



Little Warriors is a national, charitable organization committed to the awareness, prevention and treatment of child sexual abuse. We offer a free workshop called Prevent It! that educates adults on how to help prevent and respond to child sexual abuse. The Little Warriors Be Brave Ranch located east of Edmonton and is the first of its kind specialized, intensive, evidence-based, trauma informed treatment centre for children and youth ages 8-16 years old who have been sexually abused.

Thank you for your interest in hosting a third-party fundraising event in support of Little Warriors. Before proceeding with planning your event; please read through this document in its entirety and should you have any questions please let us know.

What is a third-party fundraising event/initiative? An event or initiative organized by an individual, community group or company that is not an official Little Warriors event. Acting independently and with Little Warriors approval, third-party events are an important resource for raising funds to help us carry out our work of creating awareness, prevention and treatment of child sexual abuse.

When you organize a third-party event or initiative, you are not only raising money to support Little Warriors; you are also raising awareness about Little Warriors and the important work we do. This increase in awareness is an invaluable component to third party fundraising events.

We ask that all events being held to support Little Warriors be compatible with our mission, vision, values and child protection guidelines.

Approval: Prior approval to hold a third-party fundraising event for Little Warriors is required. Approval is based on the type, theme and financial viability of the event. Little Warriors reserves the right to withhold the use of our name and logo from any event we feels does not support our vision and mission.

Once you have submitted your Third-Party Fundraising Agreement, a team member from Little Warriors will be in touch with you for next steps. Once approved, you will be sent several resources from Little Warriors to help you with your event. These include our logos in several formats, Little Warriors posters, brochures, videos, graphics, messaging, links to social media handles etc.

Promotions: Little Warriors must approve all promotional/advertising copy featuring Little Warriors name and logo. Please note we do not create specific promotional material for your event/initiative. When you create your own poster or promotional items, please send it to Little Warriors for approval so we can help you check it



Little Warriors PO Box 92507, Sherwood Park, AB T8A 3X4
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against our Brand Standard Guidelines before you display or distribute it. All promotional material must state that your event is “in support” of Little Warriors, so it is not to be confused with an official Little Warriors event.

Once you have a final version of your event promotions (ie Facebook event, poster, link out on a website) please send this over to us, so we can help promote via our website and social media sites.

Insurance and licenses: If you’re holding your event on public property, you may require public liability insurance. Be sure to check with your event venue or municipality to make sure you’re covered. Little Warriors does not provide insurance coverage for any Third-Party Event, nor will they assume any legal or financial responsibility relating to the fundraising event or Event Organizer. The Event Organizer must provide proof of insurance, if requested. Many venues will already have appropriate licenses (e.g. liquor licenses) but do your due diligence and confirm these details before booking your event.

Sponsorships: Little Warriors will not solicit sponsors on behalf of the Event Organizers, nor will they provide contacts for sponsorships. We will provide you with a letter stating our approval of you seeking sponsorships for your event in support of Little Warriors. When seeking sponsorships for your event, it is important to note that sponsorships do not receive tax receipts. Sponsorship is a marketing benefit, so under the CRA guidelines, this does not qualify for a tax receipt. [You can read more here.](#)

Staffing and volunteers: The Event Organizers are to provide all staffing and recruitment of volunteers for their event. Involvement of Little Warriors staff and volunteers at your event to promote Little Warriors, is based on availability, location and the nature of the event. Due to our small but mighty team, we sometimes do not have people available to attend every event.

Little Warrior Speakers: Little Warriors representatives are happy to attend your event to speak about Little Warriors if we have someone available. We will do our best to accommodate your request. Please let us know if you will require a speaker at your event.

Tax Receipts: A tax receipt is given to people who make a personal donation to a registered charity. Little Warriors issues official income tax receipts in accordance with the guidelines set by the Canada Revenue Agency. The donation must be made directly to Little Warriors (e.g.: writing their cheques out to Little Warriors) and without personal return. **Monetary donations of \$25.00 or more are eligible for receipts.** “In-kind” donations (an item) may also be available if the purchaser has the receipts for the item and completes a donation form. Please check with our office to confirm eligibility.



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Please note: We require the following information to properly process a tax receipt: Donor's Name, Donor's Address (including postal code), Donor's Telephone Number, Amount of Donation. Tax receipts cannot be processed by Little Warriors unless the event organizer remits the funds, and the full donor information required. Processing tax receipts takes 4-6 weeks after the donation has been received through the Little Warriors office.

Donations Policy: Little Warriors will decline any donation that arises in whole or in part from activities that appear to violate federal, provincial or municipal laws or that appear to compromise Little Warriors' integrity, autonomy or our commitment to the awareness, prevention and treatment of child sexual abuse.

Little Warriors will not accept any cash, or real property gift, pledge of support or noncash gift or services or enter into any partnership with any company or other organization that produces products that are or may be harmful to the persons served by Little Warriors. In addition, Little Warriors will not accept any of the above or support from any company or organization that in the judgment of Little Warriors exploits the persons served by Little Warriors in its product lines, advertising, marketing, workforce or in any other way.

Little Warriors will not accept any support that implies or requires an endorsement of products.

Acknowledgements for corporate support will be limited to the company's names, logos, or slogans that are an established part of the supporters' identities, trade names, addresses and telephone numbers.

Little Warriors is very thankful for all the donations received from individuals, corporations, foundations and organizations who coordinate events in support of our programs and services. All donations solicited on behalf of Little Warriors will be used to further our mission and follow the policies and procedures outlined here.

Receiving Funds on Behalf of Little Warriors: If you are an organization, group or individual that is fundraising on behalf of Little Warriors, you may receive funds directly from donors. Good record keeping is essential!

If your fundraiser is larger scale where you need to pay invoices, you may require a bank account specifically for the fundraiser.

Donations \$25 and over are eligible for a tax receipt, but we need to ensure we receive all required information to be able to issue the receipt and the full amount of the funds collected must be received by Little Warriors as well.



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We will provide you with a tracking sheet/donation form that records the following:

- Donor name
- Donor's mailing address including postal code
- Amount Received
- Method of payment

Important things to note re Methods of Payment:

- Cheque made payable to your Organization/Group
 - o To be deposited into your event bank account. Once you have a total amount to donate to Little Warriors, you can write a lump sum cheque made payable to Little Warriors. You will also be required to provide a list of donors with their full mailing addresses so Little Warriors can issue tax receipts to those that donate \$25 and over.
- Cheques made payable to Little Warriors
 - o It's important that we receive these cheques as soon as possible so they do not become stale dated, and we can deposit them right away and issue tax receipts.
- E-transfer to organizer (Either an individual or company)
 - o Record all e-transfer details on the tracking sheet or have a donation form for each individual to capture the required details.
 - o If the money will be used to purchase Gift-in-Kind items from our wish list, the original purchase receipts must be provided to Little Warriors as back up with the tracking sheet/donation form. Provide a copy of the receipt to the donor as well so they know what you purchased with their funds. Donors will receive a tax receipt if the purchase of the goods is over \$25 before taxes.
- E-transfer to Little Warriors
 - o Please ensure that the individuals provide their full name and mailing address with postal code so they can receive a tax receipt. Be sure they note your specific fundraiser so we can include it in your total raised.

Once you have all records completed, please email the forms and back-up to shannon@littlewarriors.ca.

Identification of Survivors at your event: Often times survivors of child sexual abuse attend third party events as they want to help support children so they can receive treatment for child sexual abuse. Due to various related factors, including support of confidentiality for those who may still be on their healing journeys, Little Warriors does not support the personal identification of survivors (i.e., by asking attendees to identify themselves in any manner). Recognizing that healing is a personal journey, and not everyone is in the same place on their healing paths, requests of identification may be a trigger for some survivors. Although we recognize there can be strength in numbers and sharing one's story can be de-stigmatizing and part of one's individual healing, we ask that no one be asked to specifically acknowledge their sexual abuse histories as



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appropriate professional support may not be always be adequately available at your event to support individual and/or group processing of this in a supportive, trauma-informed manner.

Before you start: Here are a few important things to consider before you start planning your event:

- **Get in the know.** People are more likely to donate or volunteer to help if you can clearly articulate why a cause is important and why you need their support.
- **A good idea can sell itself.** Brainstorm, research and test out your fundraising idea on friends, family and colleagues. Would they be likely to attend and/or give? Event ideas: Auctions (art, silent, service) Bottle Drive, Trivia night, Movie night, Sports tournament, Benefit concert, School dance, Rummage sale, Walk/Swim/Skip-a-thon, Casual day, Fifty-fifty draw, Fashion show, Food sale, Gala event, Games tournament, Cook off, Charity speed dating, Casino night, Benefit BBQ, Speaker series.
- **Know your audience.** Who are you trying to attract to your event? Tailoring the size of your event to the size of your potential audience helps you narrow options for suitable events and venues, and will give you a better idea of how much advance planning and promotion will be required.
- **Set realistic goals.** Setting a realistic fundraising goal helps motivate your team members and gives your supporters something to work towards. This often encourages them to be more generous to ensure you achieve your goal.
- **Don't over-commit yourself.** Give yourself enough time and enlist adequate help to ensure all the elements of your event can be completed successfully. You might consider starting with a small event and work your way up to organizing larger events as you gain more experience.
- **Have a back-up plan.** Make sure you have a contingency plan, especially if your event is dependent on unpredictable factors like the weather. Setting a rain date, or arranging an indoor venue as a backup, may take a bit of extra planning up front but it will help ensure that the results of your hard work aren't limited by factors you can't control.
- **Timing is everything.** The timing of your event often determines how successful it will be. Check out whether there are competing events on the day or time you have chosen. To give your event special relevance, schedule its theme to coincide with special days. For example, some provinces have "Child Sexual Abuse Awareness Month". This is a good time to hold an event.

Promoting your event

- **Online promotion:** Social networking sites like Facebook, Instagram and Twitter are quick and efficient ways to spread the word about your event to all your friends and followers. For example, Facebook



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Event Pages are a great way to inform everyone in your contact list about your event. You can also ask them to forward it to their friends as well. Be sure to tag or mention Little Warriors so we can share the post with our followers as well. Also check out online event calendars serving your community such as municipal or community centre websites to see if they will accept a posting for your event.

- **Posters:** Be sure to send them to Little Warriors prior to sending out.
- **Email-blast** to friends, co-workers and your entire network. Ask them to forward on the email to their network.
- **Media:** If you're planning a large event, you might consider sending a press release to local newspapers, radio and TV stations to try to get editors interested in doing an advance story, covering your event or taking photos. Local news outlets love human interest stories, but they receive so many requests to cover fundraising events you often need to have a unique angle, so don't be discouraged if they don't respond to your release.

If a reporter does contact you, tell them about your event, what you have planned, why you're doing it, etc., but if a reporter has any questions about Little Warriors, please refer them to us directly at 780-922-9010. If the media doesn't cover your idea for a story, you can still get media promotion on their daily event calendars by submitting a media advisory a minimum of one week in advance. Be sure to follow up with all media outlets a couple of days in advance of your event to make sure they received your advisory and intend to list it on their event calendars.

Planning checklist

Planning an event is easy if you're organized. Use these step-by-step checklists to assist you in remembering everything that could help make your event a success!

Before your event

- Brainstorm fundraising ideas
- Check into any possible safety or legal issues such as whether permits are required
- Determine how many people you will need to help you execute your plan
- Enlist volunteers – friends, family, colleagues or other motivated people
- Let Little Warriors know about your event by completing and returning the Third Party Fundraising Agreement
- Plan your budget
- Find a suitable location



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- Think about any entertainment needs you may need (e.g. music, MCs, AV equipment, band, comedian, auctioneer, etc.)
- Schedule your event
- Promote your event, ensuring all materials with the Little Warriors name/logo are approved prior to use

During your event

- Assign someone to be responsible for handling the donations
- Have a Little Warriors Donation Form handy for donations of \$25 or more (this will be sent to you after your event has been accepted by Little Warriors)
- Display and/or distribute Little Warriors brochures

After your event

- Collect the funds
- Thank your volunteers
 - Thank your donors
- Compile all of your donation forms and money collected. Send to Little Warriors within two weeks of the event.
- Learn from your mistakes and successes! Evaluate your event and take note of what worked and what didn't. Keep notes of useful contacts for future events.

We are here to help! Please keep in touch with us as you move through the process of planning and executing your event/initiative.



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