

Eastern Townships Partners for
Health and Social Services

SENIORS' HEALTH & WELLNESS

Fundraising Guide

CHSSN

Community Health
And Social Services Network
Réseau communautaire de santé
et de services sociaux



Townshippers

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Intro

The purpose of this guide is to assist organizations that provide health and wellness programming to seniors in the historical Eastern Townships in developing sustainable fundraising plans and diversifying their funding sources.

By creating a fundraising plan, your organization will shift from being reactive to proactive. Instead of scrambling to find funding, you'll be able to look forward, anticipate your needs, and work towards meeting them in the short and long term. Your fundraising plan will guide your efforts and act as a roadmap; it will help ensure you stay on the right track and remain focused on your goals. It will also help ensure the sustainability of your organization and its activities. By taking a more systematic approach to fundraising, you'll be able to raise more money, focus your efforts, measure your progress and identify opportunities, and involve more key players in the process—ultimately strengthening your organization.

This guide is intended to empower organizations in their fundraising efforts. There are many different resources available and ways to organize your fundraising initiatives. You are encouraged to explore the options and determine what works for your organization.

Special thanks to the Uni-Aide Foundation for generously sharing guidance and past fundraising plans with the creators of this guide.

Developing a diversified fundraising plan

Setting a goal

As simple as it seems, an important first step is to identify what it is you are looking to achieve, and how much you will need to do so. It may be helpful to break this into one-, two-, and five-year goals. You will also likely need to break it down further by type of expenditure. For instance, we need \$\$\$ for operating expenses, \$\$\$ for human resources (core or project-oriented), \$\$\$ for activities, \$\$\$ for services, \$\$\$ for capital expenditures, etc.

It is important to identify why you need the money. Lacking a clear message may pose a barrier to successfully implementing your fundraising plan and achieving your fundraising goals. So you need to ask yourself *How much money do we need?*, but also *Why do we need it?*, *Who will it help?*, *How does this help us fulfil our mission?*, etc.

Ensure your goals are....



Source: Wikimedia Commons. Author: Dungdm93

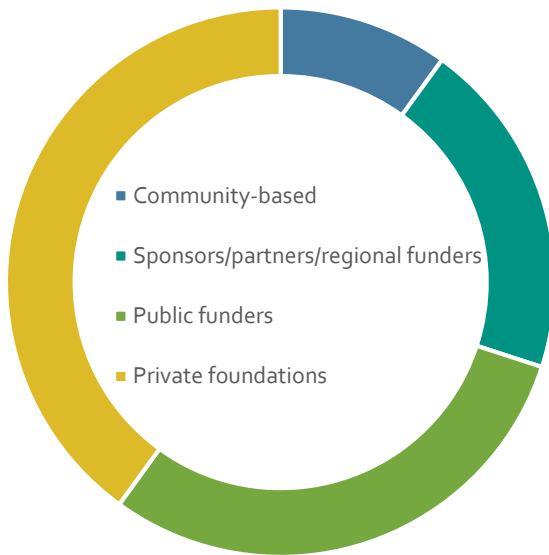
While it may be tempting to simply say “we need to raise as much money as we can, as fast as we can,” goals and deadlines motivate potential donors and demonstrate that you have a plan for the money you are raising. By developing SMART goals, you’ll ensure that everyone on your team is on the same page, and you’ll be able to measure your progress and success. It will also help you decide how best to allocate time and resources to ensure you achieve your goals.

Identifying your fundraising assets

Your fundraising assets are essentially your strengths that will facilitate fundraising. Do you have a compelling mission, community support, widespread recognition, or influential/well-known staff or board members? Do you have a wide donor base or responsive supporters? Any of these factors, and many others, should play in your favour. However, it’s important to recognize these assets and leverage them to your best advantage.

Diversifying your funding sources

If your organization relies too heavily on income from a single source, it may be in a precarious, vulnerable position. If this income stream dries up or a change in policy makes the organization ineligible for funding, the organization will be left scrambling to find alternative sources. Therefore, it is vital that organizations diversify their fundraising efforts. In doing so, the organization ensures the continuity of its activities and its growth.



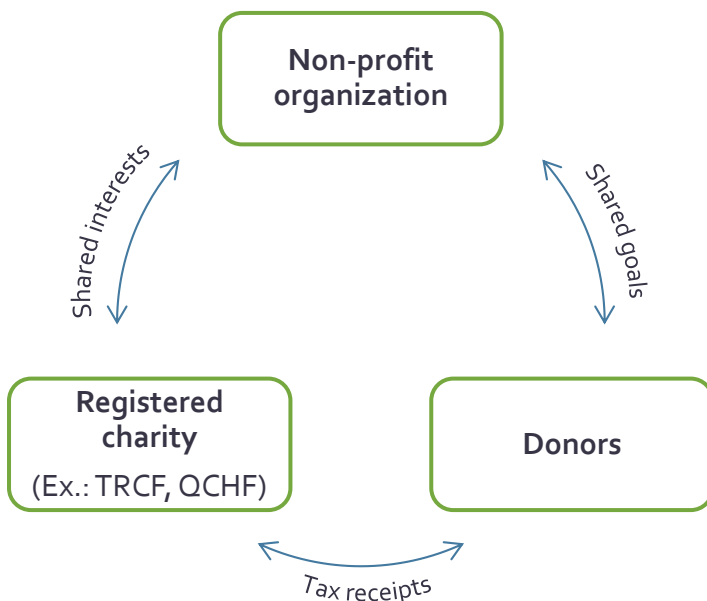
Having and demonstrating community support will also greatly increase your organization's chances of obtaining funding from a major funding source. Community-based fundraising and local partners/sponsors complement the funds received from major funding sources, such as public funders and private foundations, and help buoy the organization's finances in times of uncertainty and change. They also show potential funders that the activities of your organization are recognized and supported by local stakeholders.

This diversity should also extend to your community-based fundraising initiatives. Don't rely on a single segment of the population for funds; try to find ways to reach out to different

groups: youth (elementary and high school), young adults, young families, middle-aged adults, seniors, special-interest groups, companies, institutions, etc. You will likely need to adapt your message and approach to each target group. For examples of fundraising activities for each target group, see page 21.

Strategic partnerships

There are many benefits to partnering with a registered charity whose mission aligns with your interests. Many non-profits are unable to issue tax receipts and this may limit their donor base and bar them from applying for funding from certain major foundations and charities.



By partnering with a registered charity, a non-profit can enable donors to support its activities by making designated donations to a fund administered by the registered charity. Donors are thus able to receive tax receipts, which can make contributing to your cause much more attractive to them. This is just one example of how non-profit organizations and registered charities can work together to better serve their communities and common interests.

These partnerships can also extend to applying for funding from major charities and foundations. Many funders require grant recipients to be registered charities. If you are fundraising for a non-profit that does not have this status, it can narrow your potential funding channels and reduce your chances of receiving grants. By partnering with a registered charity, such as a local foundation or one with a common interest, you gain access to a wider range of funders and facilitate the transfer of funds. This also demonstrates that the activities of your non-profit organization are needed and supported by the local community and provides greater accountability for the funder.



Creating and implementing an action plan

Community-based fundraising

As previously mentioned, community-based fundraising is an important part of your fundraising plan. It helps rally the community around your cause, involve community members in your organization’s activities, and demonstrate the fact that your organization is valued and supported by your community. By targeting your fundraising communications and activities to distinct segments of the population, you may reach a wider audience and increase your fundraising capacity.

A targeted fundraising plan uses multiple channels, campaigns, events, leaders, messages, and tools to reach and influence multiple demographics, institutions, organizations, and geographic areas.

Don’t forget to look back on past efforts at this stage. What has been successful or unsuccessful in the past? Are you able to pinpoint what contributed to the end results? It’s important to build on past successes and focus your efforts on winning formulas, while trying new things to diversify your fundraising options.

Target groups, messages

Your fundraising techniques will vary from group to group. In general, different messages and initiatives will appeal to different demographics, so it’s important that you adapt your efforts to the group you are trying to influence. Each target group will respond to different messages, so you may want to develop a message for each group you are trying to reach.

- Elementary youth
- High school youth
- Young adults
- Young families
- Middle-aged adults
- Seniors
- Special-interest groups
- Companies
- Institutions
- Etc.

Channels

There are many ways to reach out to donors. Here are a few examples:

Online →E-mails, online radio, social media (Facebook, Twitter, Youtube, Instagram, etc.)

Offline →Newspaper, radio, television, posters, word of mouth, mail, newsletter

Campaigns, events, initiatives

Different types of initiatives will appeal to different demographics. For instance, a gala event will appeal to a different demographic than a craft auction or an Easter egg hunt. For examples of community-based fundraising activities, see page 21.

Tools

There are many tools at your disposal to help facilitate your efforts. Below you'll find a few examples.

- Mozilla Open Badge System
- DoSomething.org
- Calendar of Events
- Fundraising templates
- My Giving Moment
- Donation thermometer
- Newsletters
- Canada Helps

There are many resources available online and at local development organizations intended to help guide the organizing of fundraising events. These resources will also contain other suggestions of tools to use and ideas for fundraising initiatives.

Leaders

Your leaders will help you take your message out into the community, rally support, and raise funds. Don't forget to think outside the box when identifying these key players. Don't limit your list to those working in schools, community organizations, or positions of authority. Encourage people to get involved and participate in fundraising activities, but also to get on board and help organize fundraising activities. Club, group, and committee leaders

- School boards
- Teachers
- Parents
- Youth centres or groups
- Community spokespeople
- Church councils
- General Directors, CEOs, Presidents
- Employees
- Etc.

Defining the roles, steps to take, and timeframe

It's important to have a plan, document it, and ensure that everyone involved is aware of the roles and responsibilities. For each fundraising activity, there should be set roles, steps to be taken, and a timeframe for when each step needs to be done to ensure the smooth running and success of the initiative. There should also be open communication and collaboration among organizers. Breaking the planning down into roles and steps with set deadlines facilitates planning and can make the task of organizing such initiatives less daunting.

Don't be shy about reaching out to local businesses for sponsorships or for employer-sponsored volunteering. Your profit margin will benefit if you are able to obtain the materials you need at a discount or at no charge and many business owners have a strong sense of philanthropy and giving back to their community.

Monitoring your success and re-evaluating

It is important to evaluate your fundraising efforts at regular intervals. This will help you assess if you are on-track to meet your fundraising targets and adjust as needed. You may want to replicate fundraising efforts that bring in a high profit, see a high turnout, and/or receive positive feedback. There is little point in repeating initiatives that yield little profit or draw few supporters. If an initiative is not very profitable, but brings a lot of positive visibility or rallies supporters, it may still be worthwhile as this may help build your fundraising assets.

Funders & major donors

Developing a case for support

- Clearly depicts your mission and vision for the future
- Brings together all existing information about your program/project/initiative
- Clearly explains who you are helping, why you are helping them, and what you are doing
- Serves as a basis for fundraising materials (ex.: letter of intent, proposals, etc.)

Identifying funders

- Identify funders with the greatest potential.
- Do so using databases, the Internet, other stakeholders, etc.
- Focus your efforts on the most promising options.
- Strategically expand your network of contacts

Qualifying funders

- Research those that are promising
- Who and what have they funded in the past, how much do they usually give, what costs are eligible and what are their exclusions, what geographic areas do they cover, are they receptive to new recipients, etc.
- Match prospective funders to a program/project/initiative

Cultivating funders

- Create a plan for each funder
- Identify potential contacts or connections with ties to the funder
- Reach out to the funder, confirm information, develop a personal connection
- Engage or involve the funder by inviting them to your offices, events, initiatives, etc.
- Always make contact before requesting funding

Soliciting funders

- Draft a letter of intent or proposal for each program/project/initiative
- Customize each letter of intent or proposal to the funders criteria
- Ensure your letter of intent or proposal aligns with the funders requirements/priorities
- Always have letters of intent and proposals proofread by someone else before submission

Improving your proposal

- Follow-up with the funder regardless of the outcome:
 - No response? Call or write to ask about the status of the application
 - Rejection? Call or write to ask why. Determine the next funding cycle to reapply
 - Accepted? Acknowledge, report outcomes, then develop next grant request.

Continually improving your proposals is a crucial part of grant writing. Regardless of whether your application was accepted or declined, it's important to ensure that you are building a positive relationship with the funder and that you improve where necessary. In the event of a negative response, ask the funder why you weren't awarded a grant, what made other requests successful, what you could improve for next time, and what overall impressions the funder has about your program/project/initiative and your organization. Once you've received feedback, analyze the application and revise the materials as soon as possible. This will ensure you are prepared for the next funding cycle.

Accounting—not just dollars and cents

As many initiatives in this sector are driven by volunteers and local partners, funders often recognize the economic value of volunteer hours, as well as contributions of materials, space, and resources. It's important to account for these contributions when applying for funding and reporting on activities.

Volunteer contributions

Volunteers provide many benefits to organizations and communities through their contributions of time, talent, and skills. Active civic engagement is an essential part of building strong, healthy communities. Measuring the impact of volunteer contributions is very complex. As such, there are many ways of doing so. Accounting for volunteer hours is by no means the only way to measure this impact, however it can be a useful tool for assessing and accounting for these valuable contributions. According to TD Economics, the estimated value that volunteers provide is in line with the average hourly wage rate, which was \$24 in 2012. Individual funders may also choose to provide their own approximate value of volunteer contributions. Volunteers should be given a volunteer hours tracking form for each program, project, and activity and the total volunteer contributions should be documented in your reporting. It is important to explain to your volunteers the importance of tracking their valuable contributions.

Social return on investment (SROI)

Social return on investment (SROI) is used to analyze and understand the environmental and social value created, in addition to financial value, which is more easily calculated. It is a way to compare the social value (benefits) created with the investment (cost) required to achieve this impact. It can be a very useful tool in assessing the social impact of activities, and it can help convince funders that your activities are a worthwhile investment. There are various methods for calculating SROI, including those created by the Roberts Enterprise Development Fund, the New Economics Foundation, and Social Capital Partners.

In-kind contributions

Simply put, in-kind contributions are donations of goods or services, instead of cash. It is up to your organization to decide whether to record these contributions in their financial statements. To do so, you need to be able to assess the fair value of the goods and services received. If your organization chooses to do so, it is important to develop a policy for assessing the value and reporting. That being said, accounting for in-kind contributions is yet another way of demonstrating support for your organization and quantifying contributions from local sponsors and from your organizations. Some examples of in-kind contributions include goods donated by a local business for an activity you are holding or the use of an organization's space and equipment to host the activity.

Potential funding sources

Federal

New Horizons for Seniors

The New Horizons for Seniors Program supports projects led or inspired by seniors who make a difference in the lives of others and in their communities.

The Program helps to ensure that seniors can benefit from, and contribute to, the quality of life in their communities through five objectives:

- Promoting volunteerism among seniors and other generations;
- Engaging seniors in the community through the mentoring of others;
- Expanding awareness of elder abuse, including financial abuse;
- Supporting the social participation and inclusion of seniors; and
- Providing capital assistance for new and existing community projects and/or programs for seniors.

Projects need to meet one or more of these objectives and are generally funded through a call for proposals process.

Community-based projects are funded up to \$25 000 per year, per organization.

Eligible costs

Salaries, wages, and MERCs*; professional services; evaluation costs; honoraria and hospitality; security checks for volunteers; travel expenses within Canada (including those to assist seniors in participating in project activities); materials and supplies; printing and distributing materials; rental and maintenance of equipment; facilities rental; etc.

For more information

Visit the New Horizons for Seniors section of Employment and Social Development Canada's website.

Monitor this website for upcoming application periods.

**Mandatory employment-related costs*

Provincial

Programme de soutien aux organismes communautaires (PSOC)

The PSOC supports community organizations working in the fields of health and social services, including those offering prevention, assistance, and support services to people in the region. It also supports organizations carrying out activities that promote, defend, and raise awareness about the rights and interests of persons using its services or persons using the region's health and social services. A health and social services agency may also support a community organization operating within its region in the sector of social development and health promotion (if applicable). The PSOC's main objectives are as follows:

- Recognize and promote the efforts of community organizations;
- Provide the support and information needed to community organizations;
- Provide financial assistance to community organizations.

Each health and social services agency is responsible for evaluating and allocating financial support for the organizations in its region.

Eligible costs

Costs associated with basic infrastructure (facilities, administration, communications, etc.) and the achievement of the organization's overall mission (salaries, organization of services and educational activities, consultation, representation, mobilization, etc.).

For more information

Visit the Ministère de la Santé et des Services sociaux's website or contact your regional health and social services agency.

Programme d'aide financière pour les Initiatives de travail de milieu auprès des aînés en situation de vulnérabilité (ITMAV)

This program to develop outreach initiatives for vulnerable seniors supports community organizations in hiring outreach workers to prevent vulnerable seniors from becoming isolated from society and to support seniors in difficult situations (isolation, grief, abuse, bullying, homelessness, etc.). The funding is intended to help build relationships of trust with seniors, thus enabling organizations to assist them in reaching out to the appropriate resources; encourage them to participate in social activities; and mobilize their network of neighbours, family, and friends. The initiatives supported should empower seniors and help them remain independent and continue living at home, within their community.

Maximum funding of \$45 000 per organization per year. A financial contribution of 10% of the cost of the project is required from the organization or its partners. This contribution may be in the form of human, material, or financial resources.

Eligible costs

Salaries, wages, and MERCs associated with carrying out the project; operating costs directly related to the ITMAVs (outreach worker travel, communications, training sessions, activities to promote and raise awareness, activity fees, project management costs, etc.).

For more information

Visit the Ministère de la Famille's website or contact the Secrétariat aux aînés at 418-646-7411.

Québec ami des aînés (QADA)—Soutien aux actions communautaires

The QADA (age-friendly Quebec) program funds activities and initiatives aimed at adapting communities to the realities of seniors to enable them to remain in their homes; in their communities; in healthy, safe, and welcoming environments. It also aims to promote the participation of seniors in the social, economic, and cultural development of their community.

The *Soutien aux actions communautaires* (support for community action) component supports local/regional activities and initiatives. More specifically, it supports pilot projects, starting new activities, adding additional activities, adapting or modifying activities already offered by the organization so that they better meet the needs of seniors. This program does not support activities already offered by organizations.

This program hinges on an approach that encourages partnership, concertation, and collaboration between local stakeholders to carry out projects that directly impact seniors. In previous years, funding of up to \$75 000 has been provided for local projects and funding of up to \$150 000 has been provided for regional projects.

Eligible costs

Salaries, wages, and MERCs; professional services; promotion and communications; training; facilities rental; purchasing or renting materials; administration costs; transportation, accommodations, and meals (if required for carrying out the project).

For more information

Visit the Ministère de la Famille's website or contact QADA's Direction régionale du Centre et du Sud du Québec at **1-855-336-8568**.

Québec ami des aînés (QADA)—Soutien à des projets nationaux, à l'expérimentation et à la recherche-action

The *Soutien à des projets nationaux, à l'expérimentation et à la recherche-action* component supports pilot and action research projects. This program hinges on an approach that encourages partnership, concertation, and collaboration between local stakeholders to carry out projects that directly impact seniors. In previous years, funding of up to \$100 000 has been allocated to pilot/research action projects.

Project themes:

- Abuse, mistreatment, bullying, cyberbullying;
 - Access to information and communication technologies (ICTs)
 - Ageism, prejudice, stereotypes, seniors in vulnerable situations;
 - Improving living conditions, the mobility of seniors;
 - Volunteerism, returning to work, social participation;
 - Development of safe and healthy living environments, housing (excluding construction, renovation, or reorganization work);
 - Intergenerational projects;
 - Inter/intragenerational knowledge-sharing
-

Eligible costs

Salaries, wages, and MERCs; professional services; operating costs; promotion and communications; training; facilities rental; purchasing or renting materials; administration costs; transportation, accommodations, and meals (if required for carrying out the project).

For more information

Visit the Ministère de la Famille's website or contact QADA by e-mail at **qada@mfa.gouv.qc.ca** or by phone at **418-643-0837**.

Programme d'aide aux personnes âgées en perte d'autonomie (PAPA)

This program is intended for institutions in Quebec's socio-sanitary network and community organizations that are largely already supported by the PSOC. It is primarily aimed at expanding home-care services and improving housing services or seniors with reduced autonomy.

Eligible costs

Information unavailable.

For more information

Contact the Direction générale adjointe des services aux aînés.

Regional & Municipal

Regional and municipal funding varies greatly across regions and municipalities, and from year to year. One way to remain informed of local priorities, potential funding sources and emerging opportunities, is to form partnerships with other organizations and maintain ties with relevant local tables, clusters, and groups.

Examples of local tables, clusters, and groups:

- Regroupement des organismes communautaires (ROC) de l'Estrie
- Table régionale de concertation des aînés de l'Estrie
- Table régionale de concertation des aînés de la Montérégie
- Table régionale des organismes communautaires et bénévoles de la Montérégie
- Table de concertation des aînés de la MRC de Coaticook
- Table de concertation des personnes âgées de la MRC du Granit
- Table de concertation des personnes âgées du Haut-Saint-François
- Table de concertation des aînés de la MRC Memphrémagog
- Table de concertation « Services aux aînés » des Sources
- Table de concertation pour les aînés du Val-Saint-François

It could also be beneficial to reach out to your municipality—particularly if it is part of the age-friendly municipalities (*Municipalités amies des aînés—MADA*) initiative. This initiative encourages municipalities to implement the Age-Friendly Communities approach and action plans. Under this approach, many municipalities support organizations that serve seniors within their territories. For example, Sherbrooke's 2015-2017 VADA (*ville amies des aînés*) action plan features an objective dedicated to ensuring financial support for community organizations serving seniors.

In the historical Eastern Townships, there are many municipalities that are recognized as being age-friendly municipalities or are in the process of obtaining this recognition. To check if your municipality is recognized as an age-friendly municipality, contact your local elected officials or access the list of municipalities available on the Ministère de la Famille's website.

Private funders and foundations

Townshippers Research & Cultural Foundation (TRCF)

TRCF is a non-profit charitable organization that works with donors and the community to enhance the quality of life in the Eastern Townships communities by awarding grants to local projects and organizations. It was established to promote the well-being of its community. TRCF grants funds to those who strive to bring art, music, culture, heritage, services and support to the people of the Eastern Townships.

To be eligible, grants applications must:

- Enhance the quality of life through the arts, education, health, heritage, research, social services, or youth;
 - Have a wide impact in the community;
 - Not duplicate existing projects carried out by other organizations in the region.
-

For more information

Visit www.townshippersfoundation.ca or call 819-822-3314.

Quebec Community Health & Social Services Foundation (QCHF)

QCHF provides assistance to community-based registered charities with a mandate to serve the English-speaking communities of Quebec, and are involved in activities that provide charitable benefit to their target groups.

Beneficiaries are registered charities across the province of Quebec that exist to serve the official language minority communities, with primary focus on the social determinants of health, as well as health promotion and prevention awareness building.

QCHF is dedicated to helping English-speaking communities of Quebec help themselves create optimal health and well-being by supporting efforts in locally-driven community philanthropy and in advancing life-skills development.

For more information

Visit www.qCHF.ca or e-mail info@qCHF.ca.

Fondation J. A. DeSève

The Fondation J. A. DeSève accepts applications from non-profit organizations working in the areas of charity, social welfare, social assistance, education, and research (including medical and social research). Its priority is to support organizations that, through their activities and contributions to social assistance, education, science, or health care, directly benefit those they serve.

For more information

Visit www.jadeseve.com or call 514-844-3820.

Fondation Sibylla Hesse

The Fondation Sibylla Hesse's mission is to contribute to the fight against suffering and the affirmation and development of individuals. It implements and supports specific projects and organizations in the following areas:

- Youth;
- Elderly, specifically palliative care, alternative accommodations, caregiver support, promoting the skills and experience of the elderly, assistance to low-income individuals (food, transport, accommodations);
- Combatting disease;
- Combatting poverty;
- Disseminating culture.

For more information

Visit www.fondationhesse.com or call 514-439-4656.

Cascades

Cascades supports projects and initiatives in the following sectors:

- Sustainable development;
- Education and entrepreneurship;
- Amateur sport and physical activity in general
- Socio-community setting

Priority is given to communities in which Cascades operates.

For more information

Visit www.cascades.com/en/sustainable-development/social-copy/donations.

Hylcan Foundation

The Hylcan Foundation accepts grant applications from registered charities across Canada that have been advised to apply and that fit within the following categories:

- Health and social services;
- Education;
- Arts;
- Animal welfare.

Applications are reviewed each May and October, and applicants are asked to discuss their prospective project with the coordinator of the program before submitting an application. Grants range from approximately \$1 000-\$25 000.

For more information

Contact Judy Martin by e-mail at hylcan@sympatico.ca or by phone at 514-369-4731.

Tillotson Coaticook Region Fund

The Tillotson Coaticook Region Fund was established to support broad charitable purposes in Coaticook and surrounding communities. The Fund intends to further its purposes by awarding financial assistance grants, including in the following areas:

- Basic needs and community safety net;
- Health care;
- Education;
- Youth recreation;
- Programs and services for the elderly.

The Fund accepts grant applications for up to \$10,000 from Canadian organizations serving Coaticook and surrounding communities, including non-profits, registered charities, municipalities and others.

For more information

Contact Jackie Bernais by phone at **819-849-2737** or by e-mail at **TillotsonFund@BestGlove.ca**.

The Joy of Eating Better Foundation

The Joy of Eating Better Foundation's mission is to help the greatest number of people from Quebec and New Brunswick to eat better. To do so, it focuses on:

- Providing education about healthy eating;
- Making food donations to those in need;
- Encouraging people to cook more.

Large-scale initiatives should approach the Foundation directly. For local initiatives, please contact your local IGA, Les Marchés Tradition, or Marché Bonichoix grocery store directly. The Foundation also accept requests for \$200-gift cards to meet the targeted needs of your organization.

For more information

Visit **www.mieuxmanger.org**.

Fondation Jacques Francoeur

The Fondation Jacques Francoeur's main purpose is to support charities that work with educationally and socioculturally disadvantaged people.

For more information

Visit **www.fondationjacquesfrancoeur.org** or call **514-284-2555** Ext. 222.

Fondation Carmand Normand

The Fondation Carmand Normand supports innovative projects that lend a helping hand to certain groups of people in need of help. The Foundation is particularly interested in supporting projects in the following two categories:

- Assistance to seniors;
- Assistance to people with mental health issues.

With regard to assistance to seniors, the foundation seeks to counter challenges associated with aging, such as:

- Isolation;
- Loneliness;
- Living conditions;
- Inability to handle day-to-day activities.

The foundation supports initiatives that protect the rights and dignity of seniors and ensure an acceptable standard of living.

It should be noted that the foundation covers material costs, but not salaries or wages.

For more information

Visit www.fondationcarmandnormand.ca or e-mail fondationcnormand@gmail.com.

Eastern Townships Community Foundation

Community foundations are local public foundations that gather and invest endowment funds in support of various local non-profit organizations and their specific community priorities. In doing, so they help the donors attain their philanthropic objectives by supporting a wide range of community activities. They are known for the quality of their management and their safe investment practices.

All community foundations are based on the same principle. They receive philanthropic donations, group them into a single investment portfolio and then use the revenues generated to support projects related to charitable causes or the benefit of the community. The Eastern Townships Community Foundation currently administers funds in the social, cultural, and environmental sectors.

For more information

Visit www.fondationcommunautairedelestrie.com or e-mail info@fondationcommunautairedelestrie.com.

Cogeco Communications Community Contribution

Each year, as a partner of the communities it serves, Cogeco Communications supports people and events. Cultural activities and events, social/health organizations and environmental initiatives are the core focus of Cogeco Communications' sponsorship and donation program.

In the Eastern Townships, Magog and Thetford Mines are two communities served by Cogeco Communications' sponsorship and donation program.

For more information

Visit www.corpo.cogeco.com/cca/en/company-overview/community.

Léger Foundation

The mission of the Léger Foundation is to support innovative community-based initiatives in Quebec and elsewhere to improve the well-being of vulnerable and marginalized persons. In Quebec, the LÉGER FOUNDATION works with organizations in 14 regions of the province.

The Léger Foundation promotes initiatives aimed at making a real difference in the living conditions of vulnerable and marginalized populations by:

- Promoting social inclusion
 - Ensuring food security
 - Providing organizational support
-

For more information

Visit www.leger.org or call 514-495-2409.

The McLean Foundation

The McLean Foundation supports projects in the fields of:

- The arts;
- Education;
- General;
- Conservation;
- Health;
- Welfare.

The McLean Foundation will only accept applications from organizations that have first submitted a letter of inquiry and then been asked to submit a full proposal. The Foundation only accepts applications from "charitable organizations" registered with the Canada Revenue Agency.

For more information

Visit www.mcleanfoundation.ca or call 416-964-6802.

Community-based fundraising

The following is a non-exhaustive list of potential fundraising campaigns, events, and initiatives.

Fundraising events

- Movie night
- Dunk the principal, teachers, leaders
- Halloween haunted house
- Easter egg hunt
- Turkey supper
- Spaghetti dinner
- Irish night
- Square dancing
- Tea time
- Golf tournament
- Fashion show
- TED Talks discussions
- Card tournament
- Hockey tournament
- Radiothon
- Craft auction/fair
- Stone soup dinner
- Bingo
- Gingerbread house workshop
- Wine tasting
- Other themed evenings
- Other themed activities

Participatory fundraising

- Walk for wellness
- Bike-a-thon
- Read-a-thon
- Colour/glow run
- Pledge campaigns
- Raffle
- Cheese/oranges/wine baskets
- Checkout fundraising
- Brick fundraising
- Retail fundraising
- Seeds and bulbs fundraising
- Promotional products (t-shirts, mugs, calendars, etc.)

Direct fundraising

- Direct mailing
- Annual giving
- Monthly giving
- Online giving
- Donation drive
- Crowdfunding
- Planned giving

References

Grant connect

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