



*Room to Grow*



# A Community Fundraising Toolkit



## Community Fundraising Toolkit Home Again Furniture Bank

Hello!

Thanks so much for your interest in coordinating a community fundraising activity for Home Again Furniture Bank. Your activity will help raise much needed funds and awareness so that more individuals and families throughout our region will receive the furniture and housewares they need to turn their house into a home.

By providing furniture, Home Again furnishes homes and lives. A well-furnished home creates a sense of dignity and place and enables limited energy and resources to be focused elsewhere. A well-furnished home increases housing affordability, stability and overall physical and mental well-being.

With your support, Home Again can continue to provide our neighbours with beds to sleep in, tables to share meals around, a sofa to rest on, and an opportunity to thrive.

We hope that this Community Fundraising Toolkit will provide you with all of the information you need to plan and execute a successful fundraiser. Home Again is committed to assisting you in providing support and promotional materials to ensure a great event.

We have provided a Fundraising Agreement to help you finalize the details of your fundraising activity. This agreement must be completed and submitted to Home Again for review and approval.

If you have any questions, or need advice or support, please reach out to **Maureen Lymburner, Director of Development, at (709) 325-0072 or [maureenlymburner@homeagainfb.com](mailto:maureenlymburner@homeagainfb.com)**

Happy fundraising!

Thank you,



**Maureen Lymburner,**  
Director of Development  
Home Again Furniture Bank

# Your Support Can Transform Homes and Lives

## About Home Again Furniture Bank

Home Again. Two simple words. However, establishing a home isn't always simple. For those lacking the means and social supports Home Again Furniture Bank can help. Home Again Furniture Bank is a nonprofit organization that aims to end furniture poverty on the Northeast Avalon by collecting and redistributing gently-used furniture and housewares. Home Again works through a referral system of local agencies and organizations to ensure that everyone can make their house a home.

## Turning Houses Into Homes

When Home Again delivers furniture, we provide comfort, dignity and stability. Our furniture recipients tell us that after receiving furniture, they sleep better, their mental health improves and they are confident inviting friends, family and supports into their home. One young girl said, "Now I am not embarrassed to invite my friends over to play!"

Since being established in October 2015, Home Again has furnished more than 1000 homes. That means that every year, over 300 individuals and families receive the beds, linens, tables, chairs, sofas and other items needed to live with comfort and dignity.

By planning a community fundraising event, you are helping Home Again to raise the awareness and funds needed to furnish homes throughout the region. You are also providing an opportunity for your volunteers to have a direct positive impact in their community.

### Home Again has made an impact:

- 1179 homes now furnished
- 1144 furniture donors have benefitted from our pick-up service
- 145+ volunteers have donated their time, energy and smiles
- 321 tonnes of furniture has been diverted from the landfill

October 2015 - August 2019



## Fundraising Ideas

Don't forget the FUN in FUNdraising! When you're choosing your fundraising activity, consider turning something you and others enjoy into a way to raise funds. Your fundraising will ensure that others can receive the furniture and housewares they need to live with comfort, dignity and stability.

### Community Groups

- BBQ
- Bake sale
- Craft class
- Holiday gift wrapping
- Ticket sales, bingo, raffle
- Pledge sheets

### A-Thons

- Skate-a-thon
- Dance-a-thon
- Walk-a-thon
- Musical chairs-a-thon
- Bike-a-thon

### School Events

- Dance
- Movie night
- Jersey Day
- Sleep on the floor sponsorship event

### Workplace Team Builders/Campaign

- Smoothie day
- Coffee break
- Company picnic
- Hot breakfast week
- "Just Change" donation can
- Employee payroll deductions
- Chase the Ace
- Lottery (i.e., weekly 50/50; sell tickets on an item)
- Raffle for bonus vacation day

### In Honour or Memorium

- Donations/events can be made in honour of someone special and in lieu of birthday, anniversary or wedding gifts
- Donations/events can be made in memory of a family member, friend or colleague



### Tournaments

- Hockey or golf tournament
- Bowling tournament
- Baseball/softball tournament



*Planning a fundraiser for Home Again was great fun! Not only did our group raise funds and awareness for Home Again, but we also introduced some new folks to Stampin' Up!. Our team of volunteers developed great camaraderie and got to know each other on a whole new level. Hopefully this was our first annual!*

*~ Elizabeth Barnes and the Strawberry Super Stampers Team ~*



## Fundraising Tips

Some quick tips to get you started!

### Contact Home Again

- Let the staff know you are interested in organizing a fundraiser
- Complete and submit the Fundraising Agreement
- Home Again can answer questions and help with advertising and key messages

### Recruit a Volunteer Team

- Select a leader
- Have enough volunteers to successfully host a fundraising activity

### Select a Date

- Decide on the best date for your fundraising activity

### Promote Your Activity

- The key to success is publicity! Allow yourself 3-6 weeks to publicize your event.
- Prepare a promotional poster and social media posts
- Email all of your connections
- Personal connections work best: ask in person or by phone
- Use social media: post it, tweet it, instagram it
- Have your work, school, clubs & groups mention it in their communications
- Take photos and post them (with consent) to inspire others to get involved or donate
- Add activity to newsletters

### Ask Everyone

- The number one reason that people don't give is because they are not asked. Use a pledge sheet or an online fundraising page and request donations from family, friends, colleagues, and businesses you frequent.

### Start Strong

- Kick start your campaign by asking those you feel will be most generous first
- You could make the first donation and ask others to match
- Start a friendly competition amongst your network or workplace

### Corporate Sponsorship

- Reach out to those companies you already have a relationship with. They may be willing to make a generous donation.



*Verafin is happy to support Home Again Furniture Bank with our Chase The Ace fundraiser. Verafin's internal charity, Veracares, supports organizations that align with our mission of fighting financial crime. We support organizations that help victims and survivors of these type of crimes. We are very passionate about the great work that Home Again does to support individuals without furniture.*



## Celebrate Your Success

- Email and post thank yous to everyone who donated, as well as to all volunteers. Be sure to include photos of the event and notes about how much was donated!
- Give each donor a thank you note
- Email Home Again ([maureenlyburner@homeagainfb.com](mailto:maureenlyburner@homeagainfb.com)) with photos, information about your activity, feedback from your volunteers, and other success stories

## Fun Ideas

- If working with volunteers, challenge each team to outdo each other
- Have your volunteers wear matching colours or silly hats

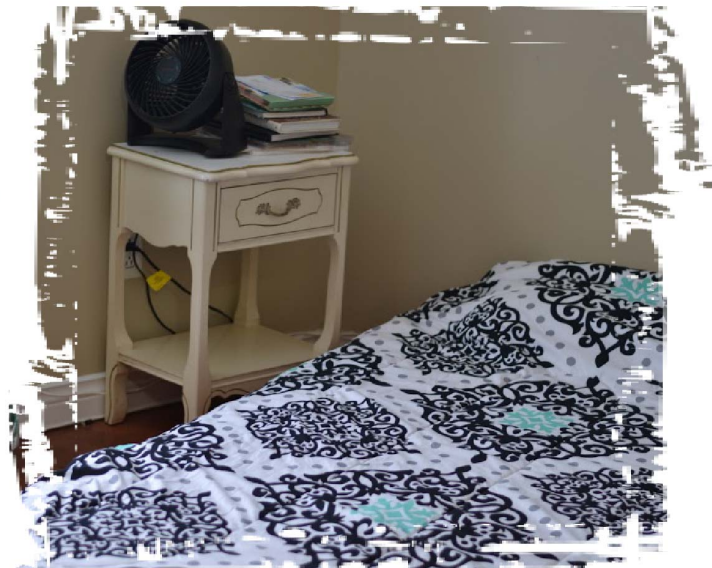
## Impact of Gifts

**\$25.....**helps furnish a home

**\$50.....**fuels a cube van

**\$120 .....**rents a cube van, delivering furniture to 5+ families and collecting from 5+ furniture donors

Don't forget to celebrate your success! Every dollar you raise will go toward furnishing the homes of individuals and families in our region. Your hard work will ensure that others can live with comfort, dignity and stability. Thank you!



## Planning Checklist

### Develop a plan

When planning a fundraising activity, consider: what type of activity? Where and when will it be held? Do you need volunteers? Do you need a special license (i.e., ticket sales, bingo, etc)?

### Register your event with Home Again

After planning your activity, complete Home Again's Fundraising Agreement and submit to Home Again Furniture Bank for approval.

### Create a budget

Create a budget to help you stay on track and meet your goal. You can lower your costs by soliciting in-kind donations or services or seeking sponsorship. Please contact Home Again prior to soliciting sponsors.

### Set a fundraising goal

It's fun to have a goal. Every donation makes a difference.

### Collect donations

Home Again Furniture Bank can provide you with pledge sheets or donation cans or can connect you with an online fundraising platform. Collecting full donor information is important so that we can properly acknowledge donors, where appropriate.

### Celebrate success

Enjoy the activity you and your volunteers worked so hard to plan! Be sure to share your success on social media and tag Home Again in your posts, Facebook (@HomeAgainFurnitureBank) Twitter (HomeAgainFB) with tag #EndingFurniturePoverty.

### Present funds to Home Again Furniture Bank

Net revenue should be presented to Home Again Furniture Bank no later than 2 weeks following your activity.

### Thank everyone involved

Remember to thank your sponsors, donors, participants and volunteers. Without them, it would not have been possible.

## How Home Again Can Support You

Home Again Furniture Bank is here to help ensure that your community fundraising event is a success! We can assist with:

### Promotional Products

- Brochures
- Rack cards
- Posters
- Electronic newsletters
- Third party fundraiser logo
- Online fundraising platform
- Pledge sheets
- Lottery licensing for lotteries (ticket draws, bingo, etc)

### Advertising

- Event posted on our social media channels
- Media advisory
- Public service announcement

### Fundraising Tools

- Online fundraising platform
- Pledge sheets
- Lottery licensing for lotteries (ticket draws, bingo, etc)

### Other

- Fact Sheet
- Video links
- Staff or volunteers to help or attend your event (availability permitting)
- And more, just ask!





## Tax Receipting

You cannot issue receipts for donations received on behalf of Home Again Furniture Bank. Home Again will issue receipts for donations, where appropriate, once funds have been received.

As a registered charity, Home Again Furniture Bank must follow all Canada Revenue Agency (CRA) rules and regulations. We reserve the right to audit the records pertaining to any event in order to ensure compliance with the CRA. Our charitable registration number is **119229896RR0035**.

Tax receipts can be issued to anyone who donates \$20 or more without any advantage.

Please provide a complete list of names, addresses and donation amounts for receipting purposes. Home Again Furniture Bank can provide pledge sheets for your event to keep track of donor information.

### Tax receipts cannot be issued for:

- the purchase of raffle tickets, admission tickets, green fees, or auction items.
- services donated to the event.
- sponsorship of the event, if they are receiving the benefit of advertising and/ or promotion in exchange for their support.
- the value of the donation if a benefit has been received (benefits could include dinner, admission, auction etc.).

Thank you!



*I wish to express heartfelt gratitude to your organization. And not just for the furniture and the dishes....Thank you for the demonstration of simple human kindness. It has meant the world to both me and my daughter. And I feel like we are much better equipped now to begin the process of healing and hopefully thriving as a family. Thank you for your contributions to our new home.*



**Thanks to YOU, hundreds of homes, and lives, are furnished each year.**