to a 3rd party community fundraising event. Brigadoon Village is not responsible for any damage, accidents to persons or property at such an event \***

## **Brigadoon Village Cannot Provide the Following:**

- » Funding or reimbursement for event expenses
- » Donor or sponsor lists
- » Promote or advertise a 3rd party event except online or through social media channels when appropriate
- » Prizes or auction items
- » Applications for gaming permits for bingos or raffles, liquor licenses, or insurance
- » Guaranteed attendance of staff, volunteers or attendees as the volume of requests often exceeds our resources





# Official Tax Receipt Guidelines

**Charitable donation receipts are issued in accordance with Canada Revenue Agency (CRA) guidelines. For further clarification, please refer to the [CRA Website](#).**

Eligible donations in the amount of \$20 or more will receive a tax receipt for the full donation amount. If tax receipts are required, after a 3rd party event, please provide Brigadoon a list of supporters, full addresses including postal codes, with the associated donation amounts over \$20. Pledge sheet can be found [here](#).

For example, Brigadoon can receipt cumulative casual day donations when detailed lists are provided for amounts of \$20 and over, that include the donor's name, full address, donation amount and email or phone number. We, however, cannot receipt for example a coin box collection or Community/Company Fundraising activities such as Auctions, Raffles, Bake Sales, Car Washes, etc. Please note that a charitable donation receipt can only be issued to the issuer of a cheque. According to CRA guidelines, the tax receipt must be made out to the entity listed on the cheque.

A gaming license is required by law for all bingos, raffles and 50/50 tickets. Brigadoon will provide letters of endorsement and support to include with a lottery application. If you require a lottery license for your event, please contact your local Gaming Authority.

## **Additional Tax Receipt Guidelines**

A charitable tax receipt may be issued for the purchase of a ticket to a Brigadoon charitable event, but not for the entire ticket price. For example, if the price of a ticket to attend a dinner is \$100 and the value of the dinner is \$40, a receipt may be issued for the \$60 difference. Details on this can be found [here](#).

A charitable donation receipt cannot be issued for a lottery ticket or raffle. No part of the cost of a lottery ticket or raffle ticket is considered a gift because the ticket offers the purchaser a chance to win prizes. Donations of gift certificates to Brigadoon cannot be receipted. The retailer is entitled to claim the cost of the property transferred to the certificate holder as a business expense. A charitable donation receipt cannot be issued for sponsorships. Where a business gives a gift of cash or merchandise, and receives a material business advantage such as promotional or advertising services, the business has not made a gift according to CRA and Brigadoon cannot issue a charitable donation receipt. In these circumstances, the business can usually claim the cash payment or value of the merchandise as a business expense.

Purchasing items from the Brigadoon "Wishlist" is considered a non-cash gift and fall under the criteria of a Gift-In-Kind. If the item is under \$1,000, and a tax receipt is request, Brigadoon will make an educated guess on what the value of the item is and receipt accordingly. If the item is above \$1,000, the item needs to accompany an appraisal at the donor's expense. Details on this can be found [here](#).

Contributions of services are not property and therefore do not qualify as gifts for purposes of issuing official charitable receipts. However, Brigadoon may issue an official donation receipt if an entity provides a service to Brigadoon, Brigadoon pays for the service, and the entity then returns the payment to the charity as a gift. The Canada Revenue Agency recommends that in this situation, the parties should proceed by way of an exchange of cheques to ensure the presence of an audit trail.

A charitable donation receipt may be issued for a Gift-In-Kind. Gifts-in-kind may include capital property, depreciable property, personal-use property, shares and inventory of a business. If the item is under \$1,000, and a tax receipt is request, Brigadoon will make an educated guess on what the value of the item is and receipt accordingly. If the item is above \$1,000, the item needs to accompany an appraisal at the donor's expense. Details on this can be found [here](#).

# Reach out!



If you have any questions about 3rd party fundraising at Brigadoon or any of the content in this booklet please feel free to contact **Lynn Stewart-Yuill** our Development Officer, Events & Stewardship.

Here at Brigadoon we believe that fun should be a part of everything we do, so we are happy to help in any way that we can to make sure your fundraising initiatives are as easy and exceptionally fun as possible.

Thank you for considering hosting a fundraiser for Brigadoon.  
You are giving extraordinary kids the chance to be ordinary.

## Contact Us

### David Graham

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### Lynn Stewart-Yuill

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## Connect With Us On Social Media

