



4-H Ontario Local Association Fundraising Toolkit

Prepared by:
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The enclosed 4-H Fundraising Toolkit has been created to help Local 4-H Associations with fundraising. It is intended as a resource and is in no way a set outline as to how you should go about raising funds. Be creative, come up with your own ideas, and most importantly enjoy the process. Fundraising is a great way to engage your friends, neighbours and your communities in the world of 4-H Ontario. If you have any questions, please do not hesitate to call 519-856-0992 ext. 4610 or connect via email at giving@4-hontario.ca or fundraising@4-hontario.ca

General donations

4-H Canada, 4-H Ontario and local 4-H Associations rely on donations to ensure that clubs, programs, resources and volunteer services are available and keep running smoothly. While the 4-H program in Ontario continues to be supported by the Ontario Ministry of Agriculture, Food and Rural Affairs, it does not fully fund our programs and services, so the Philanthropy team works in conjunction each year with the rest of the staff to close the gap. General donations come in a variety of ways and can be a fantastic way to gain much needed resources for 4-H Ontario and the local 4-H Associations.

Here are some ways in which you can easily gain support for your Association. Promote these options on your Association pages and through communications to participants and their families.

1. **In Honour Gifts** - gifts to celebrate a birthday or milestone event of someone connected to 4-H. This could be anything from someone not purchasing take homes for their wedding gifts and instead making a gift to your Association or alternately asking people to make a gift to 4-H in lieu of wedding gifts. People can celebrate a milestone birthday or retirement by asking people to make gifts to your Association.
2. **In Memory Gifts** – gifts made in memory of a long-time leader or youth participant can be made to your Association. Encourage people to make gifts.
3. **Birthday Parties** – Birthday parties are a great way to celebrate a participant’s connection to 4-H. You can create a wish list for your Association of items needed for clubs and the birthday person can ask for a gift of these items instead of more traditional presents or a donation to your Association in lieu of a traditional gift.

Other options for receiving support are to submit grant applications to organizations like those below:

4. **Service Clubs** are well known to support programs for children and youth. You don’t have to know someone who is for example a Rotarian or a Lion but it doesn’t hurt either. They can help make connections and get you in front of their members to talk about 4-H and the amazing work that volunteer leaders do with youth in their communities. Grant applications can be found on each of their websites. Seeking out support from these clubs can lead to great reciprocal relationships and open up the possibility of finding new mentors for youth and/or incredible guest speakers for your clubs.

5. **Community Foundations** in your area can be a great source of funding. They take applications at different times during the year and with their own funds, and donor directed funds, support a wide variety of organizations and programs. In areas of the province where the International Plowing Match has occurred, there have often been specific funds set up to support agriculture programs, education and youth.
6. **Municipal/Township Grants** – Municipalities and Township offices often have grants available for community groups like 4-H. Key is to state how your request will benefit youth and volunteers within your community, region and township.

A few things to remember when you receive donations:

1. If your Association is a charity, then you have the ability to issue charitable receipts yourself for donations over \$20. This is true for cash and gifts by cheque. Cheques should be made payable to your Association.
2. If you are a charity and you receive gifts of products for an event you are running, you can receipt those items if the donor asks for a receipt. They will need to provide you with something that shows the fair market value of the items donated for your records.
3. Should your Association not be a charity, funds requiring a charitable receipt need to be flowed through the 4-H Ontario office to have official tax receipts issued. If a donor wants to give you a cheque, it must be made out to 4-H Ontario. The money will then be sent back to your Association. For the funds to be sent to Associations who are not charities, you must have signed your Agency Agreement sent by the Manager of Finance. More information about this can be found on the Canada Revenue Agency website at: <https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/policies-guidance/using-intermediary-carry-a-charitys-activities-within-canada.html>

Special Events

Special events are a great way to create awareness of the 4-H program, 4-H Ontario and your Association. They take time and effort to plan but can be a fun and engaging way to involve your communities with youth and their families. Spark some friendly competition between the Associations in your region - any a-thon (walk, run, read, plant, knit etc) is a great way to encourage groups to fundraise.

To Do Checklist:

- Choose an event type, prepare a budget, set a date, location and time.
- Assemble your committee and assign roles. Have regular check ins to ensure everything is proceeding smoothly. A general rule of thumb is six months for small events and longer for larger scale events.
- Make sure that the location of your event is appropriate for the event, safe and accessible.
- Obtain all necessary permits, licenses and insurance required for your event. Insurance is important in case anyone is hurt or property is damaged.
- Determine your mailing/emailing list and contact list starting with your past invitees and attendees.
- Promote your event via word of mouth, traditional and social media, and email. Connect with the 4-H Ontario Communications team to promote your event through the provincial channels if you want to. Be sure to use your local 4-H Association page on the 4-H Ontario website!
- Send reminders and updates on your upcoming event at least a week ahead of the event.
- If there is a change in the location or any other aspects of the event is cancelled, postponed, or changed please try to inform paid participants and sponsors of the change at least 2 weeks before the events initial date.

Things to remember:

- If your Association is a charity, receipts for tax purposes can be issued by you for cash gifts of \$20 and above and for gifts in kind (auction donations, raffle items) provided the donor gives you an invoice or receipt showing the value of the item donated. Check out www.canada.ca/charities-giving to learn more about Canadian Revenue Agency tax receipting requirements.
- If your Association is not a charity, funds that are received that need a tax receipt must be sent to the 4-H Ontario office for deposit and receipting. For the funds to be sent back to Associations who are not charities, you must have signed your Agency Agreement sent by the Manager of Finance.
- Raffle ticket purchases, purchases of goods like food and merchandise, goods and services at an auction are not eligible for a tax receipt.
- Ensure that any promotion that you are doing for your event that includes 4-H branding meets brand standards. Check in with the Communications team to make sure you are on brand.
- Once the event ends, remember to send a thank you email or card to participants and sponsors. Include pictures from the event when possible.

Partnerships

Partnership with organizations within and outside of the agricultural community are essential to ensure that 4-H programs continue running. 4-H Ontario is very lucky to have incredible partners who believe in the value of the programs we provide and the volunteers who deliver them.

Key things sponsors are looking for:

1. Access to potential new customers/clients through contacts, youth participants and their families, volunteers- what kind of access will your event give them?
2. Long term relationship development – let a potential sponsor know if the event you are running occurs on a regular basis.
3. Exclusivity – will they be the only sponsor/partner supporting your Association or club?

Be sure to outline exactly what you are offering in return for their support. Spell it out clearly in your letter or proposal. If you receive a verbal confirmation of support, follow it up with an email or letter so you have something in writing.

4-H Ontario recognizes partners in a variety of ways and you can too. Don't forget to outline in any letter or proposal that you give to potential sponsors how you will recognize their support. Be creative - donors love being thanked and recognized. Here are some ways that the 4-H Ontario staff recognize donors:

1. Social media posts to say thank you.
2. Logos on signs at events.
3. Logos or name recognition on program/event material.
4. Thank you letters.
5. Invitations to attend events.
6. Have event participants/club members etc. make a short thank you video clip to send to donors.
7. Name/logo recognition on the 4-H Ontario website and in the Annual Report (did you know you can add sponsor recognition to your local 4-H Association webpage?!).

Provincial Partnerships

The lists below is intended to show you the scope of the partnerships that support 4-H in Ontario. We hope that if you approach any local branches of the companies listed below for events that you are running, that you will acknowledge the support of the parent company and say thank you. There are sample asks and gift agreements at the end of this document.

1. **Bayer Crop Science**- Volunteer Conference, 4-H Ontario Arbor Award, 4-H Ontario Milestone Awards, hole sponsorship at Foundation golf tournament
2. **Beef Farmers of Ontario** – Exclusive sponsor of Discovery Days and Clover Kits (renamed Discovery Boxes)
3. **Dairy Farmers of Ontario** – Exclusive sponsor of Future Leaders In Action, Provincial 4-H Leadership Camp and Leap Into Leadership.
4. **GayLea**- 24 Project Award, project resources, Foundation golf tournaments
5. **Growmark** – Exclusive 4-H Ontario Ambassador Program Sponsor
6. **Kubota Canada** – Support Provincial Virtual Judging Competition, 4-H Ontario Outstanding Graduating Member Award and Youth Leader Webinar series & Youth Leader Award. Also provide support to the 4-H Ontario Foundation golf tournament each year.
7. **Ontario Mutuals** – Volunteer Conference, New Volunteer Orientation, Go For The Gold, Project Resources, Alumni Programming, 4-H Ontario Associations and Foundation golf tournaments.
8. **Peavey Mart** – New Member Awards. Membership discount cards
9. **SeCan** – unrestricted funding for areas of greatest need. Also support the Foundation golf tournaments.
10. **Syngenta** – The 4-H Ontario Cloverbud Program

Partnership by Program

These are examples of the organizations that sponsor specific 4-H Ontario programs. This is not an inclusive list of all that support these programs now or have supported them in the past.

Dairy Sen\$e

1. Trouw Nutrition (Shurgain)
2. EastGen
3. DeLaval
4. Grober Nutrition
5. Ontario Dairy Youth Trust Fund

Youth Adventure Camp

1. Turkey Farmers of Ontario
2. Beeler Family Endowment Fund

Project Resource Development

1. Grand River Agricultural Society
2. Grand Valley Fortifiers
3. Stanley Knapp Resource Development Fund

National Partnerships

1. **RBC Foundation** – 4-H Ontario receives funds from the RBC Foundation each year through 4-H Canada to support Career Mania and/or other career programming.
 - 4-H Ontario is also working to create new partnerships with regional offices of RBC Bank in different parts of the province to support other areas of programming across the province.
 - You can approach local branches of RBC for support of your Associations or individual clubs as each branch manager has discretionary funds they can use to support local organizations. When you do this, acknowledge the support from the RBC Foundation that 4-H Ontario is receiving and the partnerships we are building with their regional offices.
2. **Farm Credit Canada (FCC)** – 4-H Ontario receives funds from FCC for a variety of projects and events that change each year depending on greatest need. In 2022, funds are being directed towards the Volunteers Conference but in the past have gone to support project resource development, the 4-H Ontario website redevelopment and other areas of need.
3. **Agriculture and Agri-Food Canada (AAFC)** – provides support to 4-H Ontario in a variety of ways including supporting the Ambassador Recognition Celebration, project resource development and the Leadership In Action magazine.

4. **BASF** - Supports provincial organizations nation-wide on connecting brands in regional markets through youth leadership opportunities that align with the Community Engagement and Communications Pillar. These could include; Provincial Ambassador programs, Communications/public speaking events and senior youth leadership opportunities. In 2021, funds were used to create the 3-part speaker series on the UN Sustainable Development Goals.

5. **CN** – for greatest need provincial activities.

6. **Syngenta**- for greatest need provincial activities

Future National Partnerships in the works

1. **Telus** – Partnership that will have funding coming to all the provinces. No details yet as to what that funding could potentially support

2. **McDonalds Canada** – This will be a true national partnership with no funds trickling down to the provinces. Just an fyi as you potentially reach out to a local McDonalds for support.