

# DIABETES CANADA

# MY DIABETES FUNDRAISER



# Fundraising Toolkit





# Thanks for being part of our circle

Hosting a fundraiser for Diabetes Canada is a great way to fulfill your philanthropic goals, build community spirit, and raise awareness about living with diabetes or prediabetes. Your event or campaign in support of Diabetes Canada makes you part of our inner circle — we are all people impacted by diabetes who are determined to make a difference.

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



## Fundraiser Spotlight

### Al, Parksville, BC

In 2022, Al decided to use his passion for running to raise awareness and funds for diabetes. Working hard to train throughout the year, he ultimately complete the New York City Marathon in November and raise over \$5,000 for Diabetes Canada.

**Top Tip:** "Be personable - try to avoid mass emailing and address each person or company directly."



Ready to get started?

# Follow our six steps to success

## 1 Dream big

What kind of fundraiser are you hosting? Check out these event categories for inspiration:



### 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.



### Create

Host an event we haven’t thought of yet. The only limit is your imagination!

## 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 Fundraise online

If you haven't already, head to [fundraise.diabetes.ca](https://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 a day, over the weekend, or maybe longer?

Where are you hosting your event? Are you hosting something in-person or online? Book a venue with enough capacity for your guest list that is easily accessible for everyone.

Depending on the type of fundraiser you're hosting, it may be helpful to use the **In-Person or Online Event Checklist**.

## 4 Make a budget

If there will be costs associated with your fundraiser, 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](#)

[ONLINE 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.



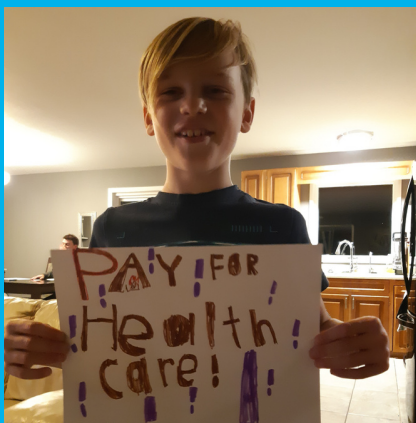
Put up posters in the venue and other areas where it's permitted and where guests might be.

## 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.



## Fundraiser Spotlight *Malcolm, Elm Creek, MB*

On behalf of a grade three classmate living with type 1 diabetes, Malcolm decided to start a fundraiser for Diabetes Canada. Through his network of family, friends and community, he exceeded his goal of raising \$1,000!

**Top Tip:** *"It's very easy to start an awareness fundraiser. I didn't host any in-person event or sell anything. I just got out my message and asked for people to support the cause."*

## 6 Close out

Congratulations and a big thank you! We hope you had fun with your fundraiser 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](mailto:fundraise@diabetes.ca)





## 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.