

**DIABETES
CANADA**

**MY DIABETES
FUNDRAISER**



Gala Event Toolkit



Thanks for dressing up for us

Hosting a gala fundraiser for Diabetes Canada is a great way to raise funds for an important cause in an exciting and fun way. Rest assured, all funds raised will go towards our work to better the lives of people affected by diabetes.

A world free of the effects of diabetes is our vision. That's why we are working together to:



Improve

the quality of life of people living with diabetes.



Share Knowledge

and create connections for individuals and the health-care professionals who care for them.



Advocate

through public policy.



Fund research

to improve treatments and find a cure to end diabetes.

On behalf of everyone at Diabetes Canada, and the almost 12 million people in Canada living with diabetes or prediabetes, **thank you.**

Charitable Number: 11883 0744 RR0001





Ready to get started?

Follow our six steps to success

1 Choose Your Category

Visit fundraise.diabetes.ca and register your event. You can host as a team or an individual, and will be given the following 4 options for discovery. Choose which one best fits the cause of your gala event.



Community Event

Host a community fundraiser with your workplace, service club, or faith group like a car wash or danceathon.



Celebrate

Celebrate your birthday, wedding, a special anniversary, your “diaversary”, or another milestone.



Challenge

Run in a local race, host a games night, a fitness class, a sports tournament, or your own movement challenge.



Commemorate

Honour a loved one in a unique way.

Six Steps to Fundraising Success

- STEP 1: Dream big
- STEP 2: Fundraise online
- STEP 3: Set your plans
- STEP 4: Make a budget
- STEP 5: Invite supporters
- STEP 6: Close out



Quick tip:

Many hands make light work! Recruit friends, family, or community members to help you plan your event.

2 Make a Mark

If you haven't already, head to fundraise.diabetes.ca to set up your event page. Personalize your page with an image, event description, and fundraising goal. Copy your page link and share it with your network through pre-written emails available when you login, or on social media with suggested posts.

Keep your page up-to-date with regular announcements leading up to your fundraiser.

Did you know?



1.7 million
people in Canada are living with type 2 diabetes and don't know it.



Every 3 minutes
another person in Canada is diagnosed with diabetes.

3 Set your plans

When are you hosting your event? Does it take place for an evening, an afternoon, a full day?

Where are you hosting your event? Are you hosting an intimate gala or a major black tie affair? Book a venue with enough capacity for your guest list that is easily accessible for everyone.

It may be helpful to use the **In-Person Event Checklist** to ensure you are meeting your goals.

4 Make a budget

As a gala, there will be costs associated with your fundraiser, so use the **Budget Template** provided to outline:

- Projected expenses (i.e. décor, catering costs, venue rental, marketing, entertainment).
- Projected sources of revenue (i.e. attendee registration/ticket sales, silent auction, potential sponsorship).

TOOLBOX

[IN-PERSON EVENT CHECKLIST](#)

[BUDGET TEMPLATE](#)



Quick tip:

Now is a great time to make a self donation! By making a self donation, you are leading by example and showing your dedication to the cause.

5 Invite supporters

Promoting your event is very important when it comes to inviting donors, guests, and sponsors. Some ways you can share the news about your fundraiser include:



Reach out to your network of friends, family, neighbours, or colleagues.



Post on social media - don't forget to tag [@DiabetesCanada](#) and use [#MyDiabetesFundraiser!](#)



Canvass door to door with people that you know or send invitations in the mail.



Contact your local newspaper, radio, and news station about your fundraiser.



Put up posters in the venue and other areas where it's permitted and where guests might be.

TOOLBOX

[PROMOTION AND SOCIAL MEDIA GUIDE](#)

[FUNDRAISING TIPS AND IDEAS](#)

Check out the **Promotion and Social Media Guide** in the toolbox for more information and ideas to spread the word out about your fundraiser.



6 Close out

Congratulations and a big thank you! We hope you had fun with your gala and accomplished your goals. Once your event is complete, here are a few closing tasks to make sure you do:

- Complete any outstanding payments or invoices.
- Submit cash or cheque proceeds to Diabetes Canada - see the **Offline Donation Form** in Your Toolbox for more information.
- Thank anyone who may have helped you with the event and collect feedback.
- Let folks know if you're planning on hosting again next year.

Your Toolbox

Here is a list of available templates and tools to make the planning and fundraising processes easier for you:

- [In-Person Event Checklist](#)
- [Online Event Checklist](#)
- [Fundraising Tips and Ideas](#)
- [Thank You Letter Template](#)
- [Offline Donation Form](#)
(for cash and cheque donations)
- [Budget Template](#)
- [Promotion and Social Media Guide](#)
 - *"In Support of" Diabetes Canada Logo*
 - *Poster*
 - *Media Release*
- **Letter of Recognition** *(only available upon registration)*

We're here to help!

We want your fundraiser to be a **HUGE** success and one that you are proud of. A Diabetes Canada representative can help you in many ways.

What Diabetes Canada **can** help with:

- Idea generation and event planning guidance.
- Providing printable materials.
- Regional promotion support.
- Providing a letter of recognition.

Unfortunately, we are **not** able to help with:

- Raffle and lottery licenses.
- Expense reimbursements or funding.
- Event permits or liability insurance.
- Sending media advisories and press releases.

Questions? Contact us at fundraise@diabetes.ca

A stage with a red carpet and gold curtains. The curtains are pulled back, revealing a red carpet that leads up a set of stairs. The lighting is warm and focused on the stage.

Thank You!

Diabetes Canada is grateful to you for making us your charity of choice. By creating an event, you are bringing a community together to help the 1 in 3 people affected by diabetes or prediabetes in Canada.