

HOST A FUNDRAISING



EVENT TOOLKIT



Thank you for supporting Cornerstone Housing for Women!

Almost 1,000 women become homeless in Ottawa every year.

Thanks to the support of our partners, donors, and friends, Cornerstone Housing for Women helps two hundred women every day, and nearly six hundred women each year transform their lives from crisis to hope, housing, and healing.

We are the largest Ottawa shelter and housing charity uniquely tailored to women that have experienced homelessness.

We offer emergency shelter and supportive housing at five locations, and an outreach program. We are committed to public education and advocacy. We strive to increase safe, affordable housing and to end homelessness.

FUNDRAISING IDEAS



Birthdays, anniversaries and special occasions

Instead of accepting birthday gifts, ask your friends and family to consider making a contribution to Cornerstone Housing for Women.



Community Events

Host a bake sale, craft sale, trivia night, book sale or garage sale, host a yoga or fitness session. Turn your passion into a fundraising tool!



Holidays

Seasonal and religious holidays are good times to give back, organize a fundraiser with your friends, family or colleagues.



School or Corporate Events

Engage your students, co-workers or employees in a cause that is important to you or ties into a school project or corporate culture.

PLAN YOUR EVENT

A Third-Party Event is a great way to support Cornerstone and make a difference in the lives of the women we serve in our City.

Please follow the steps below if you are interested in hosting an event in benefit of Cornerstone:

- 1. Read: How can Cornerstone support you?**
- 2. Complete and submit the Community Event Fundraising form on our website.**
- 3. Wait to receive approval from Cornerstone.**



Checklist: Before the Event

- Brainstorm event ideas and choose your event.
- Select a date and time for your event and a location that is appropriate.
- Set a fundraising goal and set a budget for your event.
- Complete and submit the Community Event Agreement.
- Secure your event needs such as rentals, food & beverage, and entertainment.
- Recruit volunteers, if necessary.



Checklist: Promote your Event

- Promote your event within your network of friends, colleagues, and social groups.
- Use social media to reach more people.

PLAN YOUR EVENT



Checklist: After the Event

- Make sure to thank your attendees, sponsors, and donors.
- Submit your revenue, like cash, cheque or any donation forms within 45 days of your event.

How can Cornerstone support you?

- Online fundraising page through JustGiving.
- Help you promote your event on our social media channels.
- Provide marketing material (brochures and posters).
- Authorize the use of our name and logo.
- Upon request, a staff or board member may attend your event, depending on availability.
- Cornerstone will issue tax receipts for donations of \$10 or more according to CRA guidelines.

We are here to help you however, we cannot:

- Reimburse you for fundraising expenses.
- Insurance coverage for your event.
- Provide donors list.
- Provide tax receipts for funds raised through raffles or silent auctions, cash or in-kind donations.

Direct any inquiries to Resource Development Department
613-254-6584 extension 521 or via email
donate@cornerstonewomen.ca