

Host a Fundraiser for Rainbow Community Places



A How-To Guide

WHAT IS RAINBOW COMMUNITY PLACES (RCP)?



Rainbow Community Places is the organization that runs **Toby's Place** (a drop-in after-school program for 2SLGBTQIA+ youth) and **Dorothy's Place** (a drop-in lunch program for 2SLGBTQIA+ older adults). Rainbow Community Places aims to build lasting community connections between 2SLGBTQIA+ folks living in Scarborough and the Greater Toronto Area.

Through our Toby's Place and Dorothy's Place programs, RCP hosts community meals, workshops, clothing swaps, gender-affirming haircut events (in which professional hairstylists give free haircuts to participants who want them), and more.

WHY FUNDRAISE FOR RAINBOW COMMUNITY PLACES (RCP)?

A fundraiser is a way that you can bring your community together in support of work that you love or are passionate about. By organizing a fundraiser for RCP and donating the proceeds, you are directly contributing to creating safer spaces for 2SLGBTQIA+ individuals in Scarborough and the Greater Toronto Area. Funds raised by community members and supporters in support of RCP allow us to act quickly when program opportunities for workshops, educational materials, outings, or guest speakers arise.

Funds also play a huge role in our advocacy work in local schools, seniors centres, care facilities, and community organizations. Lastly, funds ensure that we continue to offer strong program leadership.



HOW CAN I FUNDRAISE FOR RCP?

A fundraiser can be an ongoing activity, or a one day event. Anyone can host a fundraiser! If you care about creating and continuing to host safe(r) spaces for 2SLGBTQIA+ youth and older adults in Scarborough and beyond, hosting a fundraiser for RCP is a great way to help out in that work and inspire others around you to be involved – friends, classmates, neighbours, colleagues, or family.

Makers/artisans, small businesses, tattoo shops, restaurants, and event organizers are also welcome to fundraise for RCP through giveaways, flash days, raffles, ticket sales, or a portion of proceeds. For some examples of this work, check out pages 7 and 8 of this booklet.

This instructional guide is designed to make fundraising for RCP as easy as possible for you. We have included a list of Frequently Asked Questions as well as the event examples to spark some inspiration.


For more information, email programcoordinator@rainbowcommunityplaces.org.

FUNDRAISING GUIDELINES

- 1.** All promotional materials must state that your event is “in support of Rainbow Community Places” (and/or “in support of Toby’s Place”, and/or “in support of Dorothy’s Place” and is not an official Rainbow Community Places, Toby’s Place, or Dorothy’s Place event. (More info about our “In Support” logos on page 5.)
- 2.** Rainbow Community Places must not be party to any liability coverage without prior knowledge. Rainbow Community Places accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.
- 3.** The fundraising party (that’s you) is responsible for meeting all municipal/provincial or federal standards and fulfill all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize a fundraising event.

FUNDRAISING QUICK GUIDE


1 Choose the type of fundraiser you would like to host.




Create a fundraising page (CanadaHelps, Facebook, etc).

**2**

Promote your fundraiser.

**3**

Make your donation to RCP through credit card, cheque, cash, or Canada Helps.

**4**

Frequently Asked Questions

How should I describe Rainbow Community Places?

Please use the following description in your publications about your fundraiser:

Rainbow Community Places is a registered charity that works to create and maintain safe(r) spaces for 2SLGBTQIA+ youth and older adults. They currently host two drop-in programs: Toby's Place for youth ages 13-20, and Dorothy's Place for older adults 55+. More information is available on their website at: rainbowcommunityplaces.org

Can I use the Rainbow Community Places / Toby's Place / Dorothy's Place logo?

Please use these versions of our logos on any materials you create for your fundraiser:



For high quality png files of the above logos, please email programcoordinator@rainbowcommunityplaces.org. Please include "fundraiser logos" in your email subject line.

How can I make sure my fundraiser is successful?

Communication is key. Make sure that people know about your event, and keep people updated on your progress. We recommend saying thank you to everyone who supports your fundraiser. (Keep in mind Canada's anti-spam legislation, obtain consent before adding anyone to a newsletter or online mailing list.)

Be sure to let us know how your fundraiser goes! Promote your fundraiser on social media and remember to tag us **@RainbowCommunityPlaces** on **Facebook, Instagram, and LinkedIn**. You can also send photos and videos from your fundraiser to programcoordinator@rainbowcommunityplaces.org.

How can I make my fundraiser as accessible as possible?

To ensure that your event is physically accessible, it is important to look at entrances into the building and each room, bathrooms (automatic doors, emergency alarms), elevators and/or ramps if there are multiple levels. This includes also taking a close eye to lighting, audible alarm systems, accessible parking, and high-contrast signage. For more information from the Accessibility for Ontarians with Disabilities Act, [click here](#).

Ensure that your advertising (both print and online) is clear and the colour palette is easy to follow. Try to avoid clashing patterns and animations that distract away from the message. For more information about universal design from the Accessibility for Ontarians with Disabilities Act, [click here](#).

You can consider offering forms of payment that do not require a credit card, such as cash or e-transfer, and then making the donation on behalf of your contributor. You can also offer lower cost options such as sliding scale fees.

How can I collect donations and get them to Rainbow Community Places?

You can host your fundraiser either online, in-person, or hybrid!

If you are hosting an in person event, you can collect pledges, cash, or cheques at your event or leading up to it. Please ensure that cheques are made out to: **Rainbow Community Places**. If the donor wishes to receive an income tax receipt, they will need to provide their first and last name, address, and email address so it can be sent to them.

Cheques can be sent by mail to:

Rainbow Community Places

33 East Road

Scarborough, ON, M1N 1Z9

If you collected donations in person and need to submit them online, [you can](#) donate to Rainbow Community Places here: <https://www.canadahelps.org/en/dn/97291>

If you are hosting an online or hybrid event, there are a number of ways that you can collect donations. One of the most efficient ways is to create your own personal fundraising page on Canada Helps. **To do that, you can [click here](#)**. Ensure you select “Rainbow Community Places” as the charity you are fundraising for. If you go this route, donors/contributors to your event will receive an e-receipt immediately following their donation, and the funds will be automatically sent to Rainbow Community Places.

Examples of Past Fundraisers



Witch Hazel Tattoo Shop hosted a Flash Day and Raffle for Toby's Place. This involved the tattoo artists volunteering their time for the day, and having a set of pre-drawn tattoos that people could claim.

They gathered items from local artists for the raffle, and sold tickets online and in-person at the shop. There were multiple prize bundles for the raffle.

They collected credit card payments through an application called Zeffy and cash, then made a donation to Toby's Place through Canada Helps.

We (**Rainbow Community Places**) hosted a Comedy Benefit and Silent Auction. This was a ticketed event.

For the cast, we had a gracious team of comedians who donated their time and talents for the evening.

We gathered donations for the silent auction, and allowed patrons to browse before the show and during intermission.

We accepted payments in cash and through an application called Square.



(Note: because this event was hosted by RCP directly, the promotional materials for this event say "Rainbow Community Places" without saying "In support of")

Some ideas to get you started:

“All Proceeds” Event Ideas

- Pay-What-You-Can Meal
- Movie Screening
- Silent Auction
- Bake Sale
- Trivia/Bingo Night
- Art Auction
- “Toonies for Toby’s”, “Dollars for Dorothy’s”
- Community Yard Sale

Portion of Ticket/Admission Sale Event Ideas

- Art Display/Premiere
- Concert/Music Showcase
- Craft/Artisan/Vendor Fair
- Cutest Pet Contest
- Cook-Off
- Fashion Show

“Portion of Proceeds” Event Ideas

- Selling merchandise/products with a portion of the proceeds going to Rainbow Community Places

Fundraising with kids?

Here are some ideas from CanadaHelps.

[canadahelps.org/en/
giving-life/
fundraising/20-
fundraising-ideas-for-
kids/](https://canadahelps.org/en/giving-life/fundraising/20-fundraising-ideas-for-kids/)

Lastly, from everyone on the Rainbow Community Places Team: Thank you!

If you are hosting a fundraiser for Rainbow Community Places, you are part of the generous community of people making the work we do possible. We are immensely grateful for your support. Thank you!