Fundraising Toolkit

Plan an event in support of the OSNS Child & Youth Development Centre

About the OSNS Child & Youth Development Centre

The OSNS Child & Youth Development Centre (OSNS) is a non-profit organization located in Penticton, BC. OSNS sees kids from all across the South Okanagan Similkameen – from Summerland to Oliver and Osoyoos, all the way to Princeton. Our dedicated team helps children overcome developmental challenges in their movement, play, speech, language, learning, attention and behaviour. The Centre has been in operation since 1978.

About Independent Fundraising Events

Independent fundraising events are planned and organized by caring people, groups, and businesses from communities in the South Okanagan. These individuals see the value in the services OSNS provides to kids and families and want to give back to make sure this important resource can continue. From bake sales to walk/runs, they can be anything that's a good fit for you and your participants.

Funds raised through independent fundraising events go towards immediate needs at the Centre. Things like providing the right therapy equipment for clinical sessions, ensuring our facility is safe and maintained for our kids, or providing innovative programming. Feel free to reach out to us if you would like more information on how your funds will support the Centre.

How We Can Help

We are here to help you be as successful as possible in your fundraising. Here are some ways we can do this:

- One-on-one support via phone or email
- Provide information on our programs and services to help your supporters understand how their support will make an impact
- Provide tax receipts for eligible gifts
- Promote your event on our social media channels

If you are planning an event in support of OSNS, please let us know **at least 2 weeks in advance** so we have an opportunity to promote your event. We have a wide social following and can also share event details with our families and donors via e-blasts. We would be more than happy to help spread the word about your fundraiser to help make it even more successful.

Event Ideas

There are so many options when it comes to fundraising events. Here are some examples to get you started, but we encourage you to think outside the box! Almost anything can be turned into a fundraising event.

• Walks/Runs/Swims/Rides • Sports Tournament or Event • Dinner Party • Bottle Drive • Car Wash • Jeans Day	• Mini-golf tournament • Raffles • Pajama day events for schools • Workshops • Neighbourhood Block Party • Trivia Night	• Games night • Birthday Parties – donations to OSNS in lieu of gifts • Bake sales • Art/fashion/talent show • Paint night

Once you've decided on an idea, think of a timeline and a date(s) for when you'd like to hold the event. Research when other community events are happening so you don't plan it on the same day.

Use of Logo

Once you have let us know about your event (please email Sherren at shereen.sampson@osns.org) we would be happy to send you our logo for use on your event materials. Please do not stretch, remove elements, or alter the colours of our logo.

Maximize Donations

We want your fundraiser to be fun and successful. Reach out to your network of contacts, including your family, friends, colleagues and classmates. Follow these steps to make your fundraiser a success:

1) Lead by example: donate to your own fundraiser! Your supporters will be more eager to give when they see how dedicated you are to raising funds for OSNS
2) Get personal: add a photo and share why you're raising funds for OSNS. Your network will feel more connected once they know your story
3) Ask for support by email: email is a quick and easy way to reach your network
4) Shout it out on social: create an event or a Facebook page and invite all your friends. Utilize your social media accounts to drive people to your fundraising page
5) Follow up: did you know that it usually takes three asks before someone donates? People are busy and need to be reminded, so don't be afraid to ask!
6) Say thanks: tell your donors how much their support means to you. Remember to say thanks when you receive a gift.

Collecting Funds

There are a couple of ways your supporters can contribute to OSNS through your event:

- Make a donation directly on our website - www.osns.org/donate
- Have your supporter fill out a pledge form*. After the event is complete, mail or drop it off to our office at 103-550 Carmi Ave in Penticton. *We need all information on the pledge form to be filled out in order to process the donation and send the donor a tax receipt
- Gifts of $50+ will get a tax receipt

After the Event

Congratulations on hosting your event! Be sure to send along photos and highlights from the day so we can share your success. And don't forget to thank those who helped make the event possible and contributed a donation.

For more information or support on planning an event

Please contact: Shereen Sampson
Foundation & Community Engagement Specialist
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