



FUND DEVELOPMENT IDEAS

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Fund Development Ideas to raise funds

This document will share a number of fund development ideas/promising practices for Councils/Conferences to consider implementing. The most common way of receiving donations until now has been from parishioners attending Churches where the Society of Saint Vincent de Paul (SSVP) is located by way of SSVP having envelopes in the annual box of envelopes parishioners receive, poor box collections or by electronic giving.

In 2021, National Council conducted an environmental scan and received input from Vincentians across Canada to help develop its 3 year strategic plan for 2021 – 2024.

As part of the input received, it was evident that donations to SSVP had decreased during covid-19 as a result of Churches being closed and then having limited capacity once able to re-open. The feedback received was the necessity to have alternate fundraising/fund development initiatives to support our Mission.

As defined in the strategic plan developed after receiving input from Vincentians, actions include:

- Create a Fund Development Committee
- Identify new funding sources for financial diversification
- Develop associated techniques and mechanisms to support this diversification of funding sources, from first contact, securing a first donation, to becoming a regular donor and/or a major donor, including legacy giving.

This document will provide alternate ways that SSVP Councils/Conferences can raise funds allowing SSVP to carry out our mission of serving people in need.

Promoting the work of the Society is very important to raise awareness. Make use of free advertising in communities with magazines and newspapers and their online content, as well as announcements on community channels. Notify media outlets when carrying out a project inviting them to attend and cover the story. Ecumenical outreach is also possible by having announcements in bulletins of non-Catholic organizations and making use of “booths” when other churches have events.

Every Vincentian should have a 30 second elevator pitch ready to share with someone they meet talking about the impactful work of the Society and why that person should consider donating to or volunteering with the Society.

Website Donation Portal/Online Giving

For Councils who have a website, have a “Donate” button and option for a one time gift or monthly gift. Check out our resource on “Monthly Donor Program” – Become a Partner in Hope <https://ssvp.ca/members/committees/fund-development/>. Having monthly donors ensures a guaranteed stream of revenue.

Or you can receive donations through the National Council website portal [Online gift - Society of Saint Vincent de Paul, National Council of Canada \(imakeanonlinedonation.org\)](https://www.imakeanonlinedonation.org) who will, in turn re-direct funds to your Council/Conference.

Online Vehicles include:

1. Benevity is a Calgary based organization who has an employer-employee donor engagement platform to enable donors to direct funds towards different charities with SSVP being one of these charities. When a donation is received by Benevity for SSVP, funds are directed to National Council who, in turn, re-directs the funds to the Council/Conference specified by the donor.
2. CanadaHelps is a secure online platform to receive donations and issues an instant tax receipt on behalf of the charity.
3. DonateACar accepts vehicle donations and the National Council donation link offers the option for donors to donate a vehicle through the National Council website.

E-mail appeals to your Vincentian members and donors for different programs is a great way to raise funds for your Council/Conference. Appeals can also be posted on your Facebook page or other social media platform. These emails/appeals can be sent for Christmas appeal, school supply appeal for beginning of school year, Giving Tuesday in November, etc.

Major Gift Donor Program

Councils/Conferences can implement a Major Gift Donor program. Check out our resource <https://ssvp.ca/members/committees/fund-development/>

Foundations

Foundations are a great source of revenue if you have the people resource to properly research and write proposals. Check out our resource <https://ssvp.ca/members/committees/fund-development/>

Corporate Organizations

Approaching Corporate Organizations in your community and sharing the good work done by the Society is a great source of revenue. Identifying a specific project/program for an organization to support is recommended as companies like to support a program. A template letter requesting funds can be found at <https://ssvp.ca/members/committees/fund-development/>

It is very important to send a thank you letter after receiving the donation stating how the donation made an impact and helped people in need. When recognizing and thanking the organization for their donation, you are more likely to receive a donation again in the future.

Legacy Gifts

To help raise awareness with your most loyal donors to leave a legacy gift in their Will, Saint Vincent de Paul joined the **Will Power** campaign. Will Power is a national public education effort designed to inspire more Canadians to make a significant impact on the causes they care about, with a gift in their will to charity. The aim of the campaign is for at least 8.5% of all Canadians designating a charity as part of their will, which would represent \$40 billion for important causes across the country.

National Council has more information at <https://www.willpower.ca/charities/society-of-saint-vincent-de-paul/> to empower our Vincentian leaders to encourage your leading supporters to consider designating the Society of Saint Vincent de Paul as part of their Will.

Contact exdir-dirgen@ssvp.ca for more information.

World Day of the Poor

World Day of the Poor is an annual day in November that raises awareness of people in need, and is a great opportunity to recruit members and raise funds. Check out tools/resources at <https://ssvp.ca/members/resources/world-day-of-the-poor-tools-for-members/>

School Support/Partnership

Reach out to your local School Board and schools for support of different programs, such as your Christmas drive, Thanksgiving drive or to support a specific program.

A **Bed for Every Child** program ensures a bed is provided when a child is seen sleeping on the floor, couch or in the same bed with their parents. A partnership developed with schools had the schools organizing fundraising activities including a sleepover for which students were sponsored by friends and family for the privilege of sleeping on the floor one night in solidarity with the children. The funds raised went to SSVP so that the Council/Conference could purchase beds for children who did not have one.

The **On the Street** program helps people who are homeless. A partnership with schools helps to collect hygiene products, snack products, clothing, blankets and needed items to help distribute to our friends without a home. Tables are set up with the various items collected allowing our friends to select the items they need.

The **Joyful Socks** program involves students preparing Christmas gift bags filled with socks, hats, mittens and hygiene products that are handed out to people served by SSVP when they attend a Christmas lunch prepared for them.

Opération Bonne Mine is a program with its main mission being countering school dropout, encouraging school perseverance and promoting education for all.

Now to give examples of “Promising Practices” that have been successful across Canada. Feel free to contact l.dollard@rogers.com should you have questions or require additional information on any of these “Promising Practices”.

Sleep Walk

Sleep Walk is a 3 km. walkathon organized by Windsor-Essex Central Council to raise funds to purchase beds for people who do not have a bed. The Central Council prepares all the necessary materials including flyer to promote the event, appeal to Conferences to take part, invitation for people to participate, and pledge sheet. Central Council also looks after issuing tax receipts for donations of \$20.00 and more.

Conferences are encouraged to have Vincentians make personal appeals to their family and friends, and an appeal to parishioners is also encouraged.

Central Council purchases the beds, and Conferences then issue a voucher for a bed when needed.

On the day of the walkathon, Central Council hosts the event and provides refreshments and donuts to those participating in the event. A Mass is held after the event for those wishing to attend.

The event is a great opportunity for Conferences to work together for a common goal.

Trivia Night

A trivia night can be organized in a Parish Hall (need to get extra insurance for event) or rented hall selling tickets for \$25.00 to \$30.00 per person which includes a light meal (such as pizza, beef on a bun or pasta and meatballs), snacks on the table, trivia game and door prizes. A Committee is needed with people assigned to promoting event, tickets, prizes, food and bar (if alcohol is served), and set up/clean up crew to set up tables, place numbers on tables along with pens and paper.

You need to find someone to put the trivia program together. There are people who do trivia night for a cost, or you may know someone, possibly a teacher, who is able to put on the trivia night.

Prizes can be obtained through donations from businesses. You can have door prizes, silent auction, penny sale which requires a license from City Hall, and 50/50 draw.

If alcohol is served and the event is in a Parish Hall, you need to have someone with Smart Serve at the event and must apply for a liquor license, which is needed when purchasing the alcohol; the license must be displayed at the event when serving alcohol. Beer, wine, pop and water are popular beverages to serve. It is best having a separate table set up for people to purchase tickets for the bar with different color tickets for wine/beer and pop/water. The liquor store will take back unopened wine and the beer store will take back unopened cases when you take back with the liquor license.

Fundraising Gala

A fundraising gala can be organized selling tickets in advance for an evening that includes dinner, entertainment and silent auction. There is a lot of work involved in organizing this type of event so you will need to have a Committee in place with enough people assigned for different tasks such as promoting event, food and beverage (includes getting liquor license), entertainment, silent auction, and ticket sales.

Guignolée

Guignolée is a Christmas drive organized in Quebec that involves door to door canvassing one day in late November/early December collecting funds and food products that are distributed to people in need through Christmas hampers.

When this event first started in 1861, caroling was also part of the door to door canvassing.

Furniture Sales

The Okanagan Valley Particular Council has a fundraising project that helps fund a couple of their unique special works projects, which began as collecting bikes and furniture in good used condition and holding yard sales twice a year along with having sales through social media when they had items of value.

They had a large storage area so the project was year round and very effective. An online furniture company also donated furniture which had been sold and the furniture was returned; the brand new furniture was donated to the project as it was not resalable by them. Their 6 conferences participated by spreading the word, collecting donations, being on site, etc.

When they lost the storage area, they continued with the furniture being donated and sold through social media.

A benefit of this project is that furniture items sell quickly and raises significant funds. A challenge is storage space; however, it is still possible to sell items through marketplace/social media. Another challenge is having no control over when furniture donations will be received; the company calls and often delivery is the next day.

Since the furniture items sold are often over \$1000, it is recommended that a project such as this has a bank account that can accept e-transfers. Receipts are also important for both parties.

Recommendations to any group trying this include:

1. Find a reliable donor
2. Have storage
3. Have e-banking capacity
4. Have a volunteer who is great on social media such as Facebook

Leverage fundraising capabilities available under provincial gaming authorities

Catch/Chase the Ace

Catch/Chase the Ace <https://www.agco.ca/lottery-and-gaming/catch-ace-faqs> is a progressive, multiple-draw raffle lottery in which participants purchase tickets for a chance to win. A lottery license is required for this type of event.

The person who holds the winning ticket selected in each weekly draw has an opportunity to select one playing card from the single deck. If the Ace of Spades is selected, in addition to winning a percentage of the proceeds from the draw, the person will win the progressive jackpot.

If the card selected is not the Ace of Spades, the selected card is removed from the deck and the progressive prize portion of the ticket sales for that draw is rolled over into the progressive jackpot for the next scheduled draw.

The lottery continues until such time as the Ace of Spades has been selected and the progressive jackpot has been awarded. At that point, the event and license is concluded. If the licensee wishes to conduct another *Catch the Ace* event, a new license must be obtained.

Raffle Sales

Organizing an annual raffle sales selling tickets at a very reasonable cost. On the day of choosing winners of the various prizes, you can also have a bake sale. Preparing for the raffle sale is labour intensive as there are government forms to fill out, booklets of tickets to prepare, volunteers to organize, etc. However, this is a good project to involve members and parishioners seem to look forward to it.

The same Conference also organizes soup sales where they prepare a set number of soup containers; approximately 100. Parishioners can pre-order or buy on the set day of the sale.

Stewardship

Thanking the donor for their donation is a very important part of fund development. When you properly thank the donor and share how their donation made an impact and helped people in need, they are more likely to give again.

A sample year-end stewardship letter including an appeal can be found at <https://ssvp.ca/members/committees/fund-development/>