

The Rainbow Society of Alberta

Official Fundraiser's Toolkit

FEBRUARY 2021



For more information please contact Niki Fehr
780-469-3306
nikif@rainbowsociety.ab.ca

WWW.RAINBOWSOCIETY.AB.CA



The Rainbow Society of Alberta

Types of Fundraisers

There are many types of fundraisers that you can easily run by yourself. These are just a few of the options available to you, you are not limited to these ideas. Please feel free to contact us for more information.

Peer-to-Peer

Peer-to-peer fundraisers are a multi-tiered approach to crowdfunding. You would share your fundraising page with your friends, family and colleagues for donations to The Rainbow Society. Pages can be set up within a few minutes and can be shared via social media and email.

Company Matching

Many companies have donation matching programs or Community Give Back programs that the Rainbow Society's wish-granting program is often eligible for. Ask your employer for more details.

Facebook

Facebook has made it easy to set up fundraisers for The Rainbow Society of Alberta. The society is set up to easily start an online fundraiser.

Wedding Wishes

The Rainbow Society has adorable poems that you can use for Donations made In Lieu of Favours, Wishes for Kisses and In Lieu of Wedding Gifts. Let us help you make your wedding that much more special because you also helped grant a wish. Contact us for more information!

Casual Day

Coordinate with your workplace to have a casual day every week/month. Employees will give a donation to The Rainbow Society in exchange for being able to wear casual clothes on those days.

Bottle Drive

Coordinate a bottle drive with your friends and family and donate the funds to The Rainbow Society. There might also be options at your workplace to donate the bottles collected from there. SkipTheDepot will also pick up your bottle donations and donate the funds to The Rainbow Society. Select us as [your charity of choice](#), and they'll do the rest!

In Memoriam

Hold a fundraiser in memory of a loved one. Maybe it's a type of event that they loved, or just something that is close to your own heart. Contact us for more ideas for this type of fundraiser.

Birthday

Do you already have everything you need? Ask your friends to donate to The Rainbow Society in lieu of gifts. Facebook has several options for this as well.

WWW.RAINBOWSOCIETY.AB.CA



The Rainbow Society of Alberta

Auctions/Silent Auctions

Do you have access to sports memorabilia, electronics, gift cards, and unique items? Auctions and silent auctions go over well with many individuals. There are online options for auctions as well.

Raffles

50/50 raffles or raffles for specific items are often great fundraisers. Please contact us before the raffle so we can pull an AGLC license for you. **To do a raffle in Alberta, you will need a license.**

Wording Options

Our Mandate

Giving the gift of hope by granting wishes for children in Alberta diagnosed with a severe chronic or life-threatening medical illness.

Other Common Phrases

- The wish-granting program at The Rainbow Society of Alberta is based on HOPE...whether it's HOPE for tomorrow, HOPE for a miracle, or HOPE for a cure – maintaining HOPE is fundamental.
- The Rainbow Society of Alberta is dedicated to granting wishes for children between the ages of 3 and 18 who reside in Alberta and have been diagnosed with a life-threatening or severe chronic medical illness.
- A wish isn't a cure or a reward for being ill, but it is a loving and joyful diversion from the harsh reality of living with a severe chronic or life-threatening illness medical illness. A wish

experience gives a child and their family the gift of hope, and the courage to dream, and really, who could ask for more?



Hashtags for The Rainbow Society

- #TheRainbowSociety
- #ADreamComeTrue
- #BeTheJam

Names we go by:

- The Rainbow Society of Alberta
- The Rainbow Society

Fundraising Goals

Each wish is roughly \$5000, so the funds needed to grant wishes can add up very quickly. The Rainbow Society of Alberta is not government-funded at any level, so we rely solely on the generosity of others to help turn dreams into reality for the children in our program.

Start with a fundraising goal you will feel comfortable with. Remember every donation matters to The Rainbow Society. No gift is too small and is greatly appreciated.

WWW.RAINBOWSOCIETY.AB.CA



The Rainbow Society of Alberta



A \$25 donation will ship a wish fulfillment package to a child living outside of Edmonton



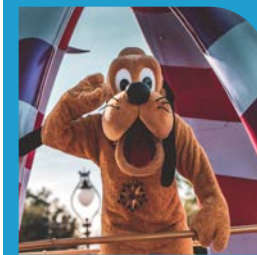
A \$50 donation covers the fees for one piece of checked luggage when returning from the U.S.



A \$100 donation buys comprehensive travel insurance for one person



A \$250 donation buys a gift card to purchase apps and music for a child receiving a new cell phone



A \$500 donation upgrades a 5-Day Walt Disney World ticket to include the Park Hopper option



A \$1000 donation buys a tablet and accessories



A \$1500 donation helps provide a meal allowance for a family of four, on a one-week wish trip experience



A \$2000 donation provides an exciting shopping spree experience



A \$2500 donation buys an adapted stroller, providing a child with an outdoor mobility option



A \$5000 donation fully covers the hard costs of our typical wish

Donations



- Are tax-deductible under the Canada Revenue Act.
- Can be applied towards the sponsorship of a specific wish.
- Offered "in memoriam" can be acknowledged if the name and address of family members are provided.
- Can be applied to our annual fund which serves the greatest need.
- There are many other ways to help, including monetary donations made in person or via mail. Donate a product or service in connection with a wish (i.e. flight or hotel vouchers, construction services, etc.). Donate new items to be used in one of our many fundraising auctions. Donate practical "Gifts in Kind", such as new office supplies or office equipment.

WWW.RAINBOWSOCIETY.AB.CA



The Rainbow Society of Alberta

Logo Use



- Always ensure the minimum clear space around The Rainbow Society's logo to guarantee visual clarity and to provide maximum impact. Graphics, images, and other logos should not interfere with the clear space around The Rainbow Society's logo.
- It is important to ensure the logo remains clean and legible on any background it is placed on.
- Make sure the logo is not compressed, stretched, or cut-off, and is straight.

Brand Colours and Fonts



#0A7FAB



#189A6E



#C074AE



#1F9DCD

For Headings

Friz Quadrata Bold

For Subheadings

LemonadeBold

For Body Text

Open Sans Light

To help make wishes come true, please contact:

Niki Fehr - Fund Development Manager
#7, 12122 68 Street NW
Edmonton, Alberta, T6B 0E7
Our office is located within
The Jerry Forbes Centre for Community Spirit

Phone: 780-469-3306
Email: nikif@rainbowsociety.ab.ca

For more information about The Rainbow Society of Alberta, please contact:

Craig Hawkins - Executive Director
#7, 12122 68 Street NW
Edmonton, Alberta, T5B 1R1

Phone: 780-469-3306
Email: craigh@rainbowsociety.ab.ca



WWW.RAINBOWSOCIETY.AB.CA

