



PATHWAYS FAMILIES
HELPING
FAMILIES
Serious Mental Illness Society

Third-Party Fundraising Toolkit



205–1865 Marine Drive, West Vancouver, BC V7G 1X4
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@PATHWAYSSMIS



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Pathways Serious Mental Illness Society (SMIS)



MISSION The mission of the Pathways is to alleviate the suffering caused by schizophrenia and other serious mental illnesses.



VISION The Vision is to be a vibrant, innovative centre of support, education, awareness and advocacy for families and others affected by serious mental illness.



ABOUT US



Pathways is a family-support organization, providing help for those who have relatives with mental illness. We offer personal support and information, education, awareness, and advocacy.



A Note from Us

On behalf of the Pathways community, we want to thank you for your time and effort in raising funds. With your support, we can continue our work in mental health advocacy, while providing the fundamental programs, services and initiatives for our community.

WHERE DO THE FUNDS GO?

SUPPORT

- One-on-One Support
- Monthly Support Groups
- Crisis Intervention
- Help with Legal Issues

ADVOCACY

- Proactive Treatment
- Family Involvement
- Information sharing
- Pathways Advocacy Bulletin



To learn more,
please click on the
program or
service.



Every dollar raised
will fund our
programs and
services to serve
families in need of
mental health
support and
education.

EDUCATION



- Family-to-Family course
- School Presentations
- Public Education Lecture Series
- Community Awareness

INFORMATION

- The Notepad Newsletter
- Books and Resources
- The Registered Disability Savings Plan (RDSP), wills and estates
- Media Centre

THIRD PARTY GUIDELINES

To ensure the success of your fundraiser, please review the third party terms and conditions below. The third party fundraiser must agree and comply to the following guidelines:

- Submit [fundraiser application](#) at least **one month** before the start of your event. To do so, you may:
 - Fill out our online application by clicking [here](#).
 - Print, fill out, scan and email to info@pathwayssmi.org with subject line “Fundraising Application”.
 - Mail to:
Pathways Serious Mental Illness Society
205–1865 Marine Drive
West Vancouver, BC
V7G 1X4

*If submitting by mail, please allow extra time for delivery. Please note, Pathways is not responsible for applications lost in the mail.
- Any promotional and marketing materials featuring Pathways name and logo must be approved by Pathways before distribution.
- [Fundraising Application](#) must be approved by Pathways before the event is launched. Pathways reserves the right to refuse applications if they do not align with Pathways’ vision, mission and branding.
- Pathways is not responsible for financial or legal liability for this event. Event organizers and fundraisers are responsible for researching all legalities and covering financial costs.
- Ensure insurance, licenses and permits have been obtained prior to fundraising event. These documents must be copied and mailed to appropriate parties including Pathways.
- Funds and appropriate forms are submitted within 10 days post-event. Please see the [checklist](#) for a full list of forms.

Tax Receipt Information

By request, Pathways will issue official receipts for income tax purposes. All donations must meet the conditions defined by the Canadian Revenue Agency (CRA) in order to qualify for an official receipt.

Please be sure to fill out the required information on the [donation form](#) to ensure tax receipts are issued correctly.

*Please note, donation receipts will not be issued for donated services.

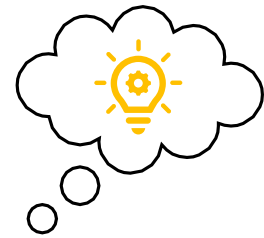
A GUIDE: STEP-BY-STEP

We want your event to be successful! Below, we have provided a step-by-step summary to help guide you through the planning and application process.

1. Brainstorm and determine what type of event you want to host (e.g. a small gathering, a bake sale). For ideas, please see [Event Ideas](#).
2. Be sure to have a look at the [Third Party Guidelines](#).
3. Plan where you would like to host the event, what day, what time, and include this in your [Fundraiser Application](#). Please be sure to submit your Fundraiser Application (at least one month before your event).
4. Wait for the approval and status of your application from Pathways
5. Once approval has been received, begin to plan your event. Remember to consider some of the following for your event:
 - Will you need promotional materials?
 - Will you need licensing or permits?
 - Will you need volunteers?
 - Will you need additional materials such as paper and pens or food and drinks for your volunteers and guests?
 - How many people are you expecting?
6. Begin to promote your event through your marketing channels including social media, emailing [donor requests](#), and word-of-mouth.
7. Host your fundraising event.
8. Be sure to send [Thank You](#) letters to everyone who supported your fundraising event.
9. Submit [donation forms](#), [financial forms](#), [membership forms](#), and funds to Pathways within 10 days after your event.



EVENT IDEAS



Whether you are fundraising solo or as a group, here are some fun, creative ideas to get you started.

Be sure to check off the ones that get you excited!

- | | |
|-----------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> Arts and Crafts | <input type="checkbox"/> Hiking Challenge |
| <input type="checkbox"/> Auctions | <input type="checkbox"/> Karaoke Night |
| <input type="checkbox"/> BBQ | <input type="checkbox"/> Lemonade Stand |
| <input type="checkbox"/> Bake Sale | <input type="checkbox"/> Luncheon |
| <input type="checkbox"/> Bowl-a-thon | <input type="checkbox"/> Movie Night |
| <input type="checkbox"/> Car Wash | <input type="checkbox"/> Paint Night |
| <input type="checkbox"/> Clothing Drive | <input type="checkbox"/> Partner up with a local business |
| <input type="checkbox"/> Cooking event | <input type="checkbox"/> Pot Luck |
| <input type="checkbox"/> Cycling Event | <input type="checkbox"/> Picnic |
| <input type="checkbox"/> Dog Wash | <input type="checkbox"/> Run a Race |
| <input type="checkbox"/> Dance Class or Event | <input type="checkbox"/> Trivia Night |
| <input type="checkbox"/> Games Night | |



Have another awesome idea in mind?
Don't forget to mention it in your application!

PROMOTION



You are more than welcome to get creative and craft your own marketing materials! If you wish to use Pathways' name and logo, please be sure to send us your final draft for approval.

If you require any promotional material, we are here to support you! Please email us at info@pathwayssmi.org with the subject line "Fundraiser: promotional materials".

Important details to include in your promotional materials:

- Event details including date, location, time, cost, etc.
- Information for person of contact
- Who are you fundraising for? Where will the funds go?
- Why are you fundraising?
- What does this fundraiser mean to you? Donors are more likely to support your event if you share 'the why'
- Visuals - anything that will get people excited for your event!

The how & where to share your marketing creations:

1. Ask local businesses, community centres and cafes to post your fundraiser flyer on their news bulletin.
2. Check out your city's website or local news for potential advertising opportunities.
3. Email, text, and call friends, families, colleagues, and anyone you can think of, who would be interested in spreading the word about your fundraiser.
4. Post your materials on your social media platforms.
5. Ask friends and families to share your post on social media platforms.

Remember to tag Pathways on [Facebook](#), [Twitter](#) and [Instagram](#) at @pathwayssmis. We are happy to support you by promoting your fundraiser through posting and reposting your event's social content on our platforms.

CHECKLIST: Don't forget!

	Deadline	Completed
Before the Fundraiser		
Complete the fundraiser application in this toolkit or online .	At least one month (4 weeks) before your event. The sooner, the better!	<input type="checkbox"/>
Research all legal and safety regulations and policies for your event.		<input type="checkbox"/>
Once the Application is Approved		
Submit all marketing and promotional materials containing Pathways name and logo for approval. <small>*Please note, Pathways reserves the right to refuse any materials which do not align with Pathways' vision, mission and branding.</small>		<input type="checkbox"/>
Pre-fundraiser		
Once event materials are approved, please feel free to distribute. You may hand them out or post on social media. Please tag @pathwayssmis on Facebook , Twitter and Instagram .		<input type="checkbox"/>
If necessary, invite family and friends to become volunteers.		<input type="checkbox"/>
Spread the word to your friends, family, co-workers and community by calling, emailing or texting. For resources, please see our Sample Donor Request letter.		<input type="checkbox"/>
Post fundraiser		
<ul style="list-style-type: none"> ▪ Submit all funds raised, please contact us for more information. ▪ Complete and submit the financial form, donation form ▪ Submit membership forms (if applicable). ▪ Send a Thank You email or note to everybody who supported your event 	Within 10 days after the event.	<input type="checkbox"/>

RESOURCES

Fundraising Application

All applications must be submitted **at least one month** prior to your fundraising event. To access our online application, please click [here](#). If you have any questions, please feel free to email us at info@pathwayssmi.org.

Date of Application: _____
Month/day/year

Name: _____
First name Last name

Email: _____ Tel #: (_____) _____

Address: _____
Apt/Suite # Street City, Province Postal Code

Event Name: _____ Event Date: _____ Event Time: _____
Month/day/year

Event Location: _____
Apt/Suite # Street City, Province Postal Code

Event Description:

- By checking this box, you understand and agree to submit all post-event materials to Pathways (all funds, [the financial form](#) and [the donation form](#)) within 10 days after your event. For more information, please see the [checklist](#) page.
- By checking this box, you understand and agree to send all promotional materials to Pathways for approval prior to distribution.
- By checking this box, you understand and agree to Pathways' [third party guidelines](#).

Signature of Applicant

Date

Financial Form

Congratulations on your completing your fundraiser!

On behalf of the Pathways Team, we thank you so much for your time, efforts and support. With your dedication and hard work, we are able to provide essential programs and services to our community.

Type of Donation	Amount (\$)	Number of Donors
Total Donations (cash or cheque)	\$	
Total value of sponsorships, small donations, ticket sales, etc.	\$	
Grand Total	\$	

*This form must be submitted within 10 days after your event.

*If you have any questions, please do not hesitate to email us at info@pathwayssmi.org.

Signature of Fundraiser

Date

Donation Form

Through my event, my goal is to fundraise \$_____ for Pathways Serious Mental Illness Society.

Cheques must be made payable to: *Pathways Serious Mental Illness Society, 205–1865 Marine Drive, West Vancouver, BC, V7G 1X4.*

First Name (E.g. Emily)	Last Name (E.g. Doe)	Email (E.g. EmilyDoe@pathwayssmi.org)	Address (E.g. 123 Pathways Blvd, Vancouver BC, V7G 1X4)	Payment Type <input checked="" type="checkbox"/>	Amount	Tax Receipt? (Y/N)
				<input type="checkbox"/> Cash <input type="checkbox"/> Cheque	\$	<input type="checkbox"/> Yes <input type="checkbox"/> No
				<input type="checkbox"/> Cash <input type="checkbox"/> Cheque	\$	<input type="checkbox"/> Yes <input type="checkbox"/> No
				<input type="checkbox"/> Cash <input type="checkbox"/> Cheque	\$	<input type="checkbox"/> Yes <input type="checkbox"/> No
				<input type="checkbox"/> Cash <input type="checkbox"/> Cheque	\$	<input type="checkbox"/> Yes <input type="checkbox"/> No
				<input type="checkbox"/> Cash <input type="checkbox"/> Cheque	\$	<input type="checkbox"/> Yes <input type="checkbox"/> No
				<input type="checkbox"/> Cash <input type="checkbox"/> Cheque	\$	<input type="checkbox"/> Yes <input type="checkbox"/> No
				<input type="checkbox"/> Cash <input type="checkbox"/> Cheque	\$	<input type="checkbox"/> Yes <input type="checkbox"/> No
				<input type="checkbox"/> Cash <input type="checkbox"/> Cheque	\$	<input type="checkbox"/> Yes <input type="checkbox"/> No
				<input type="checkbox"/> Cash <input type="checkbox"/> Cheque	\$	<input type="checkbox"/> Yes <input type="checkbox"/> No

*This form must be submitted within 10 days after the end of your event.

*Please note, addresses are required for all tax receipt request, and will be mailed directly to the donor. Please check the box accordingly.

Membership Form

For donations of \$25 or more, donors may become [Pathways members](#). If donors wish to become a member, please have them fill out this form.

Date: _____
Month/day/year

Name: _____
First name Last name

Email: _____ Tel #: (_____) _____

Address: _____
Apt/Suite # Street City, Province Postal Code

Payment Type: Cash Cheque Visa MasterCard

Membership fee: \$ 25.00

+ donation: \$ _____

Total: \$ _____

Cardholder Name: _____

Card Number: _____ (____/____) _____
Expiry (mm/yy) CVV

Signature: _____

We appreciate your support—a tax receipt will be issued for total amount. Make cheque payable to Pathways Serious Mental Illness Society. Please mail completed form to:
Pathways Serious Mental Illness Society, 205-1865 Marine Dr, West Vancouver, BC, V7V 1J7.

- I would like to receive *The Notepad* newsletter
- I would like more information on leaving a gift in my will

Pathways protects your vital information; we do not sell or share our donor lists. To donate by phone or make changes to your personal details, please call (604) 926-0856 or email info@pathwayssmi.org.

Donor Request Letter (SAMPLE)

Your Address

Date

Their Address

Dear _____,

We are happy to announce our upcoming fundraiser for Pathways Serious Mental Illness Society (SMIS), a charitable organization providing support services to families who have loved ones living with mental illnesses such as schizophrenia, depression, bipolar disorder, anxiety disorder and borderline personality disorder.

The funds will help SMIS to expand services to families who require the support with education, family programming and free counselling services. Specifically, it will help to grow programs including their Family-To-Family curriculum, a free program consisting of 12-weeks of education and support classes.

We hope you will join our event in raising funds for SMIS through a cash donation or a raffle prize. This will assist with our event by providing us with the opportunity to gather event materials and contest prizing. For more information, we kindly invite you to visit their website at pathwayssmi.org.

Thank you for your time and consideration. Please contact _____ at _____ if you are interested in contributing to our fundraiser or attending our event.

Kind regards,
Name

Thank You Letter (SAMPLE)

Date

Their Address

Dear _____,

We want to thank you for your kind donation of _____ which contributed to the success of our event. As a result of your kind gesture, we were able to raise \$_____ for Pathways Serious Mental Illness Society (SMIS).

With your support, Pathways Serious Mental Illness Society:

- Offers all programs and services free of charge;
- Provides direct one-on-one support to families coping with serious mental illness, often in crisis situations;
- Offers 7 sessions a year of the comprehensive Family-to-Family education course;
- Provides 5 regional support groups for families;
- Provides training and education programs for emergency responders;
- Educates students in high schools about serious mental illness;
- Publishes the Notepad and the Advocacy Bulletin;
- Continues our long-running lecture series;
- Provides information on housing, employment programs, trusts, wills and estates, and other matters;
- Raises awareness and challenge harmful myths about mental illness.

Again, we thank you for your generous contribution. With your support, we were able to provide Pathways with the funding they require to run their programs and services for families in need.

Kind regards,

Name



CONTACT US

Pathways Serious Mental Illness Society

205-1865 Marine Drive, West Vancouver, BC V7V 1J7

Hours of Operation: Monday to Friday 9:30 am - 4:30 pm

Phone: 604-926-0856

Email: info@pathwayssmi.org

Charitable Registration: #89422 6935 RR0001

For more ways to support Pathways, please visit our website at pathwayssmi.org or follow us on social media.

@PATHWAYSSMIS

