



FUND DEVELOPMENT TOOLKIT

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Spreading Ideas to Generate Funds

Ideas shared in this toolkit are intended to share promising practices that have worked with some Councils / Conferences across Canada.

1. Create Awareness through communications (leverage brochures, posters, presentations, pulpit talks, etc. to create awareness of the Society) and one on one conversations where our members and volunteers raise awareness of the work we do and how we help individuals and families in need.
2. Always Be Recruiting (ABR)
3. Always Be Fundraising (ABF)

Awareness of our Society and the individuals and families we serve is necessary to build a broad base of volunteers, which is the key success factor to fundraising.

Friendraising - Leverage our concentric circles of volunteers to drive awareness and donations.

Volunteer Giving – Encourage volunteers who are financially able to donate to do so.

Celebrations - Create awareness around the idea of asking for donations to the Society in place of gifts to mark celebrations (e.g., anniversaries, memorial donations).

Workplace Fundraising - Facilitate workplace giving and take advantage of team building activities.

Targeted Program Donations - Provide an option for those who are passionate about certain causes to specifically divert their funds (e.g. North of 60, Seeds of Hope, etc.).

Pre-Authorized Debit Fundraising - Develop a Pre-Authorized Debit (PAD) program to build a sustainable long term funding model.

Attracting Grant Funding - There are local smaller charity grants that the Society can pursue where the reporting requirements are not as stringent and competition is not as fierce as larger grant applications.

Foundation Support - Community Foundations are another source of funds that the Society can access.

School/Youth Partnerships – Leverage local schools and develop partnerships with Board administrators, principals and teachers.

Elected Officials Support – Meet with MPs, MPPs, MLAs, MNAs, Senators, Mayors, City Councillors and School Board Trustees.

Third Party Fundraising - Events that companies, community groups or friends host to support the Society of Saint Vincent de Paul with all proceeds raised donated to SSVP.

Church Collections - This includes Poor Box collection, SSVP envelopes in church box of donation envelopes, envelope collection, special collections, memorial donations and Young Vincentian fundraising activities.

Friendraising

Friendraising – Concentric Circles helps to raise awareness and raise funds. When an appeal is sent to members, event volunteers and donors, ask them to share the information with their friends and family.

Your core volunteers noted in the Concentric Circle are your members who have undergone the screening and orientation process. They are your dedicated and committed group who have regular interactions with the individuals and families we serve. Event volunteers have volunteered at an event and/or expressed an interest in our mission. The outer circle, our donor / support group, are friends, family members and contacts of our core members.

If each member/volunteer reaches out to their circle of friends and family for prayer, volunteer and financial support, this will increase awareness of our Society, our mission and our friends in need, which in turn will result in the support continuing to grow for the individuals and families we serve.



Volunteer Giving

Leverage the generosity of our volunteers who are financially able to give. Remind volunteers that our ability to plan programs is dependent on our ability to build a pipeline of donations.

Gently encourage and remind our volunteers to consider the Society of Saint Vincent de Paul when allocating their own donation budget.

Celebrations

Create awareness around the idea of asking for donations to the Society of Saint Vincent de Paul in place of gifts to mark celebrations such as birthdays, anniversaries, memorial donations. Regarding in memoriam donations, have “in memoriam” cards printed and available at the funeral homes in your community.

Gently remind our members, volunteers and parishioners to consider our Society for celebrations as a means of giving. When this happens, share the good news which will raise awareness and spread the idea.

Workplace Fundraising

Leverage workplace matching programs to double donations and take advantage of corporate giving.

Drive awareness of the opportunity for workplace teams to sponsor a family. At Christmas especially, businesses are looking for ways their people/teams can contribute to the community.

Find out if an organization has any specific giving programs.

Ask/remind members/volunteers to look into their and their partner’s workplace matching program and to consider taking part if they are financially able to.

If there is a United Way workplace campaign, should someone ask, we can recommend the Society of Saint Vincent de Paul as a choice.

Targeted Program Donations

Often people are more inclined to give to certain programs that are more targeted to their personal passions. For example, some are passionate about helping our families break the cycle of poverty and, therefore, may want to contribute to the Seeds of Hope program by contributing to RESPs set up for children. Others may be passionate about helping our Indigenous friends and, therefore, contributing to the North of 60 program would be a good fit.

Pre-Authorized Debit

Setting up a pre-authorized debit (PAD) ensures a reliable and steady base of donations allowing you to confidently plan programs to help individuals and families.

Attracting Grant Funding

There are local opportunities for small grant funding where reporting requirements are not as stringent and competition is not as fierce, such as 100 Men Who Care or 100 Women Who Care.

Ask members and volunteers to keep their eye out for potential local opportunities.

Foundation Support

If you know someone who has a family foundation, share information about the Society which could potentially turn into a donation from that family foundation.

Community Foundations are a good source of receiving potential donations; ensure you provide information about the Society to your local community foundation and ask that they add the Society of Saint Vincent de Paul to their list of potential recipients. Provide updates to the local community foundation to raise awareness and stay in touch with foundation donors on a regular/annual basis.

Should you have people resource, researching Foundations to approach for funding is a good source of revenue.

School/Youth Partnerships

Youth can be great allies of the efforts of SSVP. Leverage the energy of the youth and generosity of local schools to provide for families.

Develop a Partnership with the central school board administrators. In some Catholic School systems, a central school board Faith Administrator Superintendent acts as a conduit to all of the schools, elementary and secondary. Not only does this "Administrative relationship" serve as an endorsement of SSVP but it also creates an open line to communicate the specific SSVP needs directly to the students. Appeals for warm clothing, food, personal care items etc. can all be communicated centrally through the board Faith Administrator. Special fundraising events can be held throughout the year, e.g. Christmas / Advent, Easter / Lent, Halloween / Oktoberfest. This can lead to annual events hosted by respective schools and possibly even create fun competition among participating schools.

Creating relationships with Principals, social justice club teacher advisors, classroom teachers and students at the school level is equally important. Establish a connection with the Principal at the beginning of the school year and ask that they support your Christmas, Halloween and/or Easter programs. Leverage older students and school volunteers to assist with executing the plan. Personal relationships and ability to logistically facilitate any drives will ultimately decide the success of the fundraising efforts. Such relationships may also develop into increased numbers of SSVP volunteers and Vincentians among students and staff alike.

Elected Officials Support

Reach out and meet with your local elected officials including MPs, MPPs, MLAs, MNAs, Senators, Mayors, City Councilors and School Board Trustees to raise awareness of the work of the Society of Saint Vincent de Paul. Their assistance may not be direct, but may provide assistance/direction to apply to federal or provincial funds; they may make a personal donation to a specific project as well as raise awareness of the Society with their friends. Elected officials add visibility by being present at various activities, and it is beneficial to have the support of elected officials who can affect government policies.

When arranging a meeting with local members of Parliament, be prepared to talk about the good work of the Society and have a "specific ask" as the elected official will usually ask "What can I do to help?" or "What do you want from me?"

Bequests/Planned Giving

To help raise awareness with your most loyal donors to leave a bequest / 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.

Third Party Fundraising

Third Party Fundraising Events are events that companies, community groups or friends host to support the Society of Saint Vincent de Paul. All proceeds raised by the event are donated to SSVP. Events can include anything from a dress down day, a fashion show, dinner party or golf tournament. Any individual, community group or company can host a third party fundraiser and help make a difference in their community.

How to Get Started?

Whether it's a new event or one that you have hosted before, SSVP will work with you to develop, grow and market your event. SSVP can offer:

- Advice and expertise
- Ideas to assist with planning
- Promotional support
- Letters of support to validate the authenticity of the event
- Information on tax receipting

Church Collections

Ask for parishioner generosity through poor box collection, envelope collection, special collections and memorial donations. Consider each interaction with parishioners as an opportunity for one on one conversations to raise awareness of the needs and an opportunity to recruit more members/volunteers.

Encourage members to wear a SSVP t-shirt. This will draw attention and promote the vision of a unified team.