



Building Blocks
for Brighter Futures

Third-Party Fundraising Toolkit





Building Blocks for Brighter Futures

Have Questions?

If you have any questions, please contact our Fundraising Office at 519-571-0722 x2, or admin@marillacplace.ca

Thank you for hosting an event on behalf of Marillac Place!

Marillac Place's Fundraising Toolkit provides you with a step-by-step guide on how to organize an event that can make a valuable contribution to the important work we're doing in the community.

Thanks to people like you who share a vision for brighter futures, we are able to help support women and children who are facing homelessness in Waterloo Region.

In this kit you will find:

[Information about Marillac Place, our missions, values](#)

[Overview of programs](#)

[Ideas for hosting your own fundraiser](#)

[How to get Tax Receipts](#)

[Submitting items and funds raised](#)

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[Donor collection sheet](#)

[How to track your expenses and revenue](#)

[Photo release form](#)

About Marillac Place

Marillac Place originated as a Special Works Conference of the Society of St. Vincent de Paul (Kitchener Particular Council). Our name came from Louise de Marillac, who was a follower of St. Vincent de Paul, and who served the sick and the poor in the sixteenth century.

Marillac Place first opened in 1987 as a shelter for abused women. In 1992, we changed our mandate to meet the evolving needs of the community by providing housing and support services for pregnant and parenting women and their children. Our goal is to create a culture of empowerment, security, safety and stability for our participants.

We have rooms for up to ten women ages 16 and up and their children up to the age of 24 months. They may reside at Marillac Place either during their pregnancy, or with their child/children for a maximum stay of twelve months providing the family meets our mandate. We can also accommodate women who have lost care of their child (up to the age of 24 months) through our Plan to Parent Program. During their stay at Marillac Place, they can work towards regaining care of their child.

Our service at Marillac Place is unique because we offer the option of longer-term accommodation, and 24-hour staffing support to our participants. Many of our participants lack family and social networks. They need supportive housing that will provide them with time to develop the parenting and life skills needed to live independently in the community. Our participants are strengthened through the peer support aspect of community living. We are committed to providing these women and children with all of the tools they will need to have a happy, healthy future with their children.

Our Mission

Marillac Place supports new mothers and mothers-to-be facing homelessness in Waterloo Region by providing a safe living environment, teaching parenting & life skills, and developing supportive relationships

Our Vision

Every mother & child facing homelessness in Waterloo Region has the opportunity to recover and rebuild to ensure a successful future.

Our Mandate

Marillac Place provides a safe home for women ages of sixteen and up who are pregnant, or who have a child in their care, or who are attempting to regain care of their child. Marillac Place can accommodate children up to 24 months of age. Residency is permitted for up to 12 months.

What We Offer

- Professional 24-hour staffing
- A safe place to live
- Social and peer support
- Crisis intervention
- Aftercare Program
- Life skills development
- Health and wellness programs
- Links to community resources
- Support with housing plans

Our Programs

- Weekly goals and skills sessions
 - Program participants meet once a week with their Case Manager for a goal session where they discuss (a) current goals, (b) progress towards goals, (c) client concerns or obstacles, and (d) next steps.
 - Participants also meet with our Program Coordinator for a skills session where they engage in individual learning to develop tools for future success.
- Praise with a Raise
 - This program encourages weekly routines, learning skills for running a household, and working towards goals. It is the framework into which all other programs run at Marillac Place are placed. If participants take part in the program they earn “Marillac Bucks”, our own currency. Marillac Bucks can be used to purchase items from our Boutique. The Boutique is an onsite store containing, baby items, clothes for mom and baby, household items, and toiletries.
- Housing Plans
 - An important part of our mandate, fighting homelessness, can only be attained if participants find a permanent place to live after they leave Marillac Place. Through community partnerships such as Lutherwood, participants have access to a dedicated housing advisor who helps them create and accomplish a housing plan. Housing plans include steps like getting ID, searching for apartments, completing applications and understanding tenant rights.
- Counselling
 - Our partnership with Camino Counselling allows us to provide onsite counselling to program participants throughout their stay.
- Speakers Corner
 - Speakers Corner is an in-house program that brings organizations in from the community to talk to and work with our residents, while we provide childcare. This creates an opportunity for our participants to build skills, knowledge, and connections in the community.
- Welcome Baskets
 - We provide welcome baskets for the women that come to stay with us. These baskets include items they'll need to feel welcome and start building a space that is their own. Items such as a duvet, sheets, a pillow, towels, washcloths, crib sheets, and more, all placed in a laundry basket. These baskets can also be taken with the women after their stay at Marillac Place.
- Departure Bins
 - Similarly, to the Welcome Baskets, we provide departure bins for the families moving on to independent living. These bins include common household items such as cleaning supplies, laundry detergent, kitchenware, towels, and basic bathroom necessities. The goal of these bins is to assist in the transition to living independently and reduce the financial strain associated with moving into a new home
- Aftercare Program
 - Our Aftercare Worker supports participants while they are at Marillac Place and continues to provide care as participants move out of our residence for improved continuity of care.
 - Through this program our Aftercare Worker supports these families in finding appropriate housing, navigating rental agreements, developing a transition plan, doing regular check-ins, connecting them to resources in the community, and more.

How Marillac Place Third-Party Fundraising Works

At Marillac Place, Third-Party Fundraising is an event organized and promoted by an individual, group, or company. The organizers act independently, but with Marillac Place's knowledge and in certain cases; approval or direct support.

Third-Party events are an essential resource for helping raise funds, essential items, and awareness that help us carry out our work in the community.

1. Come up with your idea! This is the fun part – how do you want to raise money or in-kind items for Marillac Place?
2. Fill out the event request form. We will get back to you within two business days to chat about your event.
3. Host your event! Have fun, take photos, and share online – show the community your hard work!
4. Report back – tell us all about your event in support of Marillac Place.

All events being held to support Marillac Place must align with our mission, vision, and values.

Fundraising Ideas

Here are some ideas to consider:

- **Host an in-person event:** Garage sale, walk-a-thon, run, race, barbeque, car wash, bake sale, craft sale, scavenger hunt, etc.
- **Challenge yourself:** Collect pledges to try and break a record, bike 100KM, etc.
- **Turn your passion into a purpose:** Host a yoga class, organize a hiking group, craft sale, organize a dinner, bake-a-thon, etc.
- **Challenge others:** Bring friends together and host a tournament in any number activities (i.e., golf, ping pong, volleyball, board games, etc.)

Initiative Examples:

- **Gifts in Lieu:** Ask friends and family to donate to Marillac Place in lieu of a birthday, wedding, or baby shower gift.
- **Workplace Giving:** Inspire giving in your workplace by organizing casual days by donation, payroll deductions, monthly giving, corporate matching programs, donation drives, etc.
- **Retail or Restaurant Initiatives:** Leverage your network with local businesses that will give partial proceeds from an item to Marillac Place. You can also ask customers if they would like to add a small donation to their total.

Tax Receipting

Marillac Place would be happy to issue official tax receipts for income purposes upon request. All gifts must meet the condition defined by the Canada Revenue Agency. Tax receipts can only be issued to those who have not received an advantage (a product or tangible item).

Raffle tickets, admission tickets, auction items, and performances are a few examples of gifts that are generally not eligible for a tax receipt. Official receipts can only be issued to event participants when the organizer provides Marillac Place with a list of donors including the full name, address, postal code, and amount of donation. Receipts will be given for donations of \$20 or more.

Gifts-in-kind that may be donated to your event may be eligible for a tax receipt if an invoice on the store/company's letter head for the fair market value (fair market value does not include taxes or commission) of the item.

How to Submit Items & Money Raised from a Marillac Place Third-Party Fundraising Event

- Donation drop offs can be arranged with our Fundraising Office at admin@marillacplace.ca or 519-571-0722 x2. We are located at 109 Young Street, Kitchener, Ontario. Best time for drop off is Monday – Thursday 9am – 5pm.
- Don't forget to mention the name of your event and that it was a third-party event!

Got Cash?

Deposit the amount raised and mail a cheque or drop it off to:

Marillac Place
Attn: Fundraising Office
109 Young Street
Kitchener, Ontario
N2H 4Z2

Please remember, if your donors want a tax receipt, we need the individual's full legal name, address, and contact information (phone and/or email).

Don't forget to share about it!

Be proud of the work you've done and share about it on social media! Don't forget to tag us - @marillacplace! We have prepared you with a social media cheat sheet with some pre-made posts so you are ready to share about your fundraiser. Simply add your personal touches to the posts and share away!

Planning Checklist

You've got an idea; we've got the support! A third-party Fundraiser for Marillac Place should be inspiring and raise awareness. To support you throughout this process we have compiled a checklist to support you in your planning. After you have reviewed this checklist, fill out the third-party fundraiser application.

Step 1 – Check out the Third-Party Fundraising Resources

- [Third-Party Fundraising Application](#)
- Setting up an event for Marillac Place: [Use this guide to assist you in setting up your fundraiser on Canada Helps](#)
- Pledge Form: [Use this form to track in-person donations and tax receipt requests](#)
- Revenue and Expense Trackers: [Use this form to keep track of money related to your event](#)

Step 2 – Develop a Plan

- Is your fundraising going to be event or initiative based?
- What type of event or initiative works best for you?
- Where can you host your event (in person or online)?
- What is your fundraising goal?
- How will you raise money?
- How are you going to promote your fundraising?
- Do you need a committee to help you plan?
- Do you require any licenses? (i.e., gaming, event, FOODSAFE, etc.)

Step 3 - Share your DIY Fundraiser Idea with Marillac Place

Complete and submit the [Third-Party Fundraiser Application](#) to Beverly Martin, Administration and Development Coordinator at beverly@marillacplace.ca. We will aim to complete the approval process within 2 business days following your submission.

Step 4 - Set your Fundraising Goal and Plan for Expenses

- An important step for any event is to set a goal. A goal will help to give direction to your cause and encourage your donors to give.
- Make your goal realistic. Exceeding your goal is always more satisfying than not reaching it.

Plan ahead

You may have expenses while planning your fundraising so it's best to plan ahead and think about ways you can offset or lessen these costs

Step 5 - Plan for Expenses

- Make a list of supplies, rentals, and items you will need for your fundraising efforts with estimated costs

Step 6 - Collect Donations

- Online:** Marillac Place supports you with an online fundraising page through Canada Helps. Using online fundraising can increase your fundraising efforts.

- ❑ **In person:** Use the **pledge form** to collect cash or cheque donations and track donations coming in for those wanting tax receipts. Marillac Place needs specific donor information to issue a tax receipt to eligible donors.

Step 7 - Celebrate and Get Social

- ❑ Share about your fundraiser on social media! We love to hear about and celebrate your fundraising success. Share your Fundraiser on Facebook, Instagram, YouTube, and Twitter. Get creative and be sure to tag Marillac Place in your posts.

Step 8 - Thank You

- ❑ Thank your donors along the way! Be sure to thank all of sponsors, participants, and donors. Update them on your overall fundraising success and remind them of how their support has helped Marillac Place. If there were people who went above and beyond to support your Fundraiser let Marillac Place know so we can thank them as well.

Step 9 - Thank You

- ❑ Use the **pledge form** to indicate the donors that require tax receipts for their in-person donations.
- ❑ Submit your fundraising proceeds within 7 days of your DIY Fundraiser.
- ❑ Please ensure your Fundraising Pledge Form and mail all donations get to Marillac Place's Fundraising Office:

Marillac Place
Attn: Fundraising Office
109 Young Street
Kitchener, ON., N2H 4Z2

We hope you find our Third-Party Toolkit useful, and if you have any questions, please contact:

Hilary Zorgdrager
Administrator
519.571.0722 x2
admin@marillacplace.ca

Sample Thank You Letter

Dear Friends,

Thank you for supporting my fundraising event, **Event name**, held on **Event Date** at **Event Location**.

Proceeds from the event will be donated to Marillac Place. Marillac Place is a women's shelter that supports new mothers and mothers-to-be facing homelessness in Waterloo Region by providing a safe living environment, teaching parenting & life skills and developing supportive relationships.

By contributing to my event, you have made a profound impact on the lives of mothers and mothers-to-be facing homelessness in our community. Your support allows Marillac Place to continue to create a nurturing environment where they can find guidance, empowerment, and the tools needed to overcome the challenges they face and find hope as they strive to build a brighter future for themselves and their children.

Many thanks,



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WAIVER, CONSENT AND RELEASE FORM

This Waiver, Consent and Release Form is by and between Marillac Place, and the individual named below ("I" or "me") in connection with the Marillac Place's recording by photograph, video, any images or written copy occasioned thereby, any voice recording of me, and all material created by or on behalf of Marillac Place that incorporate any of the foregoing (the "Recordings") for advertising, promotion, social media posting, and other commercial and business purposes (the "Purposes").

I irrevocably grant permission and consent to Marillac Place and its representatives, agents and assigns ("Authorized Persons") to take and make Recordings for the Purposes. I further grant to Marillac Place and the Authorized Persons the right to modify, edit, reproduce, create derivative works, use, exhibit, display, broadcast, distribute, sell, license, and permit others to use the Recordings on any platform and in any media now known or later developed, in perpetuity throughout the world, without further consent from me or compensation to me.

I acknowledge that Marillac Place is and will be the sole exclusive owner of all right, title and interest in the Recordings. I waive any right to royalties, payment, or other compensation arising from or related to the use of the Recordings. Marillac Place has no obligation to use the Recordings.

I irrevocably waive any right to review, inspect or approve the use of the Recordings and Marillac Place will not have any liability to me for any editing or alteration of the Recordings. I further waive all moral rights I may now or hereafter have in any jurisdiction.

I hereby release, defend, indemnify and hold harmless Marillac Place and the Authorized Persons from and against any claims, damages, expenses or liability arising from or related to the use of the Recordings (the "Claims") that arise or may occur directly or indirectly from the processing, production, advertising, promotion, publication, distribution or other use of the Recordings. I agree that this Agreement cannot be terminated, rescinded or modified, in whole or in part.

If any portion of this Waiver, Consent and Release is declared by a court of competent jurisdiction to conflict with any federal, provincial or local law, and as a result such portion or portions are declared to be invalid and of no force and effect, all remaining provisions of this Waiver, Consent and Release shall otherwise remain in full force and be construed as if such invalid portion or portions had not been included herein.

By signing below, I consent and agree to these terms and confirm that I have carefully read this Waiver, Consent and Release and understand fully its terms and conditions without reservation. I acknowledge that I have not relied on any representations or statements of Marillac Place or its representatives with respect to the subject matter of this Waiver, Consent and Release. I understand that this is a full, complete and final release and that I am relinquishing and releasing any and all claims I may have against Marillac Place and its representatives involving subject matter described above. This Waiver, Consent and Release is binding on me, my heirs, executors, administrators and assigns.

Name

Date

Witness

Date