



About Little Warriors

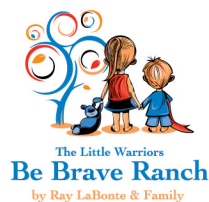
Little Warriors is a national, charitable organization committed to the awareness, prevention and treatment of child sexual abuse

Awareness and Prevention are achieved through the delivery of the Little Warriors Prevent It! workshop which educates adults across Canada to help prevent child sexual abuse. Results recently published show that this workshop significantly increases knowledge, attitudes and behavior. This workshop is offered free to participants either in-person or online. Registration for the workshop is done through the Little Warriors website at littlewarriors.ca/prevention/workshop.

Treatment is achieved through the Little Warriors Be Brave Ranch which is a long-term, trauma informed, evidence-based treatment centre for children who have been sexually abused. Children ages 8-16 from across Canada go to the Ranch for over 200 hours of therapy in a camp like setting over a one year period. Clinical results confirm the success of the treatment program including an almost 50% reduction in child post-traumatic stress disorder scores (PTSD), a reduction in the number of children experiencing PTSD, significant reductions in depression and anxiety and forecasts that also suggest reduced mental health related issues and enriched outcomes for these children and society in the future. More information and how to apply for the Be Brave Ranch can be found on our website at bebraveranch.littlewarriors.ca.

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 it's 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.



Little Warriors / Be Brave Ranch, PO Box 92507, Sherwood Park, AB T8A 3X4
TF 1.855.922.9010 FX 1.888.776.5635 littlewarriors.ca

Committed to the awareness, prevention and treatment of child sexual abuse.

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Taking Action to Stop Child Sexual Abuse

Charitable # 84568 3168 RR0001



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.

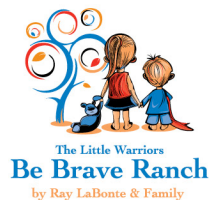
We ask that all events being held to support Little Warriors be compatible with our mission, vision, values and child protection guidelines.

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 its name and logo from any event it feels does not support our vision and mission.

Once you have submitted your Third-Party Fundraising Agreement, a representative 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. If you're designing your own poster, send it to Little Warriors for approval so we can help you check it 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 and not 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 Little Warriors, so we can help promote via our website and social media sites.



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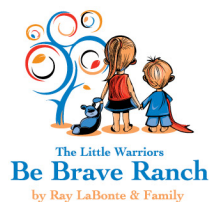
Insurance and licenses: If you're holding your event on public property, you may require public liability insurance. Be sure to check with your event venue or municipality to make sure you're covered. Little Warriors does not provide insurance coverage for any Third Party Event, nor will they assume 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 will provide all staffing and recruitment of volunteers for their event. Involvement of Little Warriors staff and volunteers at your event to promote Little Warriors, will be at the discretion of Little Warriors and will be based on availability, location and the nature of the event.

Little Warrior Speakers: Little Warriors representatives are happy to attend your event to speak about Little Warriors. However, we cannot guarantee that a representative will be available to attend or participate in the event. 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



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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.

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.

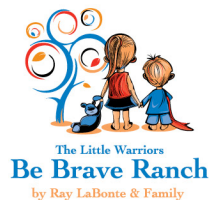
Donations Policy: Little Warriors will decline any donation that arises in whole or in part from activities that appear to violate federal, provincial or municipal laws or that appear to compromise Little Warriors’ integrity, autonomy or our commitment to the awareness, prevention and treatment of child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



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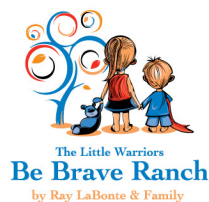


All donations solicited on behalf of Little Warriors will be used to further our mission and follow the policies and procedures outlined here.

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 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



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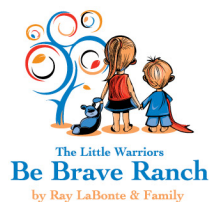
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events and venues, and will give you a better idea of how much advance planning and promotion will be required.

- **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



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- **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 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



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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

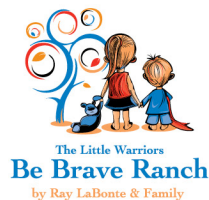
- Brainstorm fundraising ideas
- Check into any possible safety or legal issues such as whether permits are required
- Determine how many people you will need to help you execute your plan
- Enlist volunteers – friends, family, colleagues or other motivated people
- Let Little Warriors know about your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



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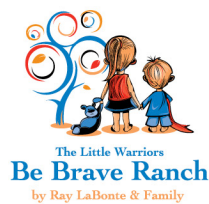
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- Thank your donors
- Compile all of your donation forms and money collected. Send to Little Warriors within two weeks of the event.
- Learn from your mistakes and successes! Evaluate your event and take note of what worked and what didn't. Keep notes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