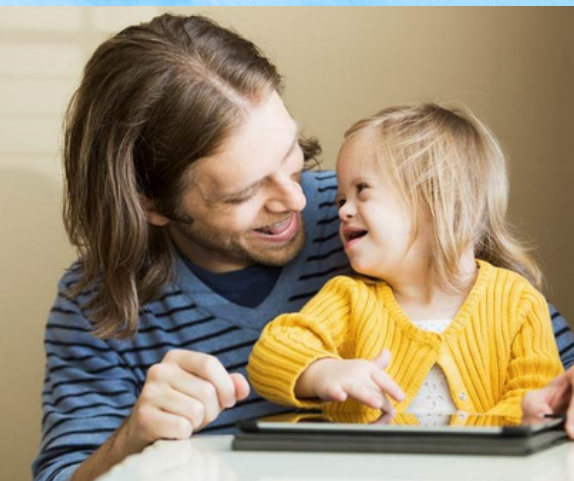


DIY FUNDRAISING KIT

building futures
changing lives
strengthening families





Welcome to Your Fundraising Journey

You're making a difference, and we're right here with you.

Thank you for taking the exciting first step in organizing your own fundraiser in support of the CICC Foundation. You're joining a kind and committed community of changemakers who believe in the potential of every child and want to support families of children with disabilities.

This toolkit is here to guide and support you every step of the way. Whether you're planning a small gathering or a big community event, we're here to help you turn your passion into real impact.

Welcome to the CICC Foundation community. We're so grateful you're here.

Who We Are

The Centennial Infant and Child Centre Foundation (CICC Foundation) champions the work of the Centennial Infant and Child Centre (CICC). Starting as Toronto's first preschool for children with disabilities, CICC is now a centre of excellence dedicated to building futures, changing lives, and strengthening the families of children with special needs by giving them the best start in life.

By developing a diverse community of support, the CICC Foundation is dedicated to furthering CICC investment programs that give children with disabilities what they need to build a bright future.

Mission

Empowered by the generosity of our donors, The Centennial Infant and Child Centre Foundation advances a child's early development by investing in Centennial Infant and Child Centre's programs, services and capital needs.

We're Here to Support You

Support and Resources to Help You Succeed

We know that fundraising can feel like a big undertaking—but you're not in it alone. Here's what we provide to help you every step of the way:

1. Your Personal Fundraising Page

Every fundraiser gets a dedicated [online page](#) to tell their story, upload photos or videos, and collect donations. You'll be able to customize it to reflect your voice and share it widely.

2. Social Media Graphics

We've created ready-to-use, downloadable templates from [Google Drive](#) to help you share your fundraising message online. These templates are designed specifically for social media, so you can quickly post on Facebook, Instagram, or other social media platforms.

3. Tax Receipts for Donors

Donations of \$20 or more made online through your fundraising page automatically receive a tax receipt. For offline donations (cash/cheque), we just need the donor's name, mailing address, and email or phone number.

4. Use of Our Logo

To help make your fundraiser look and feel official, we provide a special ["In Support of CICC Foundation" logo](#). Please use this version on all your materials.

"Centennial is a magical place, a special place, a one-or-a-kind place. It is a place of hope and strength, a place where our children flourish and grow." - Parent of a child at CICC

Step 1: Getting Started

Let's begin your fundraising adventure!

You've already taken the first step toward becoming a successful fundraiser for Children with disabilities, their families, and the CICC Foundation—thank you! Now it's time to think about what kind of fundraiser best fits you, your community, and your goals. Whether you're going solo or teaming up with others, virtually or in person, we're here to help you shape a plan that feels meaningful and doable.

Brainstorm Your Fundraising Idea

There's no one-size-fits-all when it comes to fundraising. Your event can be as simple or as creative as you like. Think about what feels fun, doable, and engaging for your network. Here are some ideas to get you started:

Move for a Mission

Run, walk, bike, dance—turn movement into impact. Set a challenge and ask your network to donate in support.

Kid-Powered Fundraisers

Get children involved by organizing a lemonade stand, bake sale, or art sale—a fun way for them to take part and learn about giving back.

Declutter for a Cause

Host a garage sale and donate the proceeds—or invite your neighbours to contribute items and turn it into a block-wide community event.

Food with Heart

Host a BBQ, dinner party, or potluck for family and friends. Instead of bringing wine or dessert, guests can make a donation to support the CICC Foundation.

Mindful Moments

Host a self-care challenge: meditate, read, paint, or take time to reset each day—and invite others to donate in recognition.

Game for Good

Organize a virtual or in-person game night with an entry donation or livestream your gameplay to raise funds online.

Celebrate With Purpose

Ask friends to donate to your fundraiser in lieu of gifts for birthdays, holidays, weddings, or other milestones.

Workplace Giving

Start a friendly challenge with colleagues or ask your employer to match what your team raises.

Tip: Make it personal. When you choose something that feels meaningful and fun for you, your passion will inspire others to get involved.

Step 2: Register Your Fundraiser



In support of



Centennial
Infant and
Child Centre
Foundation

Make it official.
Make it yours.

Once you've got your idea, **register your event with us.** You'll get access to your personalized fundraising page and official materials to help bring your event to life.

Don't forget to review our **Third-Party Event Agreement** —it helps us ensure all events stay aligned with our values and standards.

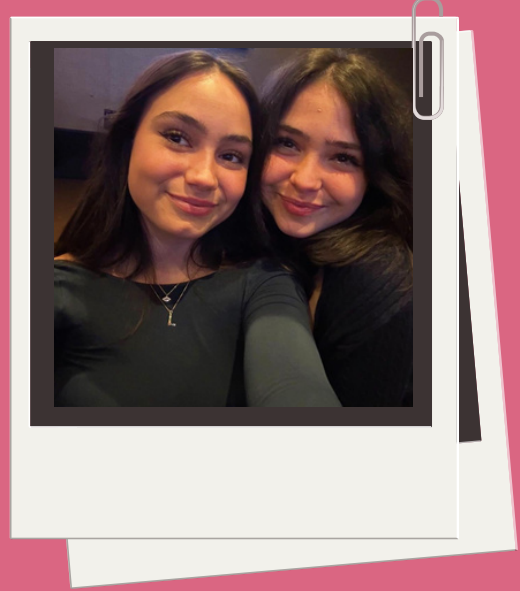
**You can infuse
positive
activities for
children with
disabilities and
their families
within your
fundraiser!**

Step 3: Plan Your Event

Great events start with a great plan.

With your idea set, now's the time to think through logistics:

- **Timing:** When will your fundraiser start? How long will it run?
- **People:** Who can you invite to help—friends, coworkers, family?
- **Space:** Will your event be online or in person? Need to book a venue?
- **Goal:** Set a fundraising target—it motivates both you and your supporters.
- **Budget:** Will your event have expenses? You can use our [budget planner](#) to stay organized.
- **Sponsorship:** Use our [templates](#) to request donations or gifts-in-kind from local businesses.



“I chose to fundraise for CICCF, because it is a wonderful foundation that does such powerful and important work. Upon being introduced to the foundation through my father, I was immediately moved by the cause and wanted to support in any way I could.” – Hanna, Fundraiser for CICC

Step 4: Decide How You'll Raise Money

What will your fundraising look like in action?

Once you've chosen your activity or event, it's time to decide how funds will actually be raised. This step is all about your call to action—the simple, clear way people can support you and the cause. Here are a few common (and creative!) ways to raise funds:

Donations:

Ask friends and family to donate directly to your personal fundraising page in support of a challenge, personal story, or meaningful milestone.

Ticket Sales:

Sell tickets for your event—whether it's a game night, dinner party, or talent show—and direct proceeds to your campaign.

Product Sales:

Host a lemonade stand, bake sale, or craft table—great for engaging kids and families. Set suggested donation amounts, or let people give what they can.

Garage Sale or Community Swap:

Clean out your closets and turn clutter into impact! A yard sale, book swap, or neighbourhood market can turn gently used items into meaningful contributions.

BBQ or Hosted Meal:

Bring your community together with a backyard BBQ, potluck, or dinner party, and ask guests to donate instead of bringing food or drinks.

Team Participation:

Invite others to join in! Form a team, run a tournament, or challenge each other to complete tasks or goals that inspire giving.

Sponsorship:

Ask local businesses to support your event by covering costs or donating goods/services. You can offer tiered sponsorship opportunities (gold, silver, bronze) or create your own recognition levels.

- **Cash Sponsorship:** Request funds to help cover event costs or increase your impact.
- **Gift-in-Kind:** Ask local businesses if they can contribute with goods or services (e.g., donating food for a CICC event, an event space, or services).
- Use our editable **[sponsorship request templates](#)** to help you make the ask.

Extra Ideas:

Add raffles (promotional draws), silent auctions, donation jars, or even social media “challenges” to boost engagement and giving. More details on FAQ page 12.

Tip: Keep your fundraising method clear and easy to act on. Whether it's donating, buying, attending, or sharing—make sure people know exactly how to participate.

Step 5: Share Your Story



Why this matters to you, and why it should matter to others.

Telling your story is one of the most powerful tools you have. It helps people connect emotionally and understand the impact they can have through you.

- Why is supporting children with disabilities important to you?
- Is there a personal story or experience that inspired you?
- How can your community make a difference by joining your cause?

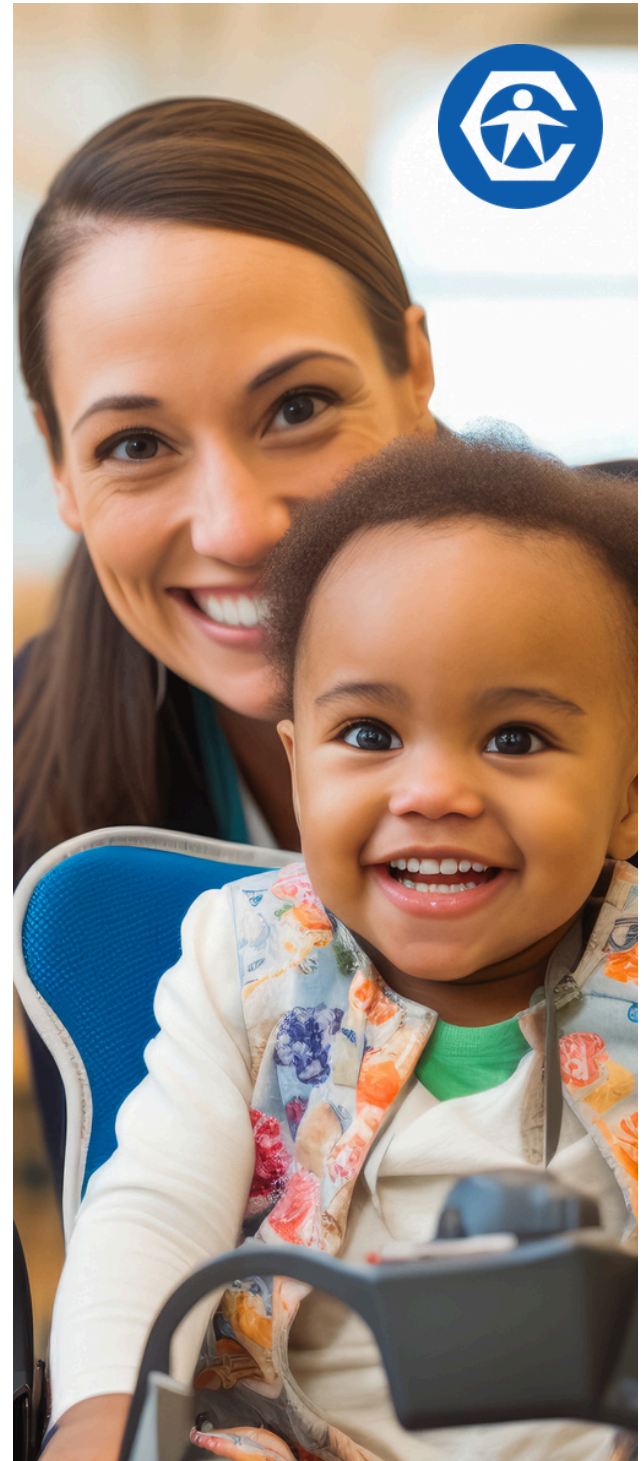
Tip: Focus on the impact. Show how your event helps children with disabilities and their families through the CICC Foundation. Download and share this [infographic](#) to spread the word.

Step 6: Promote and Raise Funds

Now it's time to spread the word.

Your event is taking shape. Let's let people know about it! Use every channel you have and don't be shy about asking for support.

- **Email:** A direct message goes a long way. Start with your inner circle.
- **Social Media:** Share updates and tag us [@CentennialsKids](#) on Facebook or [@centennials_kids](#) on Instagram. We'll cheer you on!
- **Graphics:** Use our ready-to-use, downloadable templates from [Google Drive](#) to easily share your fundraising message online.
- **Reminders:** People are busy—follow up with gentle nudges before your event ends.
- **Donation Link:** Always include your fundraising page link in every post and message.



Kick it off! Donate to your own campaign first. It shows your commitment and encourages others to join you.

Step 7: Wrap Up and Celebrate

You did it! And your impact is real.

Your fundraiser is complete—and it mattered. Children and families will feel the ripple effect of what you started. That’s worth celebrating.

- Share your success with friends, donors, and your community.
- Use our [thank-you templates](#) or create your own personalized messages.
- Submit any offline donations to: Kasia Ziemia at foundation@cicc.on.ca

We’ll help process those donations and issue receipts where needed.



“The outcome of my bake sale was very positive with many members of my community contributing. We were able to earn money for the cause, while shedding well-deserved light on this wonderful foundation. I would definitely consider doing it again.”

– Hanna, CICC Foundation Supporter



Frequently Asked Questions



1. Will my donors receive tax receipts?

Yes! Individuals who donate **\$20+ CAD** to your CICC Foundation fundraising page will automatically receive a tax receipt for the amount of their donation.

Offline donations (cash, cheque, or e-transfer) of **\$20+** are eligible for a tax receipt as long as we have the donor's **first and last name, mailing address, and email or phone number**. [Tax receipt guidelines](#)

2. Can I add cash or cheque donations to my fundraising page?

Absolutely! Simply log in to your participant centre and go to the "**Donations**" tab to add offline donations. You can enter the donation amount, payment type, and any required tax receipt information.

3. Can I organize a raffle or lottery?

We recommend hosting a **promotional draw** instead! Raffles and lotteries often require licenses, but a draw for a suggested donation (with an option for free entry) doesn't need one. Just make sure to follow the guidelines for promotions, and feel free to reach out if you need help organizing one!

4. Can I hold an auction?

Yes, you can! However, please be aware that there are **CRA guidelines** for issuing tax receipts for the winning bid. Make sure to follow these guidelines or contact us for more information.

5. Will the CICC Foundation help promote my event?

We're happy to share your event with our community! You can tag us on social media using **@CentennialsKids** on Facebook or **@centennials_kids** on Instagram, and we'll do our best to share your posts. However, we do not promote events through our email list.

Frequently Asked Questions



6. Can someone from the CICC Foundation attend or speak at my event?

While we'd love to join you, a representative may not always be available. Please reach out to **Melissa Syme** at msyme@cicc.on.ca for inquiries, and we'll do our best to accommodate.

7. Can I use the CICC Foundation logo?

Yes! You can use our **In Support of CICC Foundation** logo to promote your event. Download the logo [here](#).

8. Can the CICC Foundation provide me with swag or marketing materials for my event?

We offer a variety of **digital and print resources**, including social media templates, posters, and flyers. You can also create a **QR code** for your fundraising page to make donating even easier. Visit this [link](#) for access to materials!

9. Can you connect me with potential sponsors?

While we can't connect you directly with sponsors or donors, we can provide templates to help you reach out. Check out our **[sponsorship](#)** and **[donation request templates](#)**. We can also offer a letter of support to validate your event.

10. What support can the CICC Foundation not provide?

- We cannot **reimburse event costs** or expenses.
- We cannot share **mailing lists** or contact details for donors, volunteers, or corporate sponsors.
- We cannot guarantee a CICC Foundation representative at your event.
- We cannot provide tax receipts for offline donations without **complete donor information**.

Still have questions?

Feel free to reach out to Melissa Syme at msyme@cicc.on.ca, and we'll be happy to help!