



the
REDWOOD

for women and children
fleeing abuse

Toolkit for Community Fundraisers

ABOUT THE REDWOOD

The Redwood assists women and children to live and thrive free from abuse, homelessness and poverty.

Core services include:



- a 35-bed emergency shelter,
- 24/7 access to counsellors through text, live chat and telephone crisis lines,
- employment initiatives to help survivors become economically self-sufficient, and
- anti-violence intervention and prevention counselling that Redwood caseworkers bring directly to survivors living in neighbourhoods all over the GTA.



Guided by our values of self-determination, anti-racism and anti-oppression, The Redwood provides services inclusive to all women and their children, trans, and gender-diverse individuals who are disproportionately impacted by gender-based violence.

The Redwood is also committed to providing education to individuals of all genders who wish to work together to end gender-based violence.



SO YOU WANT TO HOST A FUNDRAISER FOR THE REDWOOD... BUT WHERE TO BEGIN?

The best place to start is to find the fundraiser best suited for **your community!** If you need some ideas, here are some suggestions:

Workplace fundraiser?

Gather your coworkers and colleagues to host a fundraiser. It can be small (just your team) or a company-wide affair! It can be a staff event, or something as simple as a commitment to give \$5 weekly.

Ask your Human Resources team if your company has a match program--see if you can double the amount you raise!

Student-run fundraiser?

Do you run a club, student organization, or just want to raise funds with your classmates to support The Redwood?

Host a pub night, coffee house, raffle with your all your schoolmates and teachers – your community is your power!





Community-based fundraiser?

The possibilities with community fundraisers are endless! Host a yard sale, alumni mixer, bake sale, book sale, street fair, community lunch, and so much more. Gather your neighborhoods, friends and family and do all the things you love most – while also supporting The Redwood!



CAN'T MEET IN PERSON? TRY:

Online and remote fundraisers!

You don't need to be face-to-face to host a (fun)draiser! Use Zoom, Google Meet or Twitch to host a virtual fundraiser – anything from a virtual auction to a streaming fundraiser! You can even fundraise asynchronously – start a CanadaHelps or GoFundMe page and allow people anywhere, at any time, raise funds in support of The Redwood!

FUNDRAISER CHECKLIST

So, you're all set to host your fundraiser in support of The Redwood – but you want to make sure you haven't forgotten anything. To help you out, we've prepared a checklist to help you make sure everything goes as smooth as can be.

- Decide on a concept and setting:** review the event ideas for some inspiration, ask your friends and colleagues, or reach out to The Redwood to brainstorm!
- Determine your budget:** this can help determine the scope of your fundraiser--will you rent a venue, provide food and drinks, host activities, give out prizes?
- Build a webpage:** use CanadaHelps or EventBrite to share information about your fundraiser, receive donations remotely, and sell tickets!



FUNDRAISING TIP



If you build a webpage for your fundraiser through CanadaHelps, you can link your fundraiser directly to The Redwood's charity profile!

- Promote your fundraiser:** get the news out! Share a post on social media and tag The Redwood! Tape posters around your neighborhood! Tell a friend!
- Invite a Redwood representative:** reach out to The Redwood in advance to see if a member of our team can attend your fundraiser.
- Create an event plan:** get organized in advance so you can be ready to go the day of the fundraiser! Figure out who is doing what, and make sure tasks are shared equally.
- Have a GREAT time!**
- Wrap up fundraising:** be sure to thank your sponsors, donors and attendees for their support!
 - Submit proceeds to The Redwood via our online donation form or mailed cheque.
 - Share photos of your fundraiser with The Redwood's Communications team – we would love to feature them on social media!

For more information on all things fundraising, reach out to The Redwood's Associate Manager, Fundraising at mcolucci@theredwood.com.

FREQUENTLY ASKED QUESTIONS

1. This is my first time running a fundraiser, can I run my ideas by a Redwood staff member?

The Redwood would love to hear any ideas you may have for a fundraiser! Our fundraisers can help you figure out what type of fundraiser is best for you.

2. Can I use The Redwood's name and logo in promotional material?

Yes! The Redwood can provide our logo, by request, to be used in promotional material for your fundraiser. The Redwood can also promote your fundraiser on our social media pages.

3. I would love to have a Redwood staff member speak at my fundraiser, is that possible?

Yes! The Redwood may be able to send a representative from our team to attend and speak at your fundraiser.

4. Can The Redwood provide a brochure for me to distribute at my fundraiser?

By request, The Redwood can provide a PDF of a bifold explaining all the work we do as an organization. Unfortunately, we cannot print any copies.

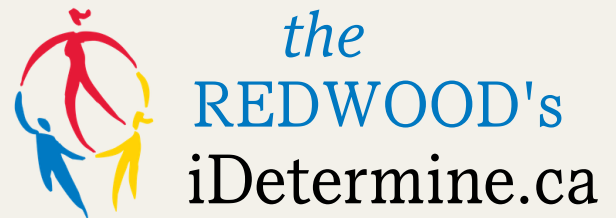
5. Can The Redwood provide a tax receipt for my fundraiser?

The Redwood unfortunately cannot provide tax receipts to fundraisers.



BRANDING GUIDELINES

If you would like access to the Google Drive containing The Redwood's logos, please email Senior Coordinator, Communications and Marketing at vgiang@theredwood.com



TAG OUR SOCIAL MEDIA





**If you are experiencing intimate partner violence,
domestic violence, or gender-based violence,
we're here for you 24/7.**



Chat:
iDetermine.ca



Text:
647.370.8300



Call:
416.533.8538



TTY:
416.533.3736



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