



*Brainlove  
Pancake Breakfast*

**FUNDRAISING GUIDE**

*Together we can make a difference!*



*[www.brainlove.ca](http://www.brainlove.ca)*



# Pancake Breakfast Fundraising Guide

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# Pancake Breakfast Fundraising Guide

## WELCOME

Thank you for considering us and your initiative in wanting to fundraise for your region's Brain Injury Association! The donations we receive from groups such as yours, allow us to fulfill our mandate which is to strive to prevent brain injuries and to improve the lives of survivors and their families.

In this guide, you will find all the information you need to plan, organize, and host a successful Pancake Breakfast with friends, family, neighbors, team mates, co-workers, class-mates, or any group you choose.

If you have any questions, please don't hesitate to contact us. Have fun and thank you for fundraising for your region's Brain Injury Association!

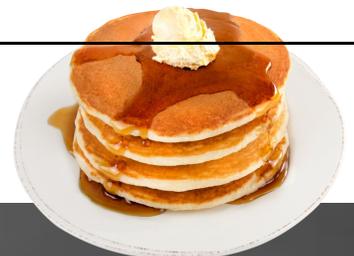
## WHY SHOULD YOU RAISE MONEY?

Fundraising for your region's Brain Injury Association is a powerful way to help raise awareness about brain injuries and how to prevent them. Donating money to your region's Brain Injury Association will help make a difference in the lives of brain injury survivors and their families!

## WHERE DOES YOUR MONEY GO?

The below chart provides some examples of the positive impact your donation can make can.

AMOUNT	THE POSITIVE IMPACT & DIFFERENCE YOUR DONATION CAN MAKE
\$25	The cost to provide an Acquired Brain Injury Toolkit for the family of a brain injury patient in the trauma unit of the hospital.
\$100	The cost to transport individuals in one community to a Support Chapter Activity Night. Activities such as Indoor Walking Group, Bowling, Drumming Circles and Social nights.
\$500	The cost for one individual to attend one of the weekend Retreats or Camp which are held at various locations around the province.
\$2000	The cost to deliver one 8-week program in one location e.g. Drumming, computer assisted memory therapy, which provides support, and psychosocial therapy to brain injury survivors.
\$5000	The cost to print and distribute, province-wide, one piece of prevention or education material, such as the Don't Risk Your Future or A Concussion is a Brain Injury poster, which is distributed to the more than 500 schools and recreational facilities in the province. <a href="#">Prevention and Education Partnership</a> .





# Group Fundraising Page

## GROUP FUNDRAISING WEBSITE

The Group Fundraising Website is a secure and simple way for your fundraising group to register, promote and keep track of your online fundraising. Donations are made online with a credit card, and are processed instantly. The total amount of donations made by your group is tracked so you can measure your success!

## ADVANTAGES TO USING THE GROUP FUNDRAISING WEBSITE

- No paperwork required
- Easy to share your group's link through email & social media
- Secure, fast and hassle-free
- Donors automatically receive a donation receipt via email for eligible donations of \$20 or more

## REGISTERING YOUR EVENT

Registering your event is easy. Below is information you will need to have ready before registering your event:

- Type of Event
- Date
- Location
- Ticket Price
- Contact Name, Email & Phone Number
- Details - Pancake Breakfast with coffee or juice, 50/50, Silent Auction, child friendly, etc.)

Once the above has been determined, please complete the BrainLove Events form online.





# Organizing Your Pancake Breakfast

## ORGANIZING AN EVENT

Whether your event is large or small, geared towards adults or youth, we will be happy to discuss your plans with you. We can help with professional event planners, décor, materials, signage, advice, and publicity. Proceeds can go to a single project or to ongoing programs. Before you start formally planning your event, please contact us to discuss your plans and how we can assist you!

## CREATING YOUR PLANNING COMMITTEE/TEAM

When organizing a committee, it is important your team members are motivated and committed by involving them in the decision making. You're going to need people who feel like they are part of your team, who commit to helping you raise money for the event, and who get their friends, neighbors, colleagues, vendors, clients, and associates involved in your event.

One of the 1st tasks should be to appoint a team leader who will delegate tasks, to be a contact with the your region's Brain Injury Association Staff, and a trouble shooter that people can turn to with questions or any problems that arise. Getting to know the skills that your team members have, will enable the team leader to better delegate tasks to your team members.

## TARGET AUDIENCE

Know the audience that you are trying to reach. Consider the minimum number of people required at your event, as well as the maximum number of people your volunteers are prepared to handle.

## YOUR BUDGET

Event costs for a good fundraiser shouldn't exceed 35% of what you raise. Consider cost-saving ideas such as having items, venue, printing, etc. donated. You may offer something in return like a free ticket, advertising space in program, etc.

## GOOD TIMING

When choosing the event date, consider a realistic and achievable timeline. Start by picking a date & then work it backwards from that date considering all tasks and their individual deadlines. This will help you identify if the date is realistic. You may also want to avoid competing with other local functions, sporting events.





# Organizing Your Pancake Breakfast

## ORGANIZING AN EVENT - Part #2

### CHOOSING A LOCATION

First you will need to decide if you will connect with a local restaurant to cook the pancake breakfast or rent a space and prepare the food yourself or have the breakfast catered. If preparing your own food, you will need access to a BBQ and kitchen. If you preparing your own, please refer to the BBQ Safety guide as well as the BBQ Checklist.

If your event is at a restaurant, please ensure to ask the following questions:

- Would they offer a discount to a non-profit?
- Are they willing to give a percentage of the alcohol tab back to the non-profit?
- Which days of the week are they willing to open the space for a Pancake Breakfast?
- What is the cost per pancake breakfast & what will they return to your region's Brain Injury Association?

### DECIDING ON FOOD

You will need to decide on the details of your meal. Is it a sit down meal or buffet style? Will there be coffee? Alcohol? Desert? Buffet style is typically the most efficient and cost effective.

### ENTERTAINMENT

Consider having entertainment at the event, A quick hello and thank you from the mc before breakfast is ready and then entertainment should take place during breakfast until its finished. School band, local performer, church choir, etc. Please take into consideration if the venue is set up for entertainment, if you will require sound equipment or if they have their own. Also, they will need to do a sound check earlier that day before guests arrive.

### ADDITIONAL FUNDRAISING IDEAS

You can maximize your fundraising amount by selling 50/50 tickets at the event and having a silent auction. You will need a couple of volunteers, buckets & tickets for the 50/50. For the Silent Auction, you will need a Auction Coordinator and volunteers to help solicit donations from local businesses. Please ensure that you will have space to layout the auction as well as volunteers to look after it that night.





# Organizing Your Pancake Breakfast

## ORGANIZING AN EVENT - Part #3

### KNOW YOUR AUDIENCE

Is this an all ages event, church, open to the public, school, town?

### CONTINGENCY PLAN

A contingency plan is a back-up plan for if things go wrong. For example, will the weather make a difference in your event, if deliveries are late, entertainment or speakers cancel.

### SPREAD THE WORD

- Word of mouth is a great way to promote your event. Tell your family and friends; ask them to pass along the news!
- Social Media such as Facebook, Twitter and Kijiji are really helpful in promotion. Update regularly with new details and developments.
- Ask local store owners if they would display the poster at their store.
- Advertise in local newspapers or community flyers.
- Make a fun You Tube video with a couple of people talking about YOUR REGION'S BRAIN INJURY ASSOCIATION and the fundraiser. Use a few photos with a voice over is great as well.

### AN EVALUATION

Following your event, we invite you to meet with your team to review the event, identify the successes and challenges of your event as well as aspects that could be improved in the future.

### FOLLOW UP

Ensure to thank everyone involved, and let them know how much money was raised. Remind them of the difference they helped make in the lives of brain injury survivors and their caregivers. Ask the volunteers if they might like to help with this event again or others like it in the future. **Please note that your region's Brain Injury Association has sample thank you letters that you can use as templates.**

### CHECKLIST

To help make your event a success, we have created a checklist to help you organize your event from start to finish. **Please see appendix page 15.**





# Posters, Tickets, Forms & Templates

## POSTERS, TICKETS, FORMS AND TEMPLATES

Using our forms and templates will allow you to fundraise with ease. Please let us know how many posters and tickets you need printed. Please keep in mind the expense for printing when preparing your budget. In regards to donations, please use the below method to track your fundraising, there are two easy forms you can use no matter what your fundraising needs may be.

### POSTERS AND TICKETS

The poster and tickets have already been designed and are ready for your events information to be added. Once you have those details, please contact your region's Brain Injury Association.

### DONATION & TEMPORARY RECEIPT FORMS

Complete one form for each donation you receive from an individual

- Cheques should be made payable to: Your region's Brain Injury Association. Please make sure to attach all personal cheques to the corresponding donation page.
- If you receive donations in cash, please write one cheque or complete one money order in the total amount of your cash received. Make sure to indicate on your donation forms which donations are included in the consolidated cheque or money.

### FUNDRAISING SUMMARY FORM

Use this form to summarize all of your fundraising proceeds when submitting your donations to Your region's Brain Injury Association.

- This form must be included whenever submitting fundraising donations.
- Make sure to complete all fields carefully and verify totals for donations.

### *Why do we need the name and address of donors?*

In order to comply with Canada Revenue Agency regulations, charities must receive detailed contact information from their donors in order to issue them a donation receipts. Donors who do not submit contact details will not receive donation receipts.





# Poster & Tickets

## POSTER & TICKET TEMPLATES

Your region's Brain Injury Association has designed Pancake Breakfast Posters and Tickets. Please contact us to confirm your event details and how many you need printed.

### POSTER

**Brainlove  
Pancake Breakfast**

*Proudly presented by the  
Saskatchewan Royal Purple Association*

Join us on **Thursday July 6th from 8am—11am** in the \_\_\_\_\_ parking lot for a Pancake Breakfast Fundraiser. Proceeds going to the Saskatchewan Brain Injury Association.

Tickets are \$5.00 per person, corporate tables available.  
Live music, photo booth, face painting & more!  
It's a morning of fun and pancakes for the whole family!

*Purchase your tickets today!*  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### TICKET

**Pancake Breakfast Fundraiser**

Proudly presented by The Saskatchewan Royal Purple Association with proceeds going to The Saskatchewan Brain Injury Association

Please join us for a fun morning!  
Date: \_\_\_\_\_  
Time: \_\_\_\_\_  
Location: \_\_\_\_\_  
Details: Pancake Breakfast, Live Music, Face painting & More!  
Tickets: \$5/each with corporate tables available

BUY your tickets today!  
Tickets available by email at \_\_\_\_\_ or by phone at \_\_\_\_\_

For more information, please visit us at [www.sbia.ca](http://www.sbia.ca)



[www.brainlove.ca](http://www.brainlove.ca)



## ABI FACTS

Acquired Brain Injury (ABI) is the leading cause of death and disability in children and young adults worldwide.

Approximately 70% of survivors are between ages 18 and 28. Males are twice as likely as females to acquire a brain injury.

Acquired Brain Injury is the leading cause of seizure disorders.

Half of all brain injuries are the result of motor vehicle collisions.

The remainder are commonly caused by sport injuries (30%), work-related injuries, assault, falls, illness or firearms.

### Canadian Statistics:

165,000 **new** cases of ABI each year

36,000 sustain injury severe enough to require hospitalization

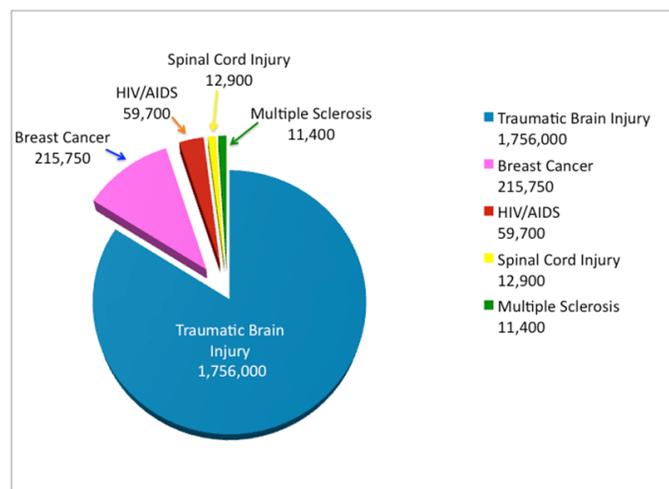
2,500 will die

9,000 injured survivors will require long-term rehabilitation

6,000 will live the remainder of their life with disability

**“Brain injury is a pervasive epidemic and it’s preventable”**

Every year in Canada and the U.S. there are new diagnoses of serious medical conditions:





# Media & Publicity

## MEDIA AND PUBLICITY

Local newspapers, TV and radio love local news! If you give them a story with enough notice and they're likely to cover it.

### LOCAL MEDIA

- Use facts, figures and quotes from your region's Brain Injury Association . More information about your region's Brain Injury Association can be found on their website.
- Your region's Brain Injury Association may write a press release for you & email it to the local media. Please contact them for more information.
- Consider advertising, local newspapers, radio and TV will donate space or time to promote non-profit/community events.

### SPREAD THE WORD

- Word of mouth is a great way to promote your event. Tell your family and friends; ask them to pass along the news!
- Social Media such as Facebook, Twitter and Kijiji are really helpful in promotion. Update regularly with new details and developments.

### KNOW YOUR EVENT DETAILS

- Date, Time & Location
- Event details (BBQ, Live Entertainment, Kids Activities, 50/50, Auction, etc.)

### ADDITIONAL INFORMATION

#### Where does the money go?

The money stays in your region and your communities to fund programs and events that offer support to brain injury survivors and their families. As well, the funds support education and awareness campaigns in an effort to prevent brain injuries.

#### Why should you support YOUR REGION'S BRAIN INJURY ASSOCIATION?

Brain Injuries are the number one cause of death and disability for people under the age of 44, which includes children. Brain Injuries can happen anywhere, anytime, and to anyone, and since there is no cure for a brain injury, everyone should support our efforts to prevent brain injuries, and support those that have brain injuries.





# Legal Considerations

## LEGAL CONSIDERATIONS

There are a wide range of rules and regulations which apply to events and activities which involve the public of fundraising from the public.

You are responsible for ensuring that any event you organize to raise funds for YOUR REGION'S BRAIN INJURY ASSOCIATION complies with the law. Your region's Brain Injury Association cannot and does not accept liability or events run in support of our activities.

Keep in mind that you are not allowed to raise funds for any other organizations using the YOUR REGION'S BRAIN INJURY ASSOCIATION name. If you are organizing a joint fundraising event with one or more community groups, make sure you are clear in the event promotions about where the funds will be going, and get a clear agreement in advance with the co-organizers about how the funds raised will be distributed.

It is imperative that your region's Brain Injury Association and by extension anyone raising money for your region's Brain Injury Association, is in compliance with Canada Revenue Agency (CRA) regulations. They run the risk of losing their charitable status if they are not compliant. your region's Brain Injury Association also needs to ensure that donors are treated equitably and fairly within CRA's regulations.

## USE OF YOUR REGION'S BRAIN INJURY ASSOCIATION NAME AND LOGO

Please be aware that the your region's Brain Injury Association name and logo is proprietary and that its use is restricted. Please do not allow commercial organizations to use our name or logo without written consent.

## OTHER CONSIDERATIONS

- Consider any first aid requirements. Contact local branch of St. John's Ambulance for advice or assistance.
- Check with your Municipal office for any necessary permissions, licensing, trading standards or health and safety considerations.
- Establish detailed guidelines and a written agreement about sharing fundraising revenues and expenses before collaborating with any other groups for fundraising events.
- Consider Fire Safety by consulting your local fire department.





# Privacy and Donation Receipts

## PRIVACY & DONATION RECEIPTS

### PROTECTING PERSONAL INFORMATION

The Personal Information Protection and Electronic Documents (PIPED) Act covers personal information that may be collected by a charity and used for a commercial purpose. The privacy of donor/member lists must be protected. Some key points to remember are:

- Any names or lists of people collected must expressly state the purpose of collecting the names and how the names will be used.
- Keep documents for no more than 2 months before destroying them.

### CHARITABLE DONATION RECEIPTS AND TAX REGULATIONS

#### Gifts of \$20 are receiptable:

- Your region's Brain Injury Association will issue a charitable tax receipt to those individuals or organizations that make a contribution of \$20 or more, provided they do not receive any product or value from the donation.
- Donations made through our Donation Website, will be emailed a charitable tax receipt immediately after the donation is made.

#### Individual Sponsorship Donation:

- We can issue tax receipts for fundraisers such as bowl-a-thons, walks and races in which individuals are sponsored by others to participate.
- In order for the tax receipts to be issued, your region's Brain Injury Association must be provided with a list of sponsoring donors, with complete address information and total dollar amount received from each donor.

### NON-RECEIPTABLE GIFTS

**Auctions and draws of goods and services:** This applies to the purchaser of a ticket as well as the winner of a prize. Since the individual would be receiving benefit or value from the event they therefore do not qualify for a charitable tax receipt.

**Donations of business or personal services:** Examples include provision of entertainment for an event, free advertising or printing services, etc.

### PARTIALLY RECEIPTABLE GIFTS

Admission cost to a Pancake Breakfast or event where admission includes a "donation" is considered partially receiptable. The tax receiptable amount must be clearly identified and should be calculated as the ticket price less the "fair market value" of all goods and services received by the donor. Please contact us in advance with any questions you may have regarding this Canada Revenue Agency Requirement.





# Liability

## LIABILITY

Your region's Brain Injury Association cannot endorse individual fundraising events, and accordingly cannot accept any liability for an event. Your event is run in support of your region's Brain Injury Association's work, not on behalf of it as an organization.

## PERMISSIONS

You do not need permission in order to raise funds in support of your region's Brain Injury Association. However, should you require confirmation that we are aware of your fundraising in order to book a venue or for administrative purposes, send an email to your region's Brain Injury Association at [events@sasktel.net](mailto:events@sasktel.net) with the title "Request for a Third-Party Fundraising Letter" making sure to mention the name of your event, organization and recipient of the letter applicable. Once approved we will send you a personalized letter confirming your region's Brain Injury Association is aware of a fundraising event being organized by you/your organization. If requested, we can also send you a letter confirming the total amount of funds received from your group once the donations have been received.

## LICENSING AND INSURANCE

Ensuring your event is both legal and safe should be a top priority. Depending on the type of event you are planning, insurance may also be a requirement. We encourage you to contact your local municipal office and verify if there are any relevant laws & regulations in your area for events which include lotteries, raffles, gambling, liquor or other events which may require licensing or insurance. Municipal governments also often have insurance programs designed specifically for community events and may be able to help you secure the coverage you require.

Given the number of requests we receive and the complexities associated with insurance and licensing, Your region's Brain Injury Association cannot assist you in securing these for your event. Your best options for securing insurance when it is required are to seek the guidance of the owner of your event venue or your municipal government.





# Before and After Event Checklist

## BEFORE & AFTER EVENT CHECKLIST

To help ensure that your Pancake Breakfast Fundraising event is successful, please see the below step-by-step guideline.

### BEFORE THE EVENT

- |  |
|--|
| <input type="checkbox"/> Research your fundraising ideas & form a committee                                      |
| <input type="checkbox"/> Check safety and legal issues   |
| <input type="checkbox"/> Tell your region's Brain Injury Association about your event!                           |
| <input type="checkbox"/> Schedule your event & any contracts signed  |
| <input type="checkbox"/> Look for sponsors (optional) and have them fill the Fundraising Sponsorship/Pledge Form |
| <input type="checkbox"/> Plan, promote and publicize your event  |
| <input type="checkbox"/> Create an Itinerary for the morning that the mc, entertainers and volunteers can follow |
| <input type="checkbox"/> Create a budget with a list of potential expenses as well as a fundraising goal         |

### AFTER THE EVENT

- |   |
|---|
| <input type="checkbox"/> Collect funds & organize money   |
| <input type="checkbox"/> Collect all donation forms & attach them to the Fundraising Proceeds Summary |
| <input type="checkbox"/> Complete the Fundraising Event Feedback                                      |
| <input type="checkbox"/> Remember to thank all of your volunteers and event sponsors/donors           |
| <input type="checkbox"/> Send out Thank You Cards to all contributors, vendors and volunteers.        |





# Before and After Event Checklist

## EVENT DAY CHECKLIST

### SETTING UP THE EVENT

- Arrive several hours earlier to set up
- Check that everything is in order: Sound System, Lights, number of chairs, Cutlery, etc.
- Do a sound check with entertainers
- Set Up the Silent Auction: Items, Bid Sheets, Pens & Marker for circling winner
- Put aside items for the 50/50: Buckets, tickets, float
- Do a room check 1 hour before guests arrive to ensure everything is ready
- Ensure all of the volunteers have the itinerary and information needed for the night
- Put someone in charge of handling the money, mc, auction, 50/50, etc.

### DURING THE EVENT

- Greet guests, welcoming them and directing them where to go
- Stay on time!
- Work the room, talk with guests. Be friendly and introduce guests to one another.
- Ask people to fill out the donation form & inform that tax receipts are available
- Have information about CRPA & your region's Brain Injury Association available
- Take lots of pictures & remember to thank all donors for their support
- Remember to thank all of your volunteers and event sponsors/donors





## INDIVIDUAL DONATION FORM

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Company or Event: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

### Type of Donation:

Individual Donation       Sponsorship Level Amount: \_\_\_\_\_

### Donation Amount:

\$20       \$50       \$100       \$500       \_\_\_\_\_

### Payment Method:

- Cash
- Cheque (addressed to YOUR REGION'S BRAIN INJURY ASSOCIATION)
- VISA or Master Card

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Your region's Brain Injury Association will issue tax receipts for all donations **\$20 and more.**

QUESTIONS? CALL YOUR REGION'S BRAIN INJURY ASSOCIATION



## FUNDRAISING PROCEEDS SUMMARY

Event/Group Name: \_\_\_\_\_

Contact (primary organizer): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

FUNDRAISING SUMMARY	TOTAL
Number of Cheques Enclosed	#
Cheque Donations Total	\$
Number of Credit Card Donation Entries	#
Credit Card Donations Total	\$
<b>TOTAL DONATION AMOUNT ENCLOSED</b>	<b>\$</b>

By checking this box, I confirm that I have accounted for all donations collected during my fundraising efforts.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### YOUR FUNDRAISING SUBMISSION PACKAGE MUST INCLUDE (IN ONE ENVELOPE):

- **All completed Individual Donation/Sponsor & Sponsor Me Forms**
  - Ensure they all have a completed address filled in
  - Please attach the cheque directly to the corresponding donation form(s)
- **Completed Fundraising Proceeds Summary (this form)**
  - The total revenue raised from the event must be reported to YOUR REGION'S BRAIN INJURY ASSOCIATION. Expenses should be Budgeted separately and should not be deducted from the total revenues collected and reported to YOUR REGION'S BRAIN INJURY ASSOCIATION.



# Share Your Fundraising Experience

## SHARE YOUR FUNDRAISING EXPERIENCE

Your region's Brain Injury Association would love to hear how your vent went, lessons learned, handy hints, useful resources, event photos, or press cuttings!

**Describe your event. How did you raise money?**

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**Lessons learned and Hints for future fundraisers:**

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**Description of Pictures:**

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**What other information would you like to see in this Fundraising Guide?**

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- I have enclosed press cuttings
- I have enclosed photo(s)





*Thank You!*

# THANK YOU!

**We acknowledge your leadership and creativity and whole heartedly thank you for your contribution to the ongoing success of the organization. We are truly grateful for your efforts!**



*[www.brainlove.ca](http://www.brainlove.ca)*