



At Parks Foundation Calgary

WE BUILD PARKS THROUGH PARTNERSHIPS

With the support of the Calgary Foundation we have created this guide with TIPS and IDEAS to support your fundraising efforts to help you reach your goal and bring your project to reality.



FUNDRAISING

Beyond collecting money for a particular purpose, you will be connecting people and businesses to a cause that matters to you. Be clear and transparent on how their contribution will make an impact on your project and how it supports leaving a legacy in your community.





DONATIONS

Contributions come in many forms and not all donations will be financial in nature. Approach your donors and supporters with a variety of ways they can help! Consider in-kind contributions, event support, as well as cash donations. Below are a few ideas to get you started.

- **Donation Request Letter**

As a partner of Parks Foundation we would be happy to place your requests on our Foundation letterhead - just ask!

- **Create a donation sheet for your project**

This will collect all the necessary information from your donors. Distribute alongside any donation request letters.

- **Community or school cheque drive**

Set a fundraising goal and suggest a donation amount.

- **Itemized Project Sheet**

Often times people are unaware of the individual costs of items; perhaps they would be more willing to donate to cover the full or partial cost of a particular item.

- **In-kind donations, materials, or services**

Design (signs, architect designs), materials (rocks, concrete, trees), services (security, bobcat driver)

- **Use your network**

Get in touch with your local services clubs (Lions, Rotary, Kinsmen, etc.)

KEY TO
SUCCESS

All cheques should be written to "Parks Foundation Calgary", and accompanied by a donation sheet for your project. Parks Foundation Calgary will provide tax receipts for donations of \$25 or more. ONLINE donations are a great alternative!



CASINO FUNDS

Your organization must be registered as a society or charity before you can apply for a casino license. *The organization must prove an active record of delivery of its charitable programs or services to the community for a minimum of 24 months. www.aglc.gov.ab.ca

Want to hold a Casino?

If your organization has never held a casino you must complete the *Eligibility for Casino License* form with the Alberta Gaming and Liquor Commission (AGLC) to become eligible. If your organization is already registered with AGLC you can simply complete the *Casino License Application* (this may take up to 24 months). Please refer to their website for information regarding your organization's eligibility, casino licenses, and application forms.

Website: <http://aglc.ca/casino/licenceandeligibility.asp>

Phone: 1-800-272-8876, ask to speak with someone from the Eligibility Unit

Already have Casino Funds?

If your school or community has access to previously raised casino funds (fantastic!), you will need to connect with the AGLC to request these funds. They have specific rules regarding use of proceeds so we encourage you to contact AGLC directly to discuss your request. Mention your partnership with Parks Foundation Calgary.

General Email: gaming.useofproceeds@aglc.ca

Phone: 1-800-272-8876, ask for someone in the Use of Proceeds Unit





EVENTS are a great way to spread the word about your project and to get people excited and involved! There are endless ideas to kick-start your fundraising. The list below is a place to get you started, but this is your project so get creative! Build a committed team to help you reach your fundraising goals and have fun along the way!

- Bottle drives
- Bake sales
- Food truck events
- Silent auction
- Raffles
- Neighbour Day or Community Events
- Garage Sales
- Pizza/Cookie/Lunch fundraisers

KEY TO
SUCCESS

Contact the AGLC to gain eligibility for a raffle. For raffles valued at \$10,000 and less, the license can be obtained from any Alberta registry agent, for raffles valued \$10,000 or more, the AGLC must issue the license.



CORPORATE & BUSINESS SUPPORT

Contact your local businesses to inform them of your project, show them designs of your idea and how it will benefit your community. Create your own donation request letter to help them understand the project in its entirety, the fundraising goal, partnerships and how they can financially help.

TIPS & IDEAS

- **Employee gift matching programs**

Some companies match donations made by their employees or donate a certain amount to their charity of choice or social cause.

- **Corporate community investment programs**

Search company websites, or reach out to working parents to see if options are available.

- **Banks/Credit Unions**

Check websites for locations in your community and funding opportunities available.

- **Volunteer opportunities for donors**

Corporations appreciate the opportunity to be involved in a hands-on way. Talk with your supplier or contractor to find ways to get volunteers involved.

- **Donor recognition**

Discuss with your team how you plan to recognize your supporters and donors. Make sure to mention this in grant applications and donor request letters. Parks Foundation can give you ideas on how to do this.

- **In-kind or material donations**

Depending on the request you may be more successful in receiving material donations. Talk with your supplier or contractor on what items you can request elsewhere.



GRANTS provide significant funding opportunities for your project. When applying make sure you illustrate why your project is important and what makes it unique. We suggest that you call the organization first to verbally introduce your project, ensure it's a good fit, and ask for any words of advice when putting together your application. Below is a list of possible grants that may apply to your project.

Please note that every grant may not apply to your project, so take the time to read through guidelines and focus areas to see where you fit in.

Alberta Blue Cross—Healthy Communities Program

Website: <https://www.community.ab.bluecross.ca/programs/built-together.php>

Alberta Real Estate Foundation

Website: <http://aref.ab.ca/get-funding/>

Alberta Recreation and Parks Association (ARPA)

Website: <http://arpaonline.ca/resources/grant-programs/>

Calgary Foundation - Grassroots Grants

Website: <http://calgaryfoundation.org/grantsawards-loans/types-of-grants/grassroots-grants/>

City of Calgary—Inspiring Neighbourhoods Grant

Website: <https://www.calgary.ca/csps/cns/Inspiring-Neighbourhoods-Grant.html>

Community Facility Enhancement Program (CFEP)

Website: <https://www.alberta.ca/community-facility-enhancement-program.aspx>

Community Initiatives Program (CIP)

Website: <http://www.culture.alberta.ca/community/community-grants/>

COOP Community Spaces

Website: <https://www.co-op.crs/articles/detail/community-spaces-funding>

JumpStart Accessibility Grants

Website: <http://jumpstart.canadiantire.ca/content/microsites/jumpstart/en/community-accessibility-grants.html>

Parks Foundation Calgary Amateur Sport Grant Program

Website: <http://www.parksfdn.com/amateur-sport-grant/>

Parks Foundation Calgary Building Communities Grant

Website: <http://www.parksfdn.com/building-communities/>

Sport Calgary

Website: <https://sportcalgary.ca/grants-funding-awards>

TD Friends of the Environment

Website: <https://www.td.com/ca/en/about-td/ready-commitment/funding/fef-grant/>

KEY TO
SUCCESS

Keep track of important application deadlines, review periods, and reporting requirements. Always save a copy of your applications for your records. This is a great resource for the next grant.



Remember why you are doing this in the first place. Stay organized and spread out the work! Consider making subcommittees to help target various fundraising areas and remember to meet often to ensure everyone is sharing their ideas and successes.

Your success will come from an enthusiastic and committed team!
GOOD LUCK!