



**PATHWAYS** FAMILIES  
HELPING  
FAMILIES  
Serious Mental Illness Society



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# 3rd Party Fundraising Toolkit



# Thanks For Your Support

On behalf of the Pathways community, we'd like to thank you for joining us to learn more about sharing your time and energy in how to host your own 3<sup>rd</sup> Party Fundraiser to support Pathways Serious Mental Illness Society.

With your support, we can continue to provide our free services to families navigating the challenges of supporting a loved one with a serious mental illness.



## 4 Pillars

**SUPPORT**

**EDUCATION**

**ADVOCACY**

**INFORMATION**

### **Our Mission**

Our mission is to alleviate the suffering caused by serious mental illnesses, including anxiety disorders, bipolar disorder, borderline personality disorder, concurrent disorders, post-traumatic stress disorder, depression and schizophrenia.

### **Our Vision**

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

# Where do the funds go?

Every dollar raised is put towards providing our free services

## SUPPORT

## EDUCATION

## ADVOCACY

## INFORMATION

**Ending isolation and frustration through peer support.**

- Free 1 on 1 Support
- Free Weekly Support Groups

**Empowering families through building and sharing collective knowledge.**

- *The Notepad Newsletter*
- Resource Library
- Community Resources

**Building greater mental illness literacy in the community.**

- Free Family-to-Family course
- Free School Presentations
- Free Public Lectures & Workshops

**Advocating for better care for our loved ones.**

- Proactive Treatment
- Family Involvement
- Information Sharing

# 3rd 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. Fill out our online application by clicking [here](#).
- 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.

**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. Familiarize yourself with 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 using the Event Brief we provide. 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?
  - Photo consent form if you plan on taking photos
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. Share photos of our event on social media (you'll need to have photo consent forms signed)
9. Be sure to send Thank You letters to everyone who supported your fundraising event.
10. Submit **Event Summary** 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.

What do you enjoy doing? Opportunities are endless, you can have an event or activity, or find a way to incorporate fundraising into your daily routine!

- Dogwalk-a-thon
- Karaoke Night
- Craft Night
- BBQ
- Bowl-a-thon
- Clothing drive
- Cycling hiking, or running challenge
- Celebrations - in lieu of gifts, donate to Pathways!
- Games night or trivia night
- Recommend "Lay down Your Words" writing prompt book for your book club or writing group - Pathways receives 100% proceeds from all orders
- Purchase JostArriba for your home or workplace and receive 20% off your order with our discount code: **pathways**. Pathways receives 10% of the proceeds.



# Event Promotion

Get creative and craft your own marketing materials, or if you'd like 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](mailto: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:

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

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

## Donate Now! Page


Donors have the option to opt in or opt out of receiving a free 1 year membership with a \$25+ donation

**Donate once** **Donate monthly**

**\$25** **\$50** **\$100** **\$250** **Other**


Fund\*  
"Use my gift where it is needed most" ▾

Write a private message to us (optional)

 **Want to dedicate your gift to someone special?**  
 Yes, I want to dedicate my donation

**Your details**  
Tell us a bit about yourself so we can send your tax receipt.


**Personal** **Corporate**


Email Address\*  
 Enter your email address

First Name\*  Last Name\*

Yes, I'd like to receive email communications from Pathways Serious Mental Illness Society. ⓘ

**Address**

Address line 1\*  
 Enter your address

Address line 2 (optional)  


City\*  Country\* **Canada** ▾

Province\*  Postal code\*

### Summary

**Your donation** **\$0.00**  
Your gift to Pathways Serious Mental Illness Society

**Total** **\$0.00**

### Your payment information

Donate with any of these secure payment methods.



#### Credit Card\*

 1234 1234 1234 1234

#### Expiration\*

MM/YY

#### CVV\*

 123

#### Name on card\*

 Enter the name on the credit card

### Become a member of Pathways

Yes  No

**Donate**

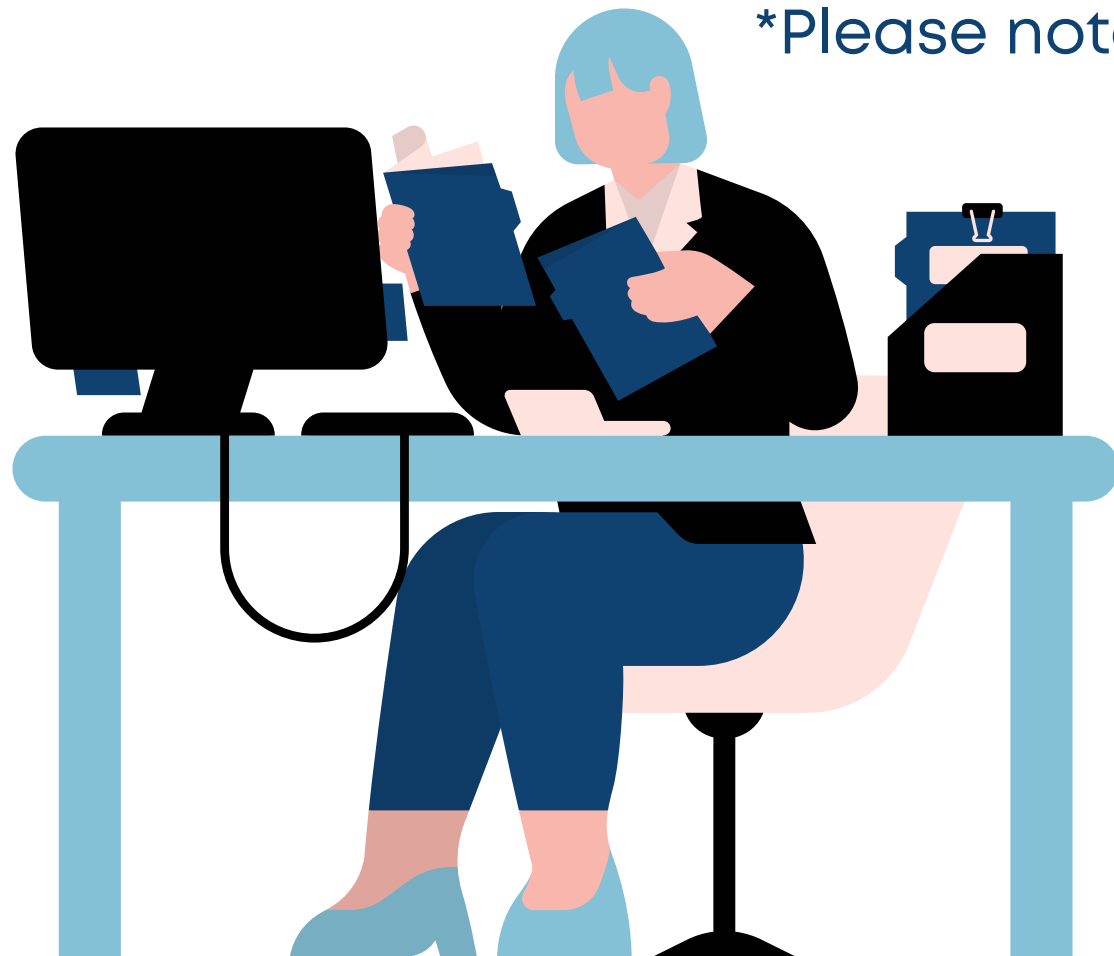
This donation supports BN 894226935RR0001.  
Powered by CanadaHelps, a registered charity BN 896568417RR0001.  
By completing this donation you agree to the [Terms of Service](#) and [Privacy Policy](#).

# Tax Receipt Information

Pathways will issue official receipts for income tax purposes when donations are made online through our website as long as they meet the conditions defined by the Canadian Revenue Agency (CRA) in order to qualify for an official receipt. P\

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.



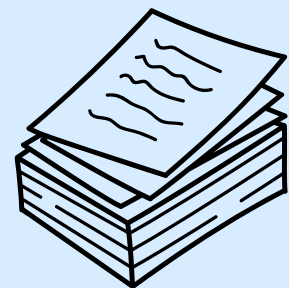
# Important Documents

## Available online

- [Fundraising Application Form](#)

## Available after application approval

- Event Brief - Planning Tool
- [Event Summary - Reporting Tool](#)
- Thank You Letter Sample



Sample Thank You available for emails upon request



insert your event photos if  
applicable

# Thanks For Your Support

**Together, we raised XXX for Pathways Serious Mental Illness Society!  
With your donation, Pathways continues to help families navigate the  
challenges of supporting a loved one with a serious mental illness.**

With gratitude,

Your Name

# Additional Volunteer Opportunities

- Distribute resources in your community centres, libraries, coffee shops, doctor offices, etc
- Attend public outreach events
- Social media engagement - sharing with your networks
- Pathways event support at Circle of Strength
- Family-to-Family producers
- Family-to-Family leaders (must have graduated from Family-to-Family)
- Peer Support & Support Group Facilitator (must have graduated from Family-to-Family)



