

Community Music Schools of Toronto

Third-Party Fundraising Toolkit

Thank You

Thank you for choosing to support Community Music Schools of Toronto by planning a fundraising event to raise support for our music education programs. Something magical is happening here at CMST – on stage the kids are learning to sing, play and perform, while backstage they are building confidence, self-esteem and a sense of community. When you raise funds for CMST, you are making a difference in the lives of kids across Toronto.



About CMST - Impact of Donor Support

Founded in 1999, Community Music Schools of Toronto started with 71 students studying music in a church basement. Today, over 850 children and youth who face barriers in access will receive free music education across Toronto. Our offerings range from piano to violin, ukulele ensembles to African drumming, steel pan to community choirs, and digital and electronic instruments. Students also have opportunities in leadership, mentorship and volunteerism. CMST's programs and operations are powered almost entirely by the generosity of our donors and the dedication of our volunteers, who make up 95% of our funding base. We receive less than 5% of our annual funding from the government. Thank you for helping kids thrive through music.

Third-Party Fundraising and Ideas

Third-Party Events (also called Community Events) are fundraisers created and managed by individual volunteers, businesses and organizations. These fundraisers demonstrate that their community has a strong belief in CMST's mission.

Planning an event in support of CMST is an excellent way to get involved and join a group of allies also committed to music education. Events can take place any time of year and no event is too small to consider!

To ensure that your event complies with CMST policy standards and Canada Revenue Agency regulations, we ask that you read this toolkit and complete the Third-Party Event Proposal Form.

Concerts and benefit shows – Host a concert in support of CMST! These events have been successful in the past for our charity. Feature local talents, charge a ticket price for entry and donate the proceeds to CMST.

A-Thons! Dance, bowl, bike, run and more – Turn any fun activity into a fundraising event by asking friends and family to donate.

Special Occasions – Ask friends and family to make a donation in lieu of gifts for your birthday, graduation or any special occasion. You can set up your own fundraising page on JustGiving. More info on JustGiving is in this toolkit.

Tournaments such as golf, hockey, trivia, or even pickleball! - Turn any sport or game into a fundraising tournament event.

Community Sales - You can fundraise by having a bake sale, arts & crafts, garage sale, car wash or record sale. You can turn any fun sales activity into a fundraiser!

Workplace Fundraising - Staff events, holiday parties, after-work socials and dress down days are great ways to encourage your workplace to raise funds for CMST. Ask your employer if they will match donations made.

Getting Started - Steps to a Successful Fundraising Event!

1. Create your event plan

Plan your event by asking some important questions. What sort of event would I like to have? Where and when will it take place? Who will I invite? How do I hope to raise money?

Can I fundraise online for my event? Will I require any licenses (city permits, lottery license, liquor permits)? Develop a plan based on these questions.

2. Set a fundraising goal and create your budget

After considering how you will raise money at your event, now is the time to set your fundraising goal. Your fundraising goal can include things like event registration fees, pledges, sponsorship, silent auction proceeds and more! Events also have some expenses, such as renting spaces, food and refreshments, equipment rentals, etc. Create an event budget to help you manage your expenses and stay on track.

3. Register your event with CMST

Once your plans are set, please submit your **Third-Party Event Proposal Form** to Leona at CMST at leona@communitymusic.org. After we review and approve your event, we will be in touch to share tools to help you fundraise, including how to set up an online donation page, donation collection forms and other materials. Please allow a minimum of 5 business days to review your proposal



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Also - do we want to delineate between more 'official' events, and things like birthday party proceeds - where they wouldn't necessarily need to register their event?

4. Plan your event

We are here to answer questions you may have! Now is also the time to create your online fundraising page if you choose to and to start collecting donations. Please use our Donation Collection Form to track cash donations. Think outside of the box of who to ask to give – family, friends, co-workers, classmates, neighbours, members of clubs you belong to, business associates and more! Consider if you may need volunteers to help on your event day and start to recruit them.

5. Promote your event

Consider how you want to share and promote your event. You can use traditional methods like posters and flyers and online methods like email and social media. When possible, CMST will do its best to share your event on our events page and social media, though we can't guarantee coverage for every event.

6. Host your event

It's the big day and have fun! Remember that your efforts support free music education for kids in our communities. Enjoy your day, take pictures, and keep track of donors' names and contact information on a donation pledge form.

7. Donate event proceeds and thank your supporters

See our guide below for how to wrap up your event and donate event proceeds. Remember to thank your supporters and let them know that your event was a success.

Fundraise online with your personal fundraising page

You can fundraise online for CMST through JustGiving, an easy-to-use online giving platform that allows supporters to create your own personal fundraising page. You can customize and personalize your fundraising page, including why you're supporting CMST and your own call to action for support. See our **Online Fundraising Tips** for steps on how to start fundraising on JustGiving and tips for success.

Find JustGiving here: <https://www.justgiving.com/>

Social media and promotions

There are a number of ways to promote your event in your community! Use **social media** to share your event, recruit participants and get donations

- Create a **Facebook event** or **Facebook page** with your fundraiser details! Share your event with your Facebook friends and invite them to give.
- Share your event details on **LinkedIn** and encourage your network to get involved with CMST by giving.
- Capture your event as it unfolds on **Instagram**. Photos can help tell your story and it's a great way to encourage online donations from people who can't make it on event day.
- Don't forget to **tag CMST @communitymusicto**

Sample social media post:

I'm excited to announce my fundraiser for Community Music Schools of Toronto! CMST helps kids thrive by providing free music education to kids, growing their creativity, confidence and community. Join me in supporting this special place! Visit (my fundraising page link) to show your support. #CommunityMusic #CMST

Contact **local community media** to promote your event. If your event is open to the public, you may like to inform local media about your fundraising initiative. Your local community newspaper or neighbourhood association may like to share and participate. When reaching out to media, be interesting, direct and concise to get their attention! Please share any draft press releases or media articles to CMST for approval.

After your event

Wrapping up your event is easy! Please submit funds raised by your event to CMST within 30 days after your event. It is preferred that all funds raised are deposited into one account and a cumulative cheque is written and made payable to Community Music Schools of Toronto. We prefer not to receive cash donations at CMST.

Please send your cheque to:

Community Music Schools of Toronto
Attn: Leona Thomas
585 Dundas Street East, Suite 220
Toronto, ON M5A 2B7

How CMST can support you

CMST can provide:

- Fundraising tools such as Donation Collection Forms, Donation Cards and tipsheets to help with your fundraising.
- A personalized fundraising page on JustGiving for online direct donations.
- Share your event on CMST's events page and post on social media when applicable.
- Promotional materials to support your fundraising efforts including Donation Cards and our logo. We ask to approve materials with our name and logo before they are printed or distributed electronically.
- Tax receipts for eligible gifts in accordance with Canada Revenue Agency guidelines. See below for our tax receipting guidelines.
- A Letter of Acknowledgement (Endorsement letter) for approved events. This is a great tool to help you solicit donors and sponsors.
- Post-event support including Thank You Letter templates.

CMST is unable to provide:

- Support of any events that are not keeping with CMST's mission, vision and values
- Administrative and event planning support, although we are happy to discuss your event and provide expertise.
- Incurring any costs on behalf of your event and/or reimbursement for expenses related to your event.
- Applications for gaming and liquor licences.
- Insurance coverage for your event.

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- Access to donors, sponsor and volunteer lists and/or solicitation of CMST donors.
- Assistance with ticket sales, securing sponsorship and/or solicitation of prizes and auction items.
- Assistance with outreach to media.
- Tax receipts other than as outlined by Canada Revenue Agency Guidelines.
- Thank-you letters, other than those accompanying tax receipts, if applicable.
- We cannot guarantee staff or volunteer presence at your event. We also cannot guarantee student performances, although will always try to fulfill student performance requests.

Tax receipt guidelines

As a registered charity, CMST is authorized, though it is not obligated, to issue income tax receipts for donations made through third-party fundraising events. Please contact our team to find out if donations at your event are eligible for tax receipts as you are planning your fundraiser. Note that tickets to fundraising events such as galas, dinners or golf tournaments usually do not qualify for donation receipts.



CMST can issue tax receipts for **third-party** event donations of \$20 and over if:

- The donor does not receive any benefit in exchange for the donation (benefits could include dinner, entertainment, parking, etc.).
- If your event donors are eligible for a tax receipt (i.e., no benefit by the donor has been incurred), CMST must receive a complete list of donor names, mailing addresses and email addresses for each donor, along with the donation amount within 30 days of the event. Please use CMST's Donation Collection Form.
- Funds must be received by CMST before receipts are issued. Funds also must be received by December 31st in the same calendar year as the event.
- Sponsors and in-kind donors may be provided with a Business Acknowledgement Letter as proof of contribution upon request.
- Donors who make gifts online on your personal fundraising page on JustGiving are issued a tax receipt immediately!

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CMST cannot issue tax receipts for:

- Purchase of admission tickets
- Purchase of an auction item
- In-kind goods and services donated to an event
- Sponsorship, when a tangible benefit of advertising and promotion is received in return for payment.

A few final requirements

Please review this toolkit and when you're ready, complete and send the **Third-Party Event Proposal Form** to CMST within 30 days of your event.

CMST reserves the right to refuse involvement, and the use of its name and logo, in an event that does not meet its expressed approval. CMST also reserves the right to relinquish support of any third-party event that does not abide by the policies, criteria and guidelines set out in this toolkit and as agreed upon in the Event Proposal Form.

Please also:

- Ensure that your event aligns with CMST's mission and core values – accessible music education for kids.
- Indicate that your event is “In support” of CMST and is not an official CMST event. CMST requires final approval for all event materials prior to any printing and/or distribution. The CMST name and logo is a registered trademark and cannot be used without the permission of CMST.
- Know that event organizers are responsible for ensuring adequate insurance for the event; CMST is not responsible for any damage, accidents to persons or property.
- Know that event organizers are responsible for obtaining all necessary permits and licenses, including those for lottery/gaming event activity; CMST will not assume any legal or financial liability. Where applicable, the event organizers must provide proof that licenses and insurance have been established prior to the event.
- Know that CMST will not pay for any expenses related to your event and is not responsible for event planning and logistics.

Thank you for supporting CMST! Please contact Leona Thomas, Fundraising and Donor Engagement Coordinator at leona@communitymusic.org or by phone at 416-364-8900 x 33 with any questions.