



PLAN YOUR OWN EVENT
autismcanadaevents.org

Autism Canada
Plan Your Own Event Guide

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Holding a special event for those living with autism is a great way to achieve your philanthropic goals, build community spirit and raise awareness for the cause of autism. We all need to join together to effect real change for Canadians. By holding a fundraising event for Autism Canada you are making a difference in the lives of people affected by autism and everyone around them. Thank you for joining our team.

Where does your money go? Autism Canada's Strategic Objectives:

Be a national knowledge hub.

We will strive to provide current, timely and useful information and direction to families and persons with ASD.

Influence public policy at the national level.

Together with ASD partners across the country, we will take a leadership role to influence public policy at the national level.

Facilitate collaboration and sharing among member organization.

We will work with our Provincial and Territorial Council to provide them with current, timely, and useful information and help them build fundraising and awareness capacity.

Build greater capacity and competencies in health care and in other critical sectors such as education, justice & senior care.

We are committed to increasing the knowledge, capacity and competencies of some of the primary sectors with which people on the Spectrum interact over the course of their lives, specifically, health care, education, justice and senior care.

Support and promote medical and non-medical research.

We will champion evidence-based research by bringing together researchers from around the world.

Ensure financial sustainability.

Our financial sustainability will be enhanced through increased focus on fundraising and targeting relevant grant opportunities from foundations and/or governments.

Step-by-Step Guide

We hope this resource package helps you plan your event. Here are some key steps to guide you through the process.

1. Contact Us

Autism Canada Staff are here to help you with ideas and provide you with information and support in planning your event.

2. Event Ideas

Anything is possible with a little imagination but we have some suggestions that have worked for others:

- A-thon (Bike-a- thon, Dance-a-thon, Walk-a-thon)
- Auctions
- Car Wash
- Casual Days, Holiday Parties
- Concert or Variety Show
- Craft Show
- Fashion Show
- Fitness Challenge
- Gala
- Garage Sale
- Marathons
- Murder Mystery
- Poor Boy Luncheon
- Sports Theme Party
- Tournaments

3. Fundraising Opportunities

There are two types of Third Party Fundraisers that you can do for Autism Canada.

1. A group or individual can host an event and make Autism Canada the beneficiary. (Example: An individual or organization hosts a golf tournament, concert or garage sale and gives Autism Canada a cheque for the net profits.)
2. A group or individual can "piggy back" on an existing event, adding a third-party fundraising element, and receive the income produced from that element. (Example: A company has an annual party and asks their employees to make a donation to Autism Canada or a city has an annual marathon and they give registrants the opportunity to get pledges for Autism Canada.)

Try fundraising online! Use our web tools to create your own personal fundraising page. Not only is it fast and easy to do, but online donations are on average double the amount of other donations. Visit www.autismcanadaevents.org to learn more.

4. Get organized – Form a Committee

Organizing a successful event takes hard work and planning. An organizing committee can help oversee the management of your event. Recruit a team of enthusiastic volunteers with different skills and experience who can help you with all the various components of your event.

5. Set the Date and Venue

Schedule your event for a day that gives you enough time to plan and promote it. Make sure it's not competing with another event happening in your community and don't forget about holidays that occur throughout the year.

Booking your event in an accessible location is crucial. Make sure it has all the amenities you need. If you are planning an outdoor event always have a Plan B if weather doesn't co-operate.

6. Set your Fundraising Goal and Budget

Set a fundraising goal for your event and plan how you expect to reach your goal. Create a budget to manage all expenses like rental equipment, fees, decorations, etc. and estimate the potential income from your fundraising activities. Determining your budget will help you to decide whether your fundraising target is realistic. Remember to always monitor your expenses.

7. Do you Need a License?

Check with the Municipal Hall, Police, Gaming & Enforcement Branch and Liquor Control and Licensing Branch in your community to determine if you need any licenses (e.g. raffles, liquor) and how long it takes to get them. Four to six weeks are needed for the processing of some permits.

8. Donations and Tax Receipts

Donation cheques should be made out to Autism Canada. Cash can be collected and exchanged for a bank draft made out to Autism Canada.

If you have a very large event planned, you might want to open a bank account in the name of the event.

Autism Canada is a registered charity and is eligible to issue tax receipts for donations at events that have submitted an Event Proposal Form in advance. Some Canadian Revenue Agency conditions apply.

For more information go to the Canada Revenue Agency site www.cra-arc.gc.ca/tax/charities.

9. Recruit Volunteers

Do you need helpers on the day of your event? If so, determine what duties need to be done and assign them to your volunteers.

To recruit volunteers for your event, consider posting on your Facebook page, community message board, local newspaper or through word of mouth.

10. Use of Autism Canada Name and Logo

To assist you with promotion and authenticity, Autism Canada can provide a logo for your event materials (posters, letters, t-shirts, etc.) To ensure that Autism Canada's identity is represented correctly, we ask that any promotional materials bearing Autism Canada's name or logo be approved by us prior to use.



Please do not stretch, remove elements, or alter the colours of this logo.

11. Promote your Event!

Promote your event with posters or other traditional methods, but don't overlook online opportunities. You can ask Autism Canada to advertise your event on our website, Facebook Page, Instagram and Twitter.

Please don't forget that you can also use our online fundraising resources.

Also consider submitting a press release or story to your local media outlets (print, radio and television). For media outreach tips, check our Media Guide.

Social media, particularly Facebook and Twitter, is another effective way to get the word out about your event.

12. After the Event

Now it's time to count and submit the funds you have raised to Autism Canada.

Remember to thank those who helped make your event a success. When their efforts are recognized, they'll be more excited to help at your next fundraising event.

Don't forget to showcase your event by letting your local media know the highlights and outcome of your event.

Resources

- Media Guide
- Tax Receipting Guidelines
- Event Proposal Form
- Fundraising Ideas A to Z
- Online Fundraising tool at www.autismcanadaevents.org

Contact us for more tools or assistance with preparing a sample budget, sponsorship ask letter, posters or donation cards.

13. Event Proposal Form

Please see the link below for the event proposal form.

<http://autismcanada.org/wp-content/uploads/2015/09/EventProposalForm2015.pdf>

14. Autism Canada Contact Information

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15. Autism Facts

- While we are not doing national surveillance in Canada, it is believed that roughly one percent of children in Canada have an autism spectrum disorder (ASD), with developmental disabilities running from slight to severe.
- ASDs occur in children of all racial, ethnic and socioeconomic groups, but disorders are four to five times more likely in boys than girls.
- About 40 percent of children with an ASD don't talk at all, and an additional 25 to 30 percent have some words at 12 to 18 months of age and then lose them. Others may speak, but not until later in childhood.
- There is no blood test, no scan, and no image that can detect autism. Diagnosis relies on behavioural observation and screening.
- As early as infancy, a baby can begin to show the three hallmark features of autism: communication challenges, impaired social interactions, and repetitive behaviour.