



**OUTWARD BOUND  
CANADA**

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# TIPS FOR FUNDRAISING

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*“I found strength in myself that I never knew was there and I got a renewed relationship with nature.”*  
— Participant, 2019



# WELCOME!

Thank you for fundraising in support of Outward Bound Canada. This toolkit is intended to help you navigate your fundraising adventure with tips, tools and some extra motivation!

## Contents

About Outward Bound Canada .....	2
Your Impact .....	3
Fundraising Ideas .....	4
Getting Started .....	6
Fundraising Tips .....	7
Resources .....	8
Standards and Guidelines .....	9
Tax Receipting Guidelines .....	10



# About Outward Bound Canada

*“There is more in you than you think.”*

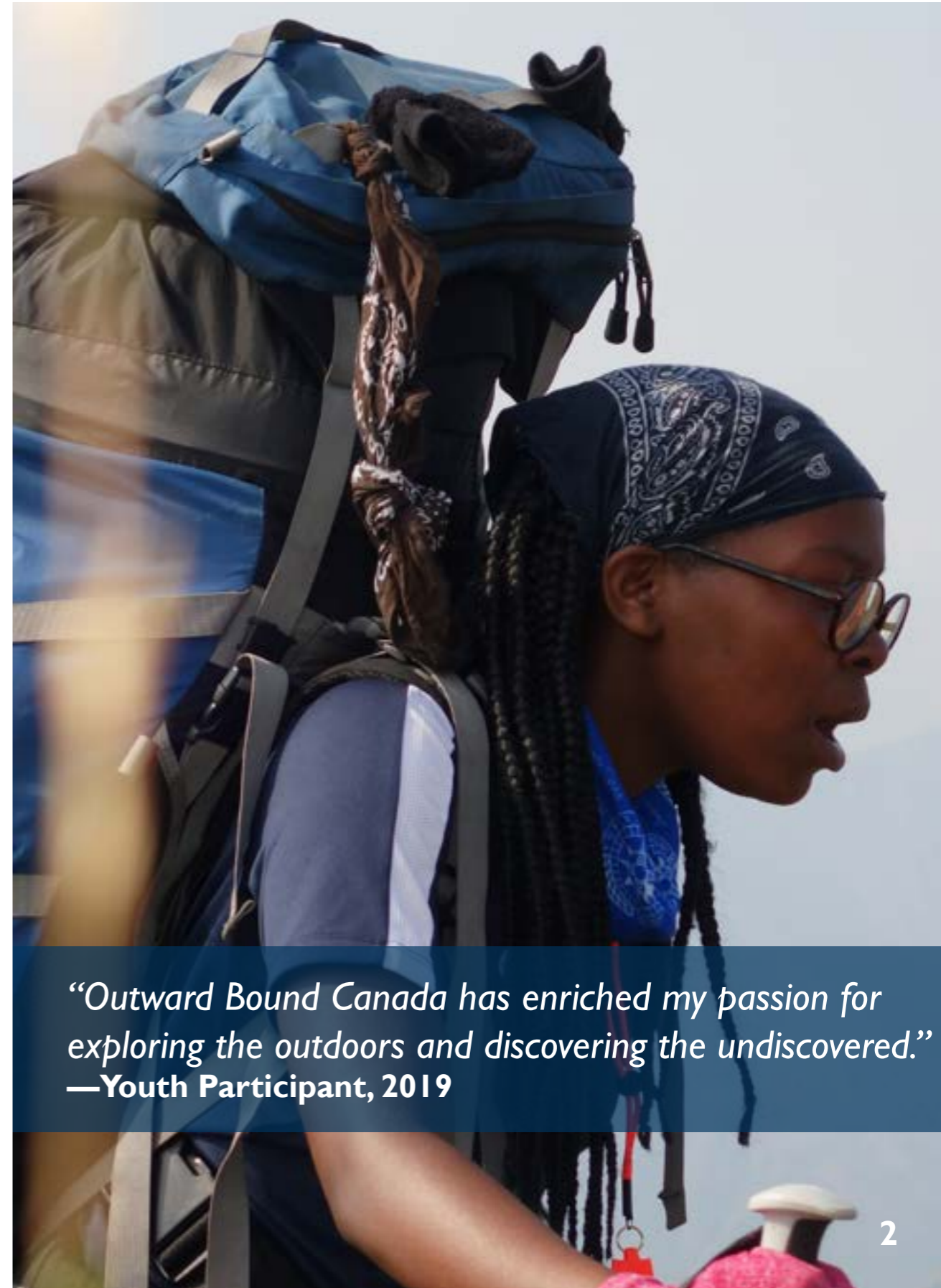
— Kurt Hahn, founder of Outward Bound

We strive to help young people develop resilience, leadership, connections and compassion through inspiring and challenging journeys of discovery in the natural world.

During an Outward Bound expedition, participants experience outdoor education and authentic adventure to build the critical human skills that contribute to greater resilience, social and emotional intelligence, and environmental leadership. They emerge with a new perspective, a desire to protect our planet, and the ability to navigate life’s challenges and opportunities with confidence.

Thank you for fundraising on behalf of Outward Bound Canada to give more youth from more diverse backgrounds the opportunity to develop the skills and self-belief needed to thrive in our rapidly changing world.

Learn more about us at [outwardbound.ca](https://outwardbound.ca).



*“Outward Bound Canada has enriched my passion for exploring the outdoors and discovering the undiscovered.”*  
— Youth Participant, 2019

# Your Impact

Your fundraising efforts will make it possible for youth from all walks of life to access our transformative adventures, and the opportunity to develop the skills needed—resilience, social and emotional intelligence, and environmental leadership—to thrive in school, work and throughout life.

A recent study by Bain & Company demonstrates that our empowering programs leave a lasting and measurable impact on participant's lives in three key areas:

## 1. Improved sense of resiliency, physical and mental wellbeing

- 65% of participants showed an increase in their resiliency
- 55% indicated that they are much more prepared to manage stress
- 40% said they are much more prepared to manage stress and anxiety

## 2. Greater leadership skills, self-efficacy and social connectedness

- 80% are much more likely to step outside of their comfort zones and believe in themselves
- 75% indicated a strong improvement in their ability to collaborate
- 40% showed an increase in their leadership

## 3. Stronger connection with nature

- 85% showed a strong increase in their connection to nature
- 75% showed a strong increase in their environmental awareness
- 70% are much more likely to make eco-friendly choices

For more information on your impact, you can view our full Case for Support [here](#).

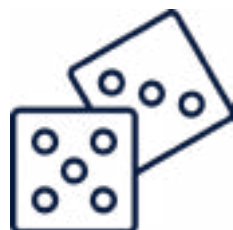
# Virtual Fundraising Ideas

## Challenge Yourself



Go the extra mile with a walking, hiking, running, or cycling challenge (or anything else physically challenging!) over a day, week or month! Whether it's a 5 km run or walking 10,000 steps per day for a month, ask your supporters to donate a dollar amount for each milestone. Be sure to keep them up to date on your progress via your fundraising page, email and on social media.

## Host a Virtual Game Session



Bring your friends, family or colleagues together for an afternoon or evening (or even an all-day session!) of fun while raising money to support Outward Bound Canada. Many video games, board games and card games are now available online for multiple players from different households.



## Virtual Trivia Night

Hold a virtual trivia fundraiser to challenge your friends, family or colleagues on their general knowledge or an interest category. Ask each participant or team for a donation and consider offering a prize for the winners!



## Virtual Silent Auction

Launch an online auction, and ask your network to donate prizes. Typical prizes include gift certificates, artwork and memberships, but you can get creative with the prizes you'd like to offer! Invite family and friends to bid on the items they'd like to raise money for OBC.



# Virtual Fundraising Ideas cont.

## Host a Virtual Class



Do you have any skills or talents that you can share with your network? Consider hosting a class and charging a participation fee or asking for a pay-what-you-can donation to your fundraising page. Classes could include a cooking class, baking class, exercise class, language class, music class, drawing class, and others.

## Share Your Skills—Virtually!



Are you a born writer, poet or comedian? Offer to write a short story, poem, or even a joke for your friends and family to show your appreciation for their donation. If crafting or baking is more your thing, you could knit a scarf or bake some cupcakes!

## Special Occasion Fundraising



Consider celebrating an upcoming birthday, anniversary, or another special occasion by asking friends and family to donate to your fundraising page in lieu of a gift. Show your appreciation by hosting a virtual party, creating a thank-you video or sending virtual thank-you cards to those who contributed.

If you have any other ideas that you'd like to discuss with us, please don't hesitate to reach out! We're here to help you make the most out of your fundraising efforts and to engage your network.

Get in touch at [giving@outwardbound.ca](mailto:giving@outwardbound.ca).

# Getting Started

## 1. Connect with your OBC support team

We can't wait to hear about your fundraiser in support of Outward Bound Canada! Get in touch with us at [giving@outwardbound.ca](mailto:giving@outwardbound.ca) and a member of the fundraising team will connect with you to discuss your ideas and answer any questions you may have.

## 2. Register your event

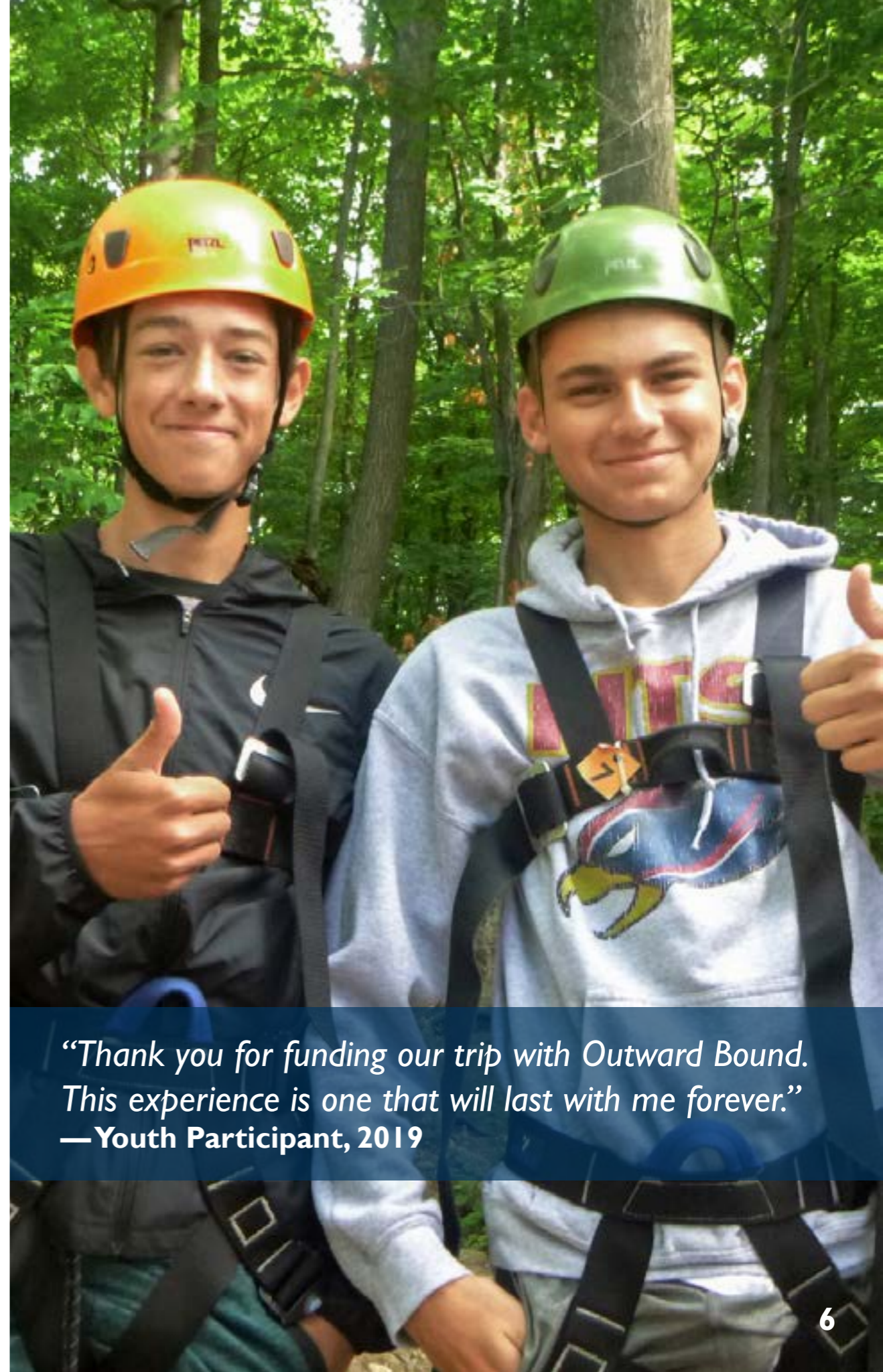
Once you have decided how you'll fundraise, complete the [event form](#) and return to OBC at least 30 days before your event begins.

## 3. Set up your fundraising page

Set up your very own OBC fundraising page [here](#). You can find more information about how to set up your page [here](#). Your dedicated OBC staff member is also available to help you set up your page. Personalize your page with photos, video, your story and updates. Have fun, get creative and be sure to share your page!

## 4. Start fundraising!

You're all set up and ready to go! Check out the next section for fundraising tips to make your campaign a success.



*“Thank you for funding our trip with Outward Bound. This experience is one that will last with me forever.”*  
—Youth Participant, 2019



# Fundraising Tips

## Set a fundraising goal

Set a fundraising goal for your campaign for you and your supporters to rally around and keep you motivated! If you are able to make a donation yourself, this helps to get the ball rolling. Asking some of your closest friends and family to donate before reaching out to your wider community will also help inspire others to give.

## Ask, and you shall receive!

The #1 reason people give is that they are asked! Don't be shy about telling everyone you know that you are fundraising for Outward Bound Canada and request for their support.

## Corporate matching gifts

Many organizations offer matching gift programs that may double or even triple charitable gifts on behalf of their employee. Be sure to check with your organization to see if this is something they offer, and remind your supporters to do the same.

## Email is your best friend!

Take advantage of your organization's newsletter or start your own email campaign to get the word out. You can also add your fundraising link to your email signature.

***“Be tough, yet gentle; humble, yet bold; swayed always by beauty and truth.”***

**— Bob Pieh, co-founder of Outward Bound Canada**

## Use social media

Add the link to your fundraising page to your Facebook, Instagram, Twitter and other social media profiles and regularly update your followers about your fundraising efforts and progress. Remember to tag us on Facebook ([@outwardboundcanada](https://www.facebook.com/outwardboundcanada)), Instagram ([@outwardboundcanada](https://www.instagram.com/outwardboundcanada)), Twitter ([@OutwardBoundCan](https://twitter.com/OutwardBoundCan)), and LinkedIn ([@outward-bound-canada](https://www.linkedin.com/company/outward-bound-canada)).

## Don't forget to follow up

Many people need more than one request to donate and will appreciate the reminder. Include fun facts and an update on how close you are to reaching your goal. Don't forget an email after your event to tell everyone how it went, and to give a final nudge to those who might still sponsor you!

## Thank your supporters

Remember to send a thank you letter, note or message to your donors. Consider including a picture of yourself from the event.



# Resources

Please feel free to use our email and social media templates to inspire you as you reach out to your community. We have also included links to photos, videos and testimonials to amplify your message. Many of these reflect the voices of past participants. Hearing directly from someone whose life has been transformed by an Outward Bound experience is incredibly powerful and will be sure to inspire your supporters.

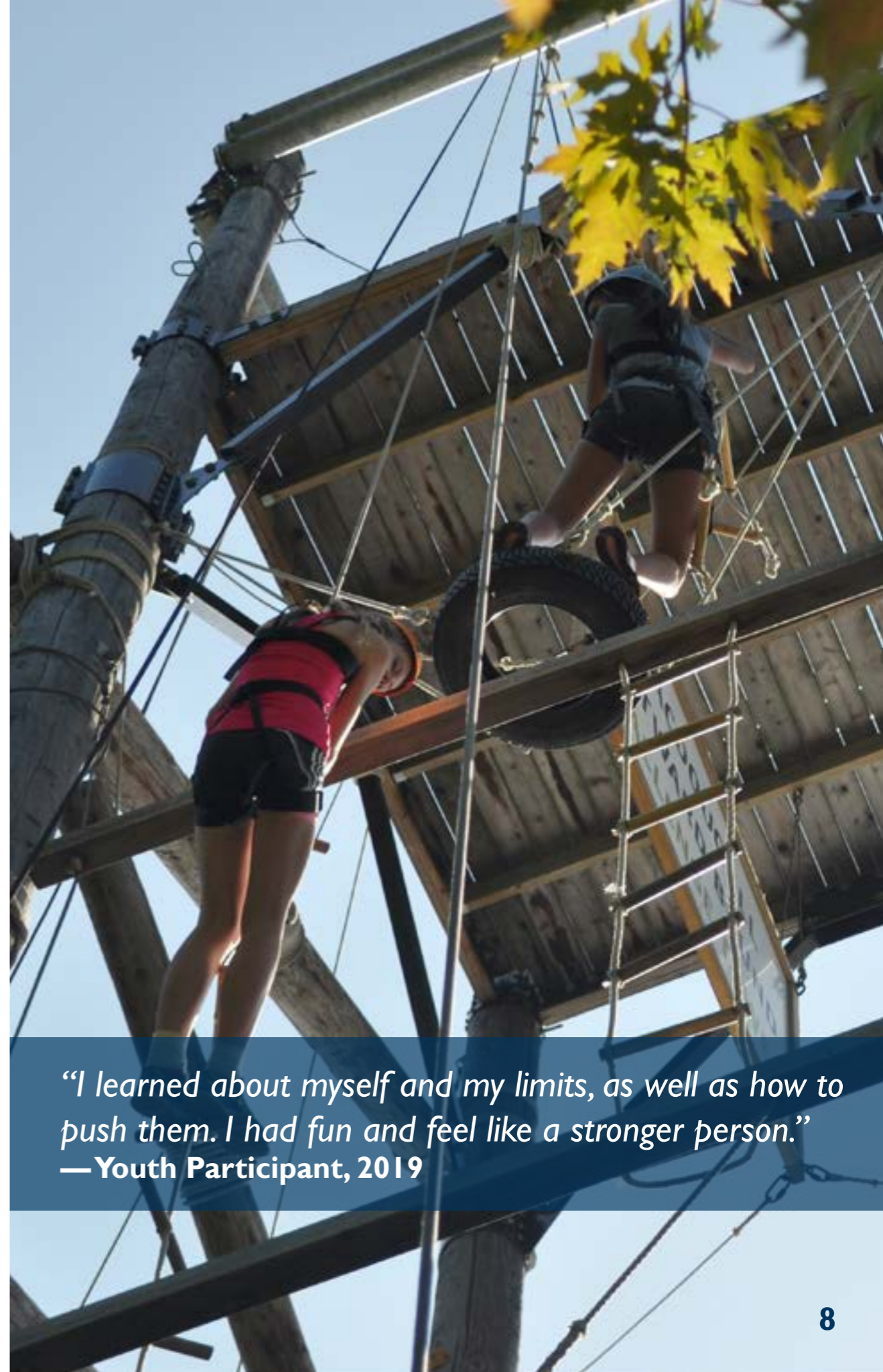
**Email and social media** templates and testimonials are available [here](#) to help you jumpstart your fundraising.

**Photos** are available [here](#). They say a picture is worth a thousand words. In addition to using your own photos, you can use some of ours to help further inspire your supporters.

**Videos** are also available on our [YouTube channel](#).

**Third Party Event** registration forms are available to download [here](#). Off-line donations forms to download and print for your event are available [here](#).

*\*Please note that we must approve all materials prepared by external parties that host our logo and brand.*



*“I learned about myself and my limits, as well as how to push them. I had fun and feel like a stronger person.”*  
— Youth Participant, 2019

# Standards and Guidelines

It is the event organizer's responsibility to communicate to sponsors, participants, and the general public that Outward Bound Canada is the beneficiary of the event and is not conducting your event. Associating the Outward Bound Canada name with your event must have prior approval. Any event associated with Outward Bound Canada must promote and maintain a positive image of the organization.

All promotional materials created by the event organizer must be submitted for approval to Outward Bound Canada prior to being printed or released to public audiences. Outward Bound Canada has the right to withdraw its name and logo from affiliation with the event if Outward Bound Canada determines, at its sole discretion, that the quality of the event is or will be injurious to Outward Bound Canada.

Fundraisers and event organizers are responsible for obtaining all necessary permits, licenses, and insurance for their event. Please be advised that Outward Bound Canada will not assume any legal or financial liability at a third-party event. Outward Bound Canada is not responsible for any damage or accidents to persons or property at such an event. Outward Bound Canada will not be responsible for processing income and expenses related to your event. All net proceeds from this event will be provided to Outward Bound Canada (unless otherwise agreed upon by the fundraiser and Outward Bound Canada in writing).

Outward Bound Canada cannot provide the following:

- Funding or reimbursement for event expenses
- Promotion or advertising of your fundraiser or event except online in the fundraiser and event listing, and through social channels when deemed appropriate
- Application for gaming and liquor licenses, i.e. bingos, raffles, or insurance
- Prizes, auction items, or awards
- Tax receipts for cash or in-kind goods that were not directly received by the Outward Bound Canada office.



# Tax Receipting Guidelines

Outward Bound Canada is a registered charitable organization and is committed to following rules and regulations set by the Canadian Revenue Agency (CRA) regarding the issuing of official charitable receipts. As an event organizer, it is important that you understand the rules about tax receipting policies as part of your responsibility is to communicate these guidelines to the participants of your event. For more information visit the [CRA website](#).

## Online Donations

Supporters who make an online donation via your fundraising page hosted by Outward Bound Canada will automatically receive a tax receipt by email after the donation has been processed.

## Offline Donations

Outward Bound Canada is able to provide a tax receipt to donations of \$20 and over if:

- Goods and/or services has not been received for the value of the donation (benefits could include: dinner, alcohol, entertainment, auction items, raffle tickets, draws, green fees for a golf tournament, etc).
- Outward Bound Canada receives a statement showing all revenue and expenses from the event.
- Funds and a complete list of donor names, addresses and donation amounts are received within 60 days of the event. OBC's event donation form is available to download and print [here](#).
- Funds are received by December 31 in the same calendar year that the event was held.

## Cash and Cheque Donations

If you received cash donations and the donors request a tax receipt, please do not mail the cash; write us a cheque for the overall amount of cash donations received at the event and remember to send the donor list.

Please make donation cheques payable to 'Outward Bound Canada' and send all cheques, along with all the relevant documents to: Outward Bound Canada, 2200 Yonge Street, Suite 910, Toronto, ON, M4S 2C6.

Please do not hesitate to get in touch with us at [giving@outwardbound.ca](mailto:giving@outwardbound.ca) if you have any questions.

# THANK YOU!

On behalf of our participants, thank you for your incredible enthusiasm and dedication to helping more young people from more diverse backgrounds access our transformative programs!

We're looking forward to hearing from you as you start your fundraising journey! Please contact us if you have any questions or ideas you'd like to discuss:

[giving@outwardbound.ca](mailto:giving@outwardbound.ca)

1-888-688-9273 x 228



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