

CMHA Edmonton Region

Third-Party Fundraising Handbook



**Canadian Mental
Health Association**
Edmonton
Mental health for all

events@cmha-edmonton.ab.ca



Table of CONTENTS



03	About CMHA Edmonton Region (CMHA-ER)
04	Our Programs
05	6 Steps For a Successful Fundraiser
06	Program Statistics
07	Event Promotion
08	Basic Brand Guidelines
09	Support and Promotion
10	Tax Receipting and Raffle Guidelines
11	FAQ



About CMHA Edmonton Region

We are the leading community mental health organization in the region, delivering key services and programs in the areas of mental health support, crisis services, navigation services, peer support services, family supports, training and education programs, and more. We support individuals, families, caregivers, and communities. With the help of over 150 employees and 200 volunteers, we get closer every day to achieving our mission, Mental Health for All.

OUR VISION



Stronger Communities,
Smarter Systems,
Simpler Journeys.

OUR MISSION



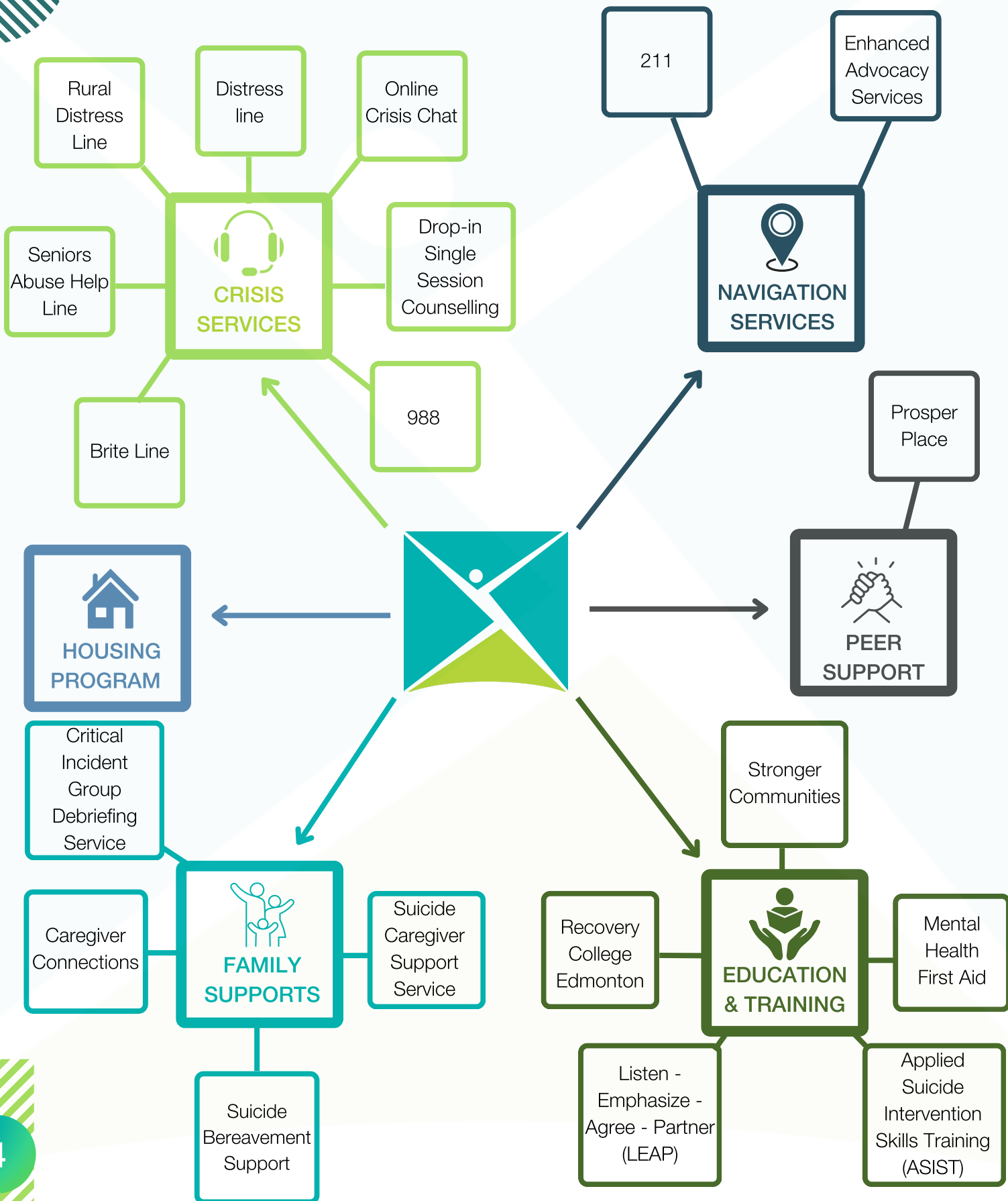
To ensure that all people
in Canada experience
good mental health and
well-being.

OUR VALUES



Inclusive, steadfast,
proactive,
compassionate, and
collaborative.

PROGRAMS



6

Steps for a successful fundraiser

01

Get In Touch

Read through our fundraising package, and submit your Community Event Application Form for approval. We want to help you make your fundraising efforts successful!

02

Gather Your Team

Bring friends, family, and co-workers together. Assign roles and take advantage of their strengths in planning your event.

03

Create A Plan

Choose a method of fundraising (i.e. online, in person, etc.). Set a date, choose a location, and create a budget. Set a realistic fundraising goal.

04

Apply For Licenses

Be sure to check with AGLC and The City of Edmonton if you need any licenses before hosting your fundraiser. CMHA-ER does not apply for/provide liquor licenses. If you plan to have a 50/50, raffle, or any other gaming activities, please reach out to our team as we are required to apply for a raffle license.

05

Spread The Word

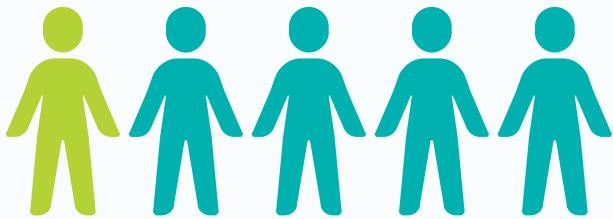
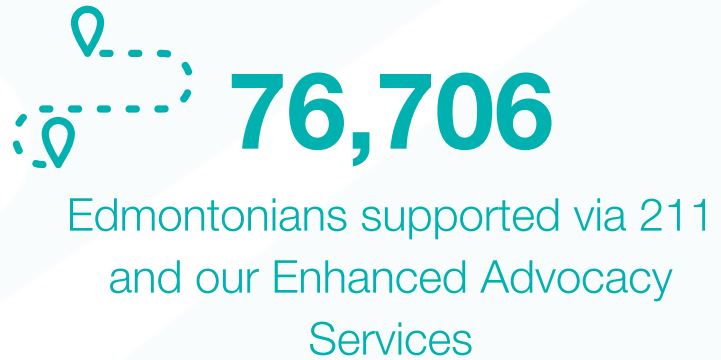
Review our branding guidelines (pg. 8). Promote your event through posters, social media, and word of mouth.

06

Track Contributions & Share Your Successes

Use our tracking forms to follow progress and enter information for those requiring tax receipts. Acknowledge your supporters and show your appreciation for their participation. Share your story and post photos!

Program Statistics



1 OUT OF 5

Canadians will personally
experience a mental health problem
or illness.



Peer Support daily attendance
checks.



990

Applied Suicide Intervention Skills
Training courses attended.

90%

Of our Caregiver Connections
respondents left feeling more
supported in their role.



7 properties housing
149 tenants

Promoting your event

01

Appropriate content

All content representing CMHA-ER must be respectful, truthful, and encouraging. Be careful not to including imagery or wording that may be triggering for someone who is struggling. Content will be reviewed during the approval process.

02

Approval process

Send your promotional content to events@cmha-edmonton.ab.ca for approval from our team. This is to verify that CMHA-ER is being represented in an appropriate way and without misleading anyone.

Basic Brand Guidelines

Here are the most basics brand guidelines. Below are our branded colors, fonts, and logos that we use. There is a more complete brand guideline in the drive along with downloadable versions of the logos.

Colours



#00b1b0



#b2d235



#4d4d4d



#ffffff

Fonts

HelveticaNeue Light

HelveticaNeue Medium

HelveticaNeue Bold

Logos



Support and Promotion

Based on estimated amount raised, here are some guidelines on the support and promotion you can expect. Please note, this is assuming we are notified of your event at least 3 weeks in advance. These are just guidelines.

\$500 - \$1000

- 1 social media post and story reposting
- Recognition in our Annual Report
- Opportunities for other promotion

\$1000 - \$5000

- 2 social media posts and story reposting
- Recognition in our Annual Report
- Opportunity for cheque presentation
- Opportunities for other promotion

↑ \$5000

- 3 social media posts and story reposting
- Thank you post after event
- Onsite CMHA staff or volunteers
- Recognition in our Annual Report
- Opportunity for cheque presentation
- Opportunities for other promotion

Tax Receipting & Raffle Guidelines

Tax Receipting

CMHA-ER adheres to the Canada Revenue Agency (CRA) when issuing charitable tax receipts.

CRA Registered Charitable No.:
11883 4316 RR0001

What is a Charitable Gift?

A gift is a voluntary transfer of property to CMHA-ER in which the donor receives no advantages or benefits.

Who is eligible for a tax receipt?

CMHA-ER's general policy is to tax receipt for monetary donations of \$5 or more. CMHA-ER can only issue tax receipts to the individual or organization that made the gift. The name and address of the donor must be provided. CMHA-ER cannot issue a tax receipt in the name of anyone other than the true donor.

Raffle Licensing

Alberta Gaming, Liquor and Cannabis (AGLC) states that a raffle is a lottery event in which prizes are awarded based on a random draw of purchased tickets. If you are planning to host a raffle for your event, where CMHA-ER is the beneficiary, please reach out to us two weeks (14 days) before your event as we will have to apply for a raffle license. If the following three elements are present, a raffle license is required:

1. Tickets are sold (consideration)
2. Random chance to win (chance)
3. Prizes are awarded (prize)

FAQ

Does CMHA-ER only accept monetary donations?

No, we also accept bottle donations, via SkipTheDepot. Additionally, gifts-in-kind will be accepted but are subject to CMHA-ER approval. Check our website for more ways to support!

If I am writing a cheque, who do I make the cheque payable to?

Canadian Mental Health Association - Edmonton Region
300 – 10010 105 Street NW
Edmonton, AB, T5J 1C4

Does CMHA-ER help with organizing the event?

Our team does not help with any organizational or logistical event planning. What we can provide is tax receipt assistance, fundraising ideas, and tools to help you fundraise successfully.

Does CMHA-ER help with social media promotion of our event?

Social media promotion is subject to your events fundraising goal (reference page 9). Our communications team will need notice 3 weeks in advance.

Can CMHA-ER help with permits, licenses, and insurance?

The event organizer is responsible for obtaining all necessary permits, insurance, and licenses for the event, including liquor licenses. CMHA-ER, will however, help obtain raffle licenses.

Does CMHA-ER issue tax receipts?

Yes! We issue tax receipts for donations that are equal to, or greater than, \$5. Please ensure all relevant donor information (page 8) is provided to get your receipt.

Do event organizers need to notify CMHA-ER about their event/fundrasier?

YES! Please provide CMHA-ER with a minimum of 3 weeks notice prior to your event. We ask that if raffle licenses, event speakers, staff, or volunteers are needed to reach out further in advance. The CMHA-ER team will do our best to accommodate all requests, but it is on the event organizers to contact us in a timely matter. To notify our team, we ask that you fill out our [Third Party Agreement Form](#) and send it to events@cmha-edmonton.ab.ca

Thank you for supporting us in our mission to provide mental health for all.

 edmonton.cmha.ca



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