



# CCS ChangeMaker Toolkit



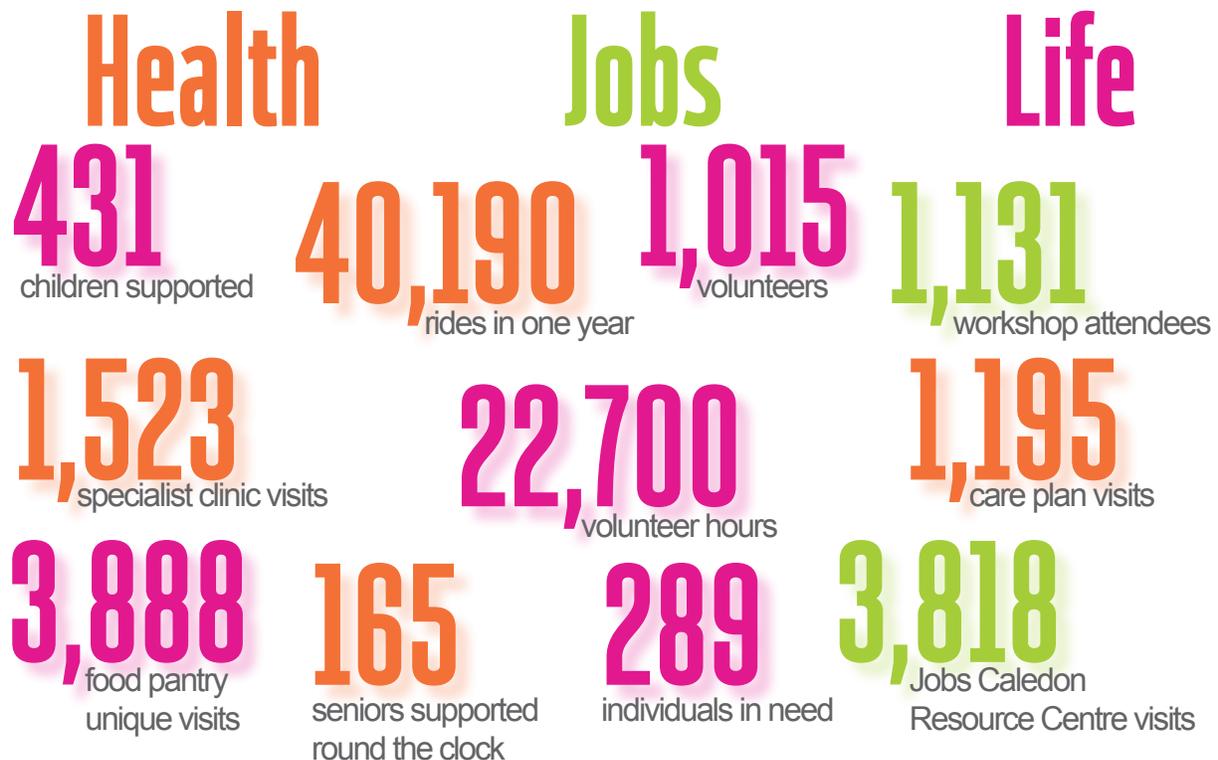
# Why become a ChangeMaker for CCS?

Fundraising for CCS is a great way to engage your friends, family and community to make a difference – to make a positive change in the community. Whether you're a first time fundraiser or a seasoned fundraiser, the funds you raise will create incredible change in the community.

And getting started is easy! We've got all the resources and ideas you need to make an impact on a cause you care about. Fundraising is an exciting way to use your skills, talents and expertise, while raising money to support your neighbours.

Thank you for choosing to support CCS. Funds raised will support our programs and services to help those in our community that require assistance during difficult times.

Providing support and leadership since 1971  
that makes living in Caledon better for everyone.



# About Caledon Community Services

Caledon Community Services (CCS) has been helping shape the future of a caring and engaged Caledon community since 1971.

Our programs and services support all age groups by addressing a full range of community needs in a uniquely challenging and increasingly diverse community.

We work hard to change the lives of individuals, families, children and seniors across Caledon through a breadth of services in the health, employment and community sectors. We always want to attract new friends and build growing support for our community work.

Our poverty reduction programs provide holistic care plans for those most marginalized in Caledon.

Immediate basic needs support is provided alongside long-term goal setting that seeks to move people out of poverty and precarious housing. Access to counselling, financial supports, food support, mental health services, paid training and employment services address immediate needs while creating a plan for outcomes that move people/families out of poverty.

Importantly, our collaborative work via the Exchange community hub weaves together 28 partner organizations pursuing poverty reduction through a collective impact lens.

[LEARN MORE AT CCS4U.ORG](https://www.ccs4u.org)



# Steps to a Great Fundraising Event or Project

## 1 First Things First

- Brainstorm
- Create your committee
- Set a fundraising goal and set a date

## 2 Tell Us About It

- Complete our 'Host an Event' form

## 3 Create a Budget

Consider items such as:

- Attendance
- Cost of decorating or Printing
- See the "Sample Budget" section for a template

## 4 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
  - AV
  - Food & Beverage - Other

## 5 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 CCS using the social media handles below with the hashtag: **#CCSChangeMaker**

 @CaledonCommunityServices  @CaledonCS  
 @Caledon\_Community\_Services

## 6 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

## 7 Fundraising Ideas

- Ask your company or other companies to match every dollar you raise or to make a company donation
- Invite a special guest to join you in your fundraising efforts to provide an incentive to reach your goal
- Ask! Ask! Ask!
- See page 5 "Fundraise" for more information

## 8 Post Event Ideas

- 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:  
Caledon Community Services  
18 King Street E, Upper Level Bolton, ON L7E 1E8
- See page 5 "Fundraise" for more information regarding collecting funds and charitable tax receipts

# 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 Say THANK YOU!** Make sure your donors know they are appreciated.

## \$500 in 7 Days!



### DAY 1

Donate to yourself

**\$25**

### DAY 2

Ask 3 family members to support you

**\$75**

### DAY 3

Ask 5 co-workers to donate \$20 each

**\$20**

### DAY 4

Ask 5 friends to donate \$20 each

**\$100**

### DAY 5

Ask your boss for a company contribution

**\$100**

### DAY 6

Ask 5 neighbours to donate \$10 each

**\$50**

### DAY 7

Ask 2 businesses that you support to support you for \$25

**\$50**

**TOTAL: \$500**

## Collecting Funds

Cheque donations must be made out to Caledon Community Services. 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 to the CCS office within 30 days of your event.

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

1. Full name
2. Full street address (with postal code)
3. Email address
4. Amount Contributed

See included "Donation Form" for more information

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

# Fundraising Ideas

## Corporate

- Dress-down days
- Proceeds from holiday parties, birthdays, anniversaries
- Designate a certain percentage of company sales or services – for a week, month, or another appropriate timeframe to Caledon Community Services
- Grand Openings
- Gala/Silent Auctions

## Community

- Barbecues
- Fashion shows
- Talent shows
- Car washes
- Garage sales
- Theatre/concert events
- Book sale
- Craft show
- Sporting or Gaming Tournament
- Bottle drives

## Individual

- Online workshop or class
- Personal goal-setting walk, run, cycle etc.
- Sell hand-made crafts/products

## 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 cook book



# How Can We Help You?

## How can CCS help you succeed?

- Advice and expertise on event planning and fundraising
- Letter of support to validate the authenticity of an event
- A listing of your event on CCS' events calendar on our website. (Provided graphics for website cannot have text - unless text is in logo)
- An approved "Caledon Community Services" logo, with usage guidelines for your materials
- Social media assistance
- Arrange for staff and/or volunteers to attend and speak at events and cheque presentations – if appropriate
- CCS Promotional materials including signage, posters or banners (upon request and based on availability)
- 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 CCS
- Fund or reimburse expenses
- Guarantee promotion or media coverage
- Guarantee CCS representation at an event
- Share or provide personal information of donors, prospects, or patients
- Solicit donations, sponsorships, tickets or prizes for community events
- Apply for applications for gaming licenses
- 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 Caledon Community Services 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; Caledon Community Services is not responsible for any damage, accidents to persons or property and will not assume any legal or financial liability

# Use of CCS Logo



## Using the logo

To maintain a consistent brand image, the CCS logo cannot be altered or changed, and users must adhere to the guidelines outlined below.



## Unacceptable Use

The distance and proportions of the leaves and type must **never** be changed.



The logo should **ONLY** be used on a white background. Light coloured backgrounds, or reversing out of dark backgrounds, is prohibited.

## Safety Zone

If unavoidable, and the logo is used in a box, there must be a **safety zone** of white space maintained, as shown.

If the logo is surrounded by other logos and objects, the safety zone should be **doubled**.



## IMPORTANT NOTE

The logo should **only** be used white reversed out of purple when sub-branding is being used.

## Brand colours

The colours in the logo are used across all CCS communications and branded materials, and it is important to ensure colour accuracy by referencing the palette specifications.



**PURPLE**  
C=75 M=97 Y=5 K=0  
R102 G51 B141



**YELLOW**  
C=0 M=35 Y=84 K=0  
R251 G176 B66



**MAUVE**  
C=39 M=62 Y=0 K=0  
R161 G115 B178



**LIME**  
C=40 M=0 Y=100 K=0  
R166 G206 B57



**MAGENTA**  
C=5 M=97 Y=0 K=0  
R225 G31 B143



**GREEN**  
C=85 M=15 Y=100 K=0  
R13 156 B74



**ORANGE**  
C=0 M=69 Y=87 K=0  
R243 G114 B55



**BLUE**  
C=85 M=45 Y=0 K=0  
R4 G123 B193

For additional info and questions: Donna Cragg, Director, Communications and Marketing, Caledon Community Services  
905 584 2300 ext 222

If you have more questions regarding hosting your own fundraiser in support of Caledon Community Services, please contact:  
**Zayba Butt (Event & Partnership Lead)** T: 905-582-2300 ext. 236 E: zbutt@ccs4u.org

# Use of CCS ChangeMaker Logo

## White Space



Appropriate White Space should always been maintained when using this logo, we recommend the approximate spacing shown here.

## Colour Mark



## Symbolism



## Colours



### Tri-colour Gradient

R 153 255 255  
G 208 210 0  
B 0 0 121

C 45% 1% 0%  
M 0% 16% 98%  
Y 100% 99% 20%  
K 0% 0% 0%

HEX #99D000 #FFD200 #FF0079

PANTONE 375 C Medium Yellow C 213 C



### Corporate Purple

R 102 51 141  
G 51  
B 141

C 74%  
M 96%  
Y 4%  
K 0%

HEX #66338D  
PANTONE 526 C



### Monochrome Grey

R 51 51 51  
G 51  
B 51

C 69%  
M 63%  
Y 62%  
K 58%

HEX #333333  
PANTONE 447 C

## Monochrome Logo



## Typeface: Solido Condensed Bold

Aa abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@£\$%&



The distance and proportions of the logo and type should remain consistent with the original design.



The logo works best on a white/light background due to the negative space design. Type should remain purple for branding reasons.



Correct Proportions  
Ample Spacing  
White Background  
Original Type

# Yes! I want to be a ChangeMaker for CCS

Community hosted events and initiatives are a rewarding and effective way to give back and they are critical to the ability of CCS to maintain services to the community.

THANK YOU for your commitment to raise funds on our behalf! Please complete the form below to tell us about your event or initiative and we will contact you to see how we can help. This can also be completed by registering as a ChangeMaker for CCS at [ccschangemakers.org](http://ccschangemakers.org)

NAME OF EVENT/ PROJECT: \_\_\_\_\_

DATE/TIMELINE: \_\_\_\_\_

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

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

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

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

EMAIL ADDRESS: \_\_\_\_\_ PHONE NUMBER: \_\_\_\_\_

PLEASE TELL US WHAT TYPE OF EVENT YOU ARE PLANNING, SOME OF THE DETAILS AND WHAT INSPIRED YOU TO GET INVOLVED:

---

---

---

WILL YOU NEED A LETTER OF SUPPORT? YES NO

WOULD YOU LIKE A REP FROM CCS AT YOUR EVENT? YES NO

WOULD YOU LIKE TO FUNDRAISE ONLINE WITH YOUR OWN FUNDRAISING PAGE? YES NO

# Sample Budget

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 &amp; Beverage</b>			
Food			
Beverage			
Bar			
	<b>TOTAL:</b>	<b>\$</b>	

## Revenue

CATEGORY	PROJECTED \$	ACTUAL \$	NOTES
<b>Sponsorship</b>			
Cash			
In-Kind			
Security			
Audio/Visual			
Prizes			
<b>Ticket Sales</b>			
<b>Donations</b>			
	<b>TOTAL:</b>	<b>\$</b>	

# Pledge / Donation Form

<b>Event Name:</b> _____	<b>Event Location:</b> _____	<b>Event Date:</b> _____
--------------------------	------------------------------	--------------------------

You may photocopy additional forms as needed: Page \_\_\_\_ of \_\_\_\_

<b>Participant Name:</b> _____	<b>Phone Number:</b> _____
<b>Address:</b> _____	<b>Email Address:</b> _____
<b>City:</b> _____ <b>Province:</b> _____ <b>Postal Code:</b> _____	

First Name	Last Name	Address	City	Postal Code	Phone Number	Email	Amount Donated	Receipt (Y/N)	
<b>TOTAL AMOUNT COLLECTED:</b>							<b>\$</b>		

If you wish to receive a charitable tax receipt, please CLEARLY PRINT your name, address and postal code. Only amounts of \$20 or more will be receipted. 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 [changemakers@ccs4u.org](mailto:changemakers@ccs4u.org) Canadian Charitable Business # 12956 9182 RR 0001

**Caledon Community Services 18 King Street East, Upper Level, Bolton ON L7E 1E8 Telephone: 905-584-2300 X 236 Email: [changemakers@ccs4u.org](mailto:changemakers@ccs4u.org)**

