



Third Party Fundraising Toolkit 2019

Thank you for your Interest in Fundraising for Smilezone Foundation!

Every year individuals and groups from all across Ontario host their own fundraisers in support of our Foundation. As a children's charity that does not receive any government funding, we rely solely on the kindness and generosity of individuals, corporations, special events and granting agencies to make tough days a little brighter for children receiving medical care in Canada. Whether it's a birthday, bake sale or event, thank you for making a difference!

About Smilezone

Our Mission: To make tough days a little brighter for kids receiving treatment in hospitals and health care facilities. We do this by creating fun and engaging "Smilezones" that harness the uplifting power of a smile for the kids and their families.

Our Vision: Smilezone Foundation's vision is to improve the lives of children receiving medical treatment at health care facilities across Canada.

Tag Line: Every Child Deserves to Smile

What We Do: We transform children's treatment centres spaces into bright, engaging and therapeutic Smilezones for kids of any age, ability and interest to enjoy during their stays. Through our many innovations and in close collaboration with health care faculty, Smilezones provide opportunity for children to strengthen essential development skills through fun and engaging play to bring comfort to kids during their healing journey.



Looking for Fundraising Ideas?

Third party fundraisers are so much fun; they come in all shapes and sizes leaving tons of room for creativity! Want to host a fundraiser but aren't sure what kind? Check out our list of ideas to turn any celebration into a fundraiser;

- **In lieu of gifts** – Asking friends and family to make a donation instead of give a gift for a birthday, anniversary, mothers/fathers day or any celebration, is a great way to make a difference – and easy too!
- **Host a bake sale** – Gather some friends and bake some yummy treats to sell in support of Smilezone
- **Sports Tournament** – Whether you're looking to do something big or keep it small sports tournaments are always a hit! Charge a registration fee to raise funds
- **Car Wash** – An easy way to spend time in the sun and have fun with some suds while raising money
- **Walk/Run/Roll-athon's** – Host an "athon" and challenge registrants to raise the most funds or run on your own and have friends pledge you
- **Raffles/Auctions** – Gather prizes and invite friends and family to bid; this can be done online or at any event!
- **Holiday Parties** – Collect donations at your holiday-inspired parties

Need help? Our staff is here to support all of your fundraising goals and initiatives! Contact info@smilezone.com or call 905-951-2978 and we will be happy to help you get started.



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Fundraising Guidelines

We are so thrilled you are interested in hosting your own fundraiser to support children receiving care across Canada! Because we work with children all fundraisers must complement our values and adhere to our brand standards. Please review our fundraising guidelines before planning your initiative. You can reach out to us at anytime should you have questions.

Exclusionary Fundraisers

Smilezone reserves the right to refuse any partnership that is not consistent with the morals, values and vision of the Foundation. Included but not limited to fundraisers related to;

- Drugs
- Tobacco products
- Adult content
- Violence
- Discriminatory themes

Representing the Smilezone Brand

By hosting a fundraiser, you become a steward of Smilezone! Please read and follow our Brand Standards when using the Smilezone logo and name in any promotional materials including invitations, flyers or signage. If speaking to the fundraiser on social media;

- Please sign our photo release form so we too may promote and recognize your efforts
- Please review our Brand Standards when writing content; use positive phrases, person-first language, avoid offensive or exclusionary content
- We have provided example promotional posts for your use in this toolkit



Donation Drop Off

All donations raised through the third-party fundraiser can be either mailed (cheque) or dropped off (cash or cheque) to 557 Chartwell Rd. Oakville Ontario L6J 4A8. We kindly ask for payment to be made out to “Smilezone Foundation”.

Tax Receipting

A tax receipt will be made out to the coordinating person/organization unless otherwise specified. Should individual event participants request tax receipts it is the responsibility of the organizer to track donations. Tax receipts cannot be made for donations less than \$20.00.

Contact us!

If you have any questions or require additional information/support, please contact our team;



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