

# TOOLKIT

## Creating a Fundraising Event

*Your guide to creating a unique and engaging fundraiser for The Gibson Centre for Communities, Arts and Culture*

### Table of Content:

1. About The Gibson Centre for Communities, Arts and Culture	1
2. Third-Party Fundraising Guide	3
3. Fundraising Ideas	4
4. Fundraising Checklist	5
5. Terms of Reference	7

### About the Gibson Centre for Community, Arts & Culture

Thank you for considering fundraising in support of the Gibson Centre for Community, Arts & Culture (The Gibson Centre). Because of generous donors and community champions like you, this historic landmark has become a vibrant and welcoming hub for arts, culture, and community life in New Tecumseth.

Housed in a beautifully restored former farm implement factory dating back to 1889, the Gibson Centre is a true jewel of the community. Your support has helped transform this heritage building into a place where people of all ages and



abilities come together to experience creativity, connection, and learning through performances, exhibitions, workshops, and community events.

Every fundraiser and every gift play a role in preserving this unique space and ensuring it remains active, accessible, and inspiring for generations to come. Your commitment helps keep the arts thriving and the Gibson Centre at the heart of our community.

Thank you for being part of this story!

## **Creating a Fundraising Event**

Creating a fundraising event is a wonderful way to bring together friends, family, and colleagues while supporting the Gibson Centre for Community, Arts & Culture. With the Gibson Centre's approval, third-party fundraisers play an important role in raising vital funds and increasing awareness of our arts, cultural, and community programs.

You can plan and promote your own fundraising event in just [five simple steps](#).



## **Third-Party Fundraising Guide**

### ***Supporting the Gibson Centre for Community, Arts & Culture***

#### **1. Plan your event and request approval**

Third-party fundraising should be creative, engaging, and fun! To ensure your event aligns with the mission and values of the Gibson Centre for Community, Arts & Culture (The Gibson Centre), we ask that you submit your event details for approval before getting started. We have created a simple checklist to help you plan a successful and memorable fundraising event.

#### **2. Review and agree to the Terms of Reference**

Please take a moment to review the Gibson Centre's *Third-Party Fundraising Terms of Reference*. This document outlines roles, responsibilities, and guidelines to ensure your event is safe, compliant, and successful.

#### **3. Share your plan with the Gibson Centre**

Once you've completed the checklist, share your event details with us. Our team is happy to provide guidance, resources, and support where possible to help make your fundraiser a success.

#### **4. Promote your event and celebrate your impact**

Spread the word about your fundraiser through your social media, email, and community networks to maximize participation and support. After the event, we encourage you to celebrate your success and thank your participants for supporting arts and culture in our community.

#### **5. Submit the funds raised**

After your event, please contact the Gibson Centre to arrange the transfer of funds raised. Your generosity helps sustain arts programming, cultural events, and community initiatives in Alliston and beyond.

**Thank you for helping strengthen our community through the arts!**

## Fundraising ideas

Here are some unique and creative ideas for an inspirational fundraising event.

- First things first – who is your audience?
  - Host a fundraiser for your colleagues
  - Host a fundraiser for your family and friends
- Then, choose the type of event you will host:
  - Corporate party/celebration
  - Ticketed event
  - Keynote-speaker event
  - Arts or business competitions
  - Benefit concerts
  - Sport event: tournaments, runs, walks, etc.
  - Silent Auction
  - Sales like an arts sale, garden sale or baking sale
  - Birthday celebration
  - Celebration in honour (or memory) of your dear ones

Or maybe...

- Ask your guests to donate part of their present for your wedding, baby or bridal shower to the Gibson Centre
- Give a day to the Gibson Centre (donate one day's salary to the Gibson Centre).
- Cutest pet contest – for an entry fee of \$50.00 (or more), contestants can enter their furry friends to win the accolade of cutest pet!
- Commit to doing a challenge - like biking a long trail or shaving your head - and ask your network to support by making donations. Just make sure you are safe and sound throughout!

## **Fundraising Checklist**

This checklist helps you make sure that you have all information you need for a successful event.

### Before the Fundraiser:

- ✓ Contact the Gibson Centre to discuss your plan and receive permission
- ✓ Request logo and other branding materials from the Gibson Centre
- ✓ Discuss and obtain approval on your communications from the Gibson Centre
- ✓ Set up your fundraising goal
- ✓ Make a budget
- ✓ Confirm venue
- ✓ Confirm the conditions of the venue rental
- ✓ Make note of equipment requirements
- ✓ Distribute promotional materials
- ✓ Send out the invitations (electronic or paper-based)
- ✓ Set-up social media promotion
- ✓ Organize volunteers (if needed)
- ✓ Create a consent and media release form if you plan to make and post photo and videos; make sure all participants signed this form
- ✓ Ask for a QR Code if you plan for donations to be made directly to the Gibson Centre at the event.

### After the Fundraiser:

- ✓ Send donations to the Gibson Centre, if collected in person
- ✓ Send donor information to the Gibson Centre as agreed
- ✓ Send thank-you notes/cards to volunteers, sponsors and donors who helped make your event a success



- ✓ Create a social media post thanking your helpers and donors as well as sharing the results of your event
- ✓ Send photos (and copies of media release forms) to the Gibson Centre

Please allow at least two weeks to prepare the code. Create a social media post thanking your helpers and donors as well as sharing the results of your event.

For all inquiries about fundraising for the Gibson Centre, please contact

Olga Korpalo,  
Director of Development:  
[olga@gibsoncentre.com](mailto:olga@gibsoncentre.com)  
+1 647 628 0986



## Terms of Reference

### Third-Party Fundraising in Support of the Gibson Centre for Community, Arts & Culture

Thank you for supporting the Gibson Centre for Community, Arts & Culture (The Gibson Centre). Third-party fundraisers play an important role in sustaining arts, cultural, and community programming in our region.

The purpose of this document is to provide guidance for planning and hosting a successful fundraising event in support of the Gibson Centre.

#### 1. Approval

All third-party fundraising activities must be approved by the Gibson Centre in advance. This ensures that proposed events align with our mission, values, and charitable objectives. Please contact us early in your planning process to request approval and receive guidance.

#### 2. Logos and Promotional Materials

All promotional materials must be reviewed and approved by the Gibson Centre prior to production or distribution. This includes, but is not limited to, press releases, invitations, posters, brochures, digital materials, and letters.

The Gibson Centre's logo must be used appropriately and may not be altered in any way. All materials must clearly state that the event is being held ***in support of the Gibson Centre for Community, Arts & Culture***, and that the event organizer is acting independently and does not represent the Gibson Centre.

Promotional materials must also clearly indicate whether all or a portion of the proceeds will be donated.

### 3. Donation Options

There are two primary types of donation models for third-party fundraisers:

- Individual Donations

Event attendees are invited to make donations directly to the Gibson Centre during event promotion or at the event itself.

- Corporate or Group Donations

The event organizer or sponsoring organization remits the proceeds of the event to the Gibson Centre after the event concludes.

### 4. Tax Receipts

The Gibson Centre can issue charitable tax receipts for **direct donations of \$25 CAD or more**, provided the following donor information is supplied:

- Full name
- Complete mailing address
- Phone number and email address
- Donation amount
- Method of payment

Individual donors will receive a tax receipt for the eligible portion of their donation. The Gibson Centre may provide a unique donation link or QR code to track funds raised.

Corporate donors will receive an acknowledgement letter, which may also serve as a business receipt.

Please note: purchases such as event tickets, sponsorships, auction items, raffles, or participation fees are not eligible for charitable tax receipts. In



accordance with Canada Revenue Agency guidelines, the Gibson Centre will determine what portion of a contribution, if any, is eligible for receipting.

## **5. Submitting Funds After the Event**

Where possible, please avoid submitting donations in cash. Digital donations, cheques, or money orders are preferred.

Cheques or money orders should be made payable to: *The Gibson Cultural Centre Corp*

All funds raised must be remitted to the Gibson Centre within 30 days of the event.

## **6. Legal and Regulatory Compliance**

Event organizers are responsible for ensuring that their fundraiser complies with all applicable municipal, provincial, and federal laws. This includes obtaining any required permits or licenses, such as liquor or raffle/lottery licenses.

The Gibson Centre cannot apply for or purchase liquor, raffle, lottery, or gaming licenses on behalf of third-party fundraisers.

## **7. What the Gibson Centre Can Provide**

Subject to availability, the Gibson Centre may offer:

- General event planning guidance
- Approved promotional and informational materials
- An official Gibson Centre logo for approved use



## 8. What the Gibson Centre Cannot Provide

The Gibson Centre is unable to:

- Plan, coordinate, manage, or execute third-party fundraising events
- Sell tickets, raffle entries, or merchandise for external events
- Cover event expenses or assume responsibility for debts or liabilities
- Obtain liquor or gaming licenses on behalf of organizers

## 9. Questions or Approval Requests

If you have questions or would like to request approval for a third-party fundraiser, please contact:

Olga Korpalo,  
Director of Development  
[olga@gibsoncentre.com](mailto:olga@gibsoncentre.com)  
+1 647 628 0986

**Thank you for supporting arts, culture, and community through the Gibson Centre!**