



Spirit Wheel Walk Run (SWWR) Fundraising Guide

Create a Team:

Ask family, friends and co-workers to join you on your walk and help you raise pledges.

Create List of Potential Donors:

Think of everyone you know- your doctor, hairdresser, church members, neighbours, local businesses. Think about what is the best way to approach them: e-mail, letter, or personal ask.

Create A Website:

Create your own personal event page where you can customize your information, post photos and people can donate to you directly online! We can help you set up your own Giving Page through the Canada Helps Website. (*See page 3 for more info.*)

Set a Goal:

Aim high! The more money you raise, the more good work that gets done by SB&H. Pick a number that feels challenging and go for it!

E-mail or Letter Campaign:

Write about your connection to the cause and let others know about the conditions facing those with spina bifida and/or hydrocephalus (sb/h). Enclosed is a fact sheet you can integrate into your email/letter as well as a sample letter. Be sure to let donors know how to go about donating to you online or by cheque.

Follow-Up:

If you haven't received a response from someone make sure to follow-up. Often people just forget! Follow-up with a thank you to those that donated to you as well!

Creating A Successful SWWR

Ask your friends, family, co-workers, and classmates to join you. Participating through a team enables you to capitalize on your teammates' network of friends, family and co-workers. The more people you have helping you, the greater your chance of success will be and the more people will help spread the word about sb/h!

❑ **Create a Team**

Talk to everyone you know about this event letting them know what an excellent opportunity this is to raise awareness for the conditions, as well as much needed funding for Association programs. Gather your co-workers, business associates, clients or suppliers to join your team! Ask your teachers, students, parents, or support staff from your school or college to become involved.

❑ **Your Role as Team Captain**

You will be responsible for recruiting friends, and their friends to join the team and raise pledges with you and walk on event day. Once your team starts fundraising, you will need to provide ongoing motivational communication to team members about fundraising progress and event day information.

❑ **Recruit Walkers**

Some potential team members:

Neighbours

Colleagues

Parents of your children's friends

Members at your library

Friends & Family

People at your place of worship

Health care professionals

Members of your community centre

❑ **Register Your Team**

Pick a name for your team that reflects your passion for the cause. Some past examples include: "Ride for Jacob, "Sabrina's Stride" & "Nickolas' Loved Ones." Select a date that best suits you and your teammates. Team members can register on their own or you can register the entire team all at once. Copy the registration form (available online or through the SB&H office) and share with team members.

❑ **Set a Goal**

Have a team meeting to discuss individual fundraising goals as well as plans for a team fundraising event such as a garage sale, car wash, or silent auction. Don't be afraid to set your sights high! In their first year, the Cote family had over 65 people join "Saffi's Walk" and raised over \$5,500! In their second year, "Team Chadd" had over 110 people from their community join them on their walk and they raised over \$4,800!

❑ **Raise Money**

Equip team members with the tools to be effective fundraisers. Make sure everyone on your team has a supply of pledge forms, a goal, and a fundraising plan. Start early. You may need time to follow-up with donors.

Who to Ask For A Donation

Those who are closest to you should be the first people you ask, ask them to ask their friends, and then expand to others in your community...

Family	Friends	Co-workers	Local Businesses
Classmates	Neighbours	Customers/Clients	Place of Worship
Veterinarian	Doctor	Hairdresser	Dentist

How to Ask for Donations

- ❑ Create your own personal SWWR page with details about your event and your unique story. To do this go to the CanadaHelps website and create your custom SWWR page at <http://www.canadahelps.org/GivingPages/GivingPages.aspx>. Follow the instructions on creating a page and if you need any help please give us a call!
- ❑ E-mail Campaign: Write about your personal connection to the cause and what your inspiration is for wanting to be involved in a SWWR. Then, send it via e-mail to everyone in your contacts with instructions on how they can go about donating to you. Make sure to include a link to your GivingPage or to the SB&H website www.sbhao.on.ca so they can donate right on the spot!
- ❑ Call or write a letter to family and friends (See sample page 5)
- ❑ Meet potential donors in person to ask for a donation and let them know about your event
- ❑ Communicate your passion. You care about this cause! Use your energy and enthusiasm to show others why they should care too!

Collecting Donations

Online Donations

- ❑ Let your donors know that pledges can be made securely online. Using the SB&H website www.sbhao.on.ca click on the *Donate Now* button then click on the *CanadaHelps* link. Using the drop down menu, scroll down to select the participant or team name in the appropriate Fund/Designation. Your donors will receive a tax receipt through CanadaHelps.

Telephone Donations

- ❑ Your donors can call the SB&H office to make a donation at 416 214-1056 or 800 387-1575 using Visa, MasterCard or Amex. All online and credit card donations will be added to your pledge total. SB&H will send a thank you letter and tax receipt to those that donate \$10 or more.

Pledge Forms

- ❑ Make sure to record all pledges made by cash/cheque on your pledge forms. Ensure that complete donor information is recorded so that tax receipts can be issued correctly. **All cheques must be payable to: SPINA BIFIDA & HYDROCEPHALUS ASSOCIATION OF ONTARIO or SB&H.** Do not send cash in the mail. If you have received a cash donation, keep it and write a cheque to SB&H or obtain a money order for the total cash received. Mail pledge forms along with cheques to:

Spina Bifida & Hydrocephalus Association of Ontario
555 Richmond Street West, P.O. Box 103, Suite 1006, Toronto, ON M5V 3B1

The #1 reason people donate is because they are asked!

- 10 people 10 days
Challenge everyone on your team to raise \$250 in ten days. Every day ask one person to donate \$25. If you have five people on your team that's \$1,250!
If you have ten, that's \$2,500!
- Garage Sale/Book Sale/Bake Sale, Silent Auction...
Have everyone on the team donate items for a group garage sale. Or ask your friends, relatives, teachers, and community members for their old books and have a used book sale or recruit some friends who bake and have a bake sale! Approach local retailers to obtain gift certificates or products and then hold a silent auction, before or after your walk.
- Expand Your Giving Circle
Give your pledge forms to all of your friends and ask them to help you collect pledges. With a little help from your friends, you can double your fundraising efforts!
- Facebook
Create a Facebook page or blog telling your story and include a link to our website www.sbhao.on.ca for donations.
- Donation Jar
Place a donation jar on your desk or at the reception area/desk where you work. You can also ask a local business that you know to put one up for you.

Awareness...

Farmer's Market

- Set up a table at a farmer's market and accept donations while spreading awareness for the cause! We have brochures and/or bookmarks available for you to use to generate awareness in your community. Consider giving everyone who makes a donation a bookmark!
- Borrow a Banner!
Create awareness while fundraising! Carry the banner on your walk or hang it at your fundraising events and let your community know about SB&H!

...Or anything else fun you can think of! We have a ton of ideas, so just give us a call and we can talk about the best ways to go about fundraising that will be best suited for you and your team!

SAMPLE PERSONAL STORY...

For Personal Giving Page, facebook Page or email campaign

As you know my son Zachary was born with spina bifida and hydrocephalus three years ago and ever since it has been an uphill battle every step of the way. From his doctor's appointments and surgeries to my daily fears as a new parent with a child with a disability, I have found myself often overwhelmed and in need of accurate and relevant information. I am so grateful to have had somewhere to turn in times of crisis and uncertainty. The Spina Bifida and Hydrocephalus Association of Ontario (SB&H) has been a constant resource and foundation of support for our family since Zack was born. It is important for me to give back to the Association so that others with my son's condition and their families can get the same invaluable help. Zachary is a very bright, loving child but he will face many challenges in his lifetime and it gives me hope to know that SB&H will be there for us every step of the way.

The ***Sprit Wheel Walk Run*** is a great opportunity for me to participate in creating awareness while raising money to support the Association. I'm going to walk June 11th together with Zachary and my husband as well as our extended family and friends, wearing our SWWR t-shirts and generating awareness by carrying the SB&H banner proudly. I'm asking all of my friends, family, and co-workers to help me raise pledges for this worthwhile cause.

Our fundraising goal for this year is \$1,000. All funds raised will go towards supporting vital programs and essential services provided by the Association that help families and individuals struggling with this complicated condition living in Ontario.

Please give whatever you can to help my family reach our fundraising goal. You can donate online by visiting the SB&H website www.sbhao.on.ca and clicking on the *Donate Now* button. Then click on the CanadaHelps link. Using the scroll down menu, select my name or team name *Zack's Walk*, in the Fund Designation section so that your donation will go to my team. You can also give me a cheque payable to **SB&H** OR cash when we see each other next.

Sincerely,

Angela S.



You can use this SWWR graphic for your letters, emails, or facebook page. It is available through the SB&H office.



You can integrate this information into your fundraising letters and e-mails...

The Spina Bifida & Hydrocephalus Association of Ontario (SB&H) is a very active organization providing support, care and information to those living with the unique challenges of spina bifida and hydrocephalus. **Since 1973, the Association has served hundreds of thousands of children, youth, parents, adults and families.**

We want to ensure that treatment options are available for those with spina bifida and hydrocephalus to enhance their quality of life. With our prevention and public education initiatives, we hope to reduce the incidence and impact of these neurological conditions.

SB&H receives no government funding!

Please give generously so that research and support programs can help others.

Some facts about spina bifida and hydrocephalus:

- Spina bifida is a birth defect that occurs within the first four weeks of pregnancy. The spinal column fails to develop properly, resulting in permanent damage to the baby's spinal cord and nervous system.
- Hydrocephalus is a condition that results in an excessive accumulation of fluid in the brain. Without treatment, permanent brain damage or even death may occur.
- More than eighty-five percent of children born with spina bifida have hydrocephalus.
- One in every 1,300 babies is born with spina bifida and even more have hydrocephalus.
- There is no known cure for either one of these conditions.
- Spina bifida is the most common permanently disabling birth defect in Canada.
- Hydrocephalus can occur at birth or at any stage of life.
- Spina bifida or hydrocephalus can happen to anyone.
- Complications from these conditions can be life threatening.
- Normal Pressure Hydrocephalus (NPH) is an emerging health concern for people 55 and older.

**Your contribution is important. Thank you for getting in the SPIRIT!
Together we have a remarkable opportunity to make a difference!**