

## Running a successful fundraiser to help protect nature



Thank you very much for considering hosting an event or fundraiser for The Couchiching Conservancy. Third party events are an essential part of raising funds for local conservation efforts. Your commitment to our community is a critical part of working together to save the wilderness we love. Within this document you will find:

- Communication ideas;
- Fundraising ideas;
- An event application form so we can understand your event and ensure it aligns with our mission, vision and guiding principles.

Please note that we do not have staff available to help plan or organize your event or fundraiser. However, we may be able to help promote your event through our social media platforms. We greatly appreciate your efforts in helping us raise money and awareness to reach our mission of creating a healthy community through protected wilderness today, and for the future. Your event helps our local environment prosper.

### WHY FUNDRAISE TO PROTECT NATURE?

There are *so many* reasons why protecting nature matters. Protecting nature for future generations lies at the core of many other issues in our communities.

- As our climate changes, saving wilderness is one way to mitigate climate related issues such as flooding;
- Saving habitat ensures species like Barred Owls, White-tailed Deer and thousands of others have a chance to thrive;
- Food security - pollinators need wildflowers and plants to survive;
- Mental and emotional health - time in nature is an important part for self and co-regulation;
- Physical health - connecting with nature helps us in countless ways. It is even prescribed by doctors! Getting out for a walk is good for mind, body and soul;
- Protecting nature has a true community impact. When we protect the forests, we ensure our families, neighbours and visitors have cleaner air, filtered water;
- Saving habitat today ensures it is protected from any kind of development.

These are just a few reasons - *what would you add?*

Share your reasons for protecting nature when you promote your event - your story is powerful!

## IDEAS & GUIDELINES:

- Donations in lieu of Birthday/Anniversary gifts
- Bottle drives
- Challenge gifts
- Community clean ups
- Merchandise with a portion supporting the Conservancy

**Promote, Promote, Promote!** Put up posters, hand out flyers discussing items which are most in need and talk about your event on social media. Promoting your event will help you and your team be successful. Canva is one great option to help design your poster and online info. You can tag the Conservancy's social media accounts so we could reshare them as well.

**Partner up and make teams!** Hosting an event can be a lot of fun! It also makes a huge impact in your community. Always feel free to partner with other organizations or ask your friends, family and coworkers to help.

**Students need this!** Students need those volunteer hours. Helping you promote and organize an event is one excellent opportunity for them to work on a team and get involved in their community. They'll also learn skills and have fun along the way!

**Merchandise.** Selling items with a portion supporting our work is a great way to show you care for nature while giving customers and opportunity to get involved as well. It's important to note that if you have a business, we are able to recognize businesses in our Corporate Partner program which includes recognition in our Annual Report. We are able to share information on our social media channels, but please give us lots of notice as we have a content schedule.

Why not **add a theme** your event? Connect the event to something already happening. Ask your colleagues/students for a donation to join in on Dress-down days, sporting events or lunch time potlucks. Pair your event with a funky holiday or something already going on in the local community. The possibilities are endless.

Charge a fee to play in your company game. You could challenge another company or department to a friendly competition for an even bigger haul.

**Make it a competition.** Offer prizes to the winning team to encourage donations and creativity. Who isn't drawn in by free pizza! (I know I am!!)



*Mary and Norah ran a lemonade stand to raise money to protect nature*



*Uptique Boutique did a private sale of this one of a kind piece!*

*(continued on the next page)*

**Other:** Sometimes people want to buy ‘a thing’ (like bird seed) to support the Conservancy and our work. The absolute best thing someone can do is make a donation so that Conservancy can decide the best use of the funds.

Secure donations can be made through our website at <http://couchichingconserv.ca/donate/>  
Donations of \$20 or more are eligible for charitable tax receipts. To issue a receipt, we require contact information including mailing address.

## **THANK YOU!**

Again, we cannot thank you enough for supporting The Couchiching Conservancy in protecting our community. Without dedicated supporters like yourself, our objectives and goals would remain out of reach. **You are essential to ensuring our local environment is protected for generations to come. Thank you.**

You can find more information on our website at <http://couchichingconserv.ca/>

You can see examples of other fundraisers on our website:  
<http://couchichingconserv.ca/donate/fundraise-for-nature/>

## APPLICATION FOR THIRD PARTY EVENTS & FUNDRAISERS

When hosting a fundraiser to benefit The Couchiching Conservancy, we ask that you complete the following form to tell us more about your event & company. This allows us to ensure your company and initiative align with our guiding principles. Please also provide us with the details of your event so that we can help share and promote it. If you have any questions whatsoever, please feel free to call Tanya Clark, Development Coordinator at 705-326-1620 or [tanya@couchconservancy.ca](mailto:tanya@couchconservancy.ca). Tanya is always happy to chat. Thank you in advance for helping protect nature!

General and Contact Information Name/Name of Company	
Address	
Contact Name	
Job Title	
Email	
Phone Number	
Brief description of the nature of company/business	
Proposed Event Summary of idea	
Start & End dates of the promotion	
Please provide details on your financial projections including the revenue expected to be generated for The Couchiching Conservancy (including any minimums or maximums)	
Please provide a detailed list of proposed activities required by The Couchiching Conservancy during your promotion	

If you require The Couchiching Conservancy's name/logo, please specify where and how it will be used

Any additional information on the proposed event

How did you hear about The Couchiching Conservancy

**Our thanks to The Sharing Place Food Centre for sharing information with us on managing Third-Party events, including this document which we have adapted.**

## Terms of Agreement:

By submitting your application you are agreeing to the following:

### Section 1: Trademarks

The Couchiching Conservancy name and logo are property of The Couchiching Conservancy and permission is required for any public association with our name/logo; without permission, use of name/logo is prohibited. By registering your event/promotion, you [the signing party below] are agreeing to the Couchiching Conservancy's conditions for use of The Couchiching Conservancy brand including name and logo.

### Section 2: Help promote what we do

It is important to us that all your supporters understand our mission, vision and guiding principles along with the diverse range of programs we offer. During your event, please provide details to our website, our social media accounts and other contact information so people can reach out to us for more information.

### Section 3: Promotion

To host a successful event, a promotion/marketing strategy will be needed. As an independent fundraiser you agree that promoting your event/campaign is your responsibility. You acknowledge The Couchiching Conservancy will not incur costs associated with your third-party promotion/marketing.

### Section 4: Liability and Insurance

As the event/campaign organizer, you assume responsibility for all costs, permits, and insurance requirements. You agree to indemnify and hold harmless The Couchiching Conservancy, from any losses, claims, or injuries that may arise from your event. You acknowledge that The Couchiching Conservancy as well as all of its officers, directors, employees, volunteers, agents or representatives shall not be liable as a result of this event. While The Couchiching Conservancy is grateful for any donations which arise in the course of the event, the Conservancy bears no responsibility whatsoever for damage arising from the event.

### Section 5: Transparency

All communications including packaging, advertising, and marketing materials will reflect clarity that:

- (a) The Couchiching Conservancy is the beneficiary and not event organizer.
- (b) The amount of the benefit to The Couchiching Conservancy (e.g. 10% of the proceeds after costs; \$10 per unit sold).

You agree to submit my promotional materials in advance for approval.

The Couchiching Conservancy may ask for adjustments to promotional materials before proceeding. The Couchiching Conservancy reserves the right to disclose benefits and details of the event to other interested third parties.

### Section 6: Remittance and Reporting

Any proceeds/funds will be forwarded to The Couchiching Conservancy within thirty (30) days after the end of the promotion. If the promotion is on-going, proceeds will be remitted on a monthly basis thereafter.

### Section 7: Ontario Human Rights Code

At the Conservancy, we want to ensure that everyone in our community is treated fairly, justly and without discrimination. Please ensure that, at all times, your event complies with the Ontario Human Rights Code.

### Section 8: Covid-19

At the Conservancy, we want to ensure that everyone in our community is happy, healthy and safe. Please ensure that, at all times, your event is conforming within guidelines provided by your local Public Health Authority.

As a representative of the proposed promotion, I hereby agree to the above Terms of Agreement. Specifically, I confirm that I have read, understood and consented to section 4 (above). I am aware that I have the option not to sign this document if I so desire.

\_\_\_\_\_  
Printed Name & Date

\_\_\_\_\_  
Signature

Please submit your completed application to Tanya Clark, Development Coordinator  
By Email: tanya@couchconservancy.ca  
In Person: 1485 Division Road West, Orillia, ON L3V 0X6  
By Mail: The Couchiching Conservancy, Box 704, Orillia, ON L3V 6K7

Thank you for supporting The Couchiching Conservancy!

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Approved By Date