



**#COUNTMEiINN**

**THIRD-PARTY**

**EVENT**

**TOOLKIT**



helping families, help themselves





## **CAN WE COUNT YOU INN? RAISE FUNDS AND HELP FAMILIES BREAK THE CYCLE OF HOMELESSNESS!**

INN FROM THE COLD RELIES ON THE GENEROSITY OF CALGARIANS TO FUND OVER 70% OF OUR ANNUAL OPERATIONS TO SUPPORT MORE THAN 2,500 FAMILY MEMBERS AND KIDS FACING A HOUSING CRISIS IN OUR CITY. YOU CAN MAKE A DIFFERENCE IN THE LIVES OF VULNERABLE FAMILIES BY COMMITTING TO RAISE FUNDS TO SUPPORT THE WORK WE DO.

OUR #COUNTMEINN CAMPAIGN RELIES ON PASSION AND CREATIVITY OF INDIVIDUALS AND GROUPS TO INSPIRE THEIR COMMUNITY FOR OUR CAUSE. A COUNT ME INN FUNDRAISER IS SOMETHING YOU CAN DO ON YOUR OWN, WITH YOUR FAMILY, YOUR FRIENDS, COLLEAGUES, SCHOOL, SPORTS TEAM OR OTHER COMMUNITY GROUP.

YOUR EVENT CAN BE AS BIG OR SMALL AS YOU LIKE, THE POSSIBILITIES ARE ENDLESS – YOU CAN HOST A BOTTLE DRIVE, WINE RAFFLE, WALK, RUN OR DANCE-ATHON, GOLF TOURNAMENT, BIRTHDAY PARTY OR ANY OTHER KIND OF CELEBRATION.

THEY ARE ALL OPPORTUNITIES TO BRING PEOPLE TOGETHER FOR SOME FUN AND, EASY FOR YOU TO TURN THEM INTO A FUNDRAISER TO SUPPORT VULNERABLE FAMILIES.

### **CAN WE COUNT YOU INN?**



## THIRD PARTY EVENT IDEAS

THERE IS NO LIMIT TO CREATIVITY WHEN BRAINSTORMING IDEAS FOR SUCCESSFUL THIRD PARTY EVENTS. ENGAGE YOUR CREATIVE RESOURCES AND ENCOURAGE YOUR TEAM TO THINK BIG.

HERE ARE JUST A FEW IDEAS TO CONSIDER:

- AUCTION
- ARTS AND CRAFTS SALE
- BATTLE OF THE BANDS
- BENEFIT DINNER
- BINGO NIGHT
- BOOK SALE
- BOTTLE DRIVE
- BOWLING TOURNAMENT
- CASINO NIGHT
- COCKTAILS FOR A CAUSE
- CAR WASH
- CAR SHOW/ RALLY
- CARNIVAL/FESTIVAL
- CONCERT/PLAY
- CONCESSION STAND
- CRAFT SALE
- DATE AUCTION
- DINNER PARTY
- DONATIONS IN LIEU OF GIFTS
- FASHION SHOW
- FLOWER SALE
- GARAGE SALE
- GOLF TOURNAMENT
- LOONIE/TWOONIE DRIVES
- PJ PARTY
- PLEDGED EVENTS
- POKER TOURNAMENT
- PROCEEDS FROM SALES
- RAFFLE
- RUN/WALK/RIDE
- SCAVENGER HUNT
- SPORTING TOURNAMENTS
- TRADITIONAL GALA EVENT
- WINE TASTING OR RAFFLE
- WEAR YOUR JEANS TO WORK
- WORK EVENT

## MATCHED GIFTS

WHY NOT DOUBLE YOUR FUNDRAISING EFFORTS! BEFORE YOU START COORDINATING YOUR EVENT, CHECK TO SEE IF YOUR EMPLOYER HAS A "MATCHING GIFT" PROGRAM. A MATCHING GIFT IS A CHARITABLE GIFT DIRECTED TO A CHARITY BY A MATCHING DONOR UNDER THE CONDITION THAT THE ORIGINAL DONOR MAKES THE FIRST GIFT. MANY EMPLOYERS SPONSOR MATCHING GIFT PROGRAMS AND WILL MATCH ANY CHARITABLE CONTRIBUTIONS MADE BY THEIR EMPLOYEES.



## INN FROM THE COLD FUNDRAISING GUIDELINES

- INN FROM THE COLD ENCOURAGES FUNDRAISING EVENTS THAT ARE COMPATIBLE WITH OUR MISSION, VISION AND VALUES. PRIOR APPROVAL TO HOLD A THIRD-PARTY EVENT IS REQUIRED. APPROVAL IS BASED ON THE TYPE, THEME AND FINANCIAL VIABILITY OF THE EVENT. INN FROM THE COLD RESERVES THE RIGHT TO WITHHOLD THE USE OF ITS NAME AND LOGO FROM ANY EVENT, INITIATIVE, PROMOTION, PERFORMANCE OR PRESENTATION IT FEELS IS INAPPROPRIATE.
- TO CONDUCT A FUNDRAISING EVENT, WE ASK THAT YOU COMPLETE OUR THIRD-PARTY EVENT APPLICATION FORM ON OUR WEBSITE AT LEAST 15 DAYS PRIOR TO YOUR EVENT. (INNFROMTHECOLD.ORG/FUNDRAISE)
- ANY ORGANIZATION/GROUP WISHING TO USE THE INN FROM THE COLD NAME OR LOGO ON ANY MATERIALS, INCLUDING ADVERTISING, MUST RECEIVE PRIOR APPROVAL FROM INN FROM THE COLD
- ALL PROMOTIONAL MATERIALS MUST STATE THAT YOUR EVENT IS "IN SUPPORT" OF INN FROM THE COLD AND IS NOT AN OFFICIAL INN FROM THE COLD EVENT.
- TAKING COMMISSION, FOR ANY PURPOSE, ON FUNDS RAISED AS PART OF A THIRD-PARTY EVENT IS PROHIBITED.
- THE THIRD-PARTY ORGANIZER IS RESPONSIBLE FOR MEETING ALL MUNICIPAL/PROVINCIAL OR FEDERAL STANDARDS AND FULFILL ALL LEGAL AUTHORIZATION(S), PERMIT(S), LICENSE(S), PRECAUTION(S) AND/OR GENERAL LIABILITY INSURANCE REQUIRED TO ORGANIZE THE EVENT. INN FROM THE COLD MUST NOT BE PARTY TO ANY LIABILITY COVERAGE WITHOUT PRIOR KNOWLEDGE AND/OR APPROVAL. INN FROM THE COLD ACCEPTS NO LEGAL RESPONSIBILITY AND CANNOT BE HELD LIABLE FOR ANY RISK, INJURY OR OTHERWISE.

- THE THIRD-PARTY EVENT ORGANIZER WILL BE RESPONSIBLE FOR ALL COSTS RELATED TO THE EVENT AND WILL HANDLE ALL MONIES UNTIL THE OFFICIAL DONATION IS SUBMITTED TO INN FROM THE COLD. EVENT EXPENSES ARE TO BE DEDUCTED BEFORE SENDING PROCEEDS TO INN FROM THE COLD. INN FROM THE COLD SHALL INCUR NO COSTS UNLESS OTHERWISE AGREED IN WRITING PRIOR TO THE EVENT OR PROMOTION.
- THE SPONSORING ORGANIZATION/GROUP AGREES TO HANDLE ALL MONETARY TRANSACTIONS FOR THE SPECIAL EVENT OR PROMOTION AND TO PRESENT THE PROCEEDS TO INN FROM THE COLD WITHIN 30 DAYS OF THE EVENT OR AS AGREED IN WRITING WITH INN FROM THE COLD.
- WHEN TAX RECEIPTS ARE REQUESTED, THE THIRD-PARTY EVENT ORGANIZER IS RESPONSIBLE FOR COLLECTING THE NAMES, ADDRESSES AND CONTACT INFORMATION OF ALL DONORS, AND IS REQUIRED TO MAIL THE APPROPRIATE MATERIALS TO INN FROM THE COLD WITHIN 30 DAYS OF THE CONCLUSION OF THE EVENT. TAX RECEIPTS WILL BE ISSUED FOR DONATIONS GREATER THAN \$25.
- INN FROM THE COLD ADHERES TO THE CANADA REVENUE AGENCY (CRA) INCOME TAX ACT WHEN ISSUING CHARITABLE TAX RECEIPTS. TO LEARN MORE ABOUT CHARITABLE TAX RECEIPTS, PLEASE VISIT [HTTP://CRA-ARC.GC.CA](http://cra-arc.gc.ca). ISSUING INAPPROPRIATE CHARITABLE TAX RECEIPTS CAN PUT OUR CHARITABLE STATUS IN JEOPARDY.
- UNDER CRA GUIDELINES, A "GIFT" IS A: VOLUNTARY TRANSFER OF PROPERTY WITH A CONSCIOUS DESIRE TO MAKE A GIFT (AS DISTINGUISHED FROM GIVING SOMETHING FOR NOTHING BY MISTAKE OR UNDER PRESSURE). VOLUNTARY - GIVEN OF FREE WILL (NOT COMPELLED, NOT COURT ORDERED, ETC.) TRANSFER - FROM DONOR TO CHARITY/QUALIFIED DONE (COMPLETE TRANSFER) PROPERTY - CASH OR GIFTS IN KIND (NOT SERVICES)
- INVOLVEMENT OF INN FROM THE COLD STAFF AND VOLUNTEERS WILL BE AT OUR DISCRETION AND WILL BE BASED ON AVAILABILITY, LOCATION AND THE NATURE OF THE EVENT.
- THE THIRD-PARTY EVENT ORGANIZER AGREES TO ENSURE THAT ALL MATERIALS BORROWED ARE RETURNED PROMPTLY AND IN THE SAME CONDITION THEY WERE RECEIVED. THE ORGANIZER AGREES TO ACCEPT RESPONSIBILITY FOR DAMAGE OR LOSS OF MATERIALS BORROWED FROM INN FROM THE COLD
- INN FROM THE COLD WILL NOT BE RESPONSIBLE FOR MAILING MATERIALS TO ATTENDEES/PARTICIPANTS OR VOLUNTEERS, OTHER THAN THE MAILING OF APPLICABLE TAX RECEIPTS.
- UPON CONCLUSION OF YOUR EVENT PLEASE SEND A CHEQUE MADE PAYABLE TO:  
INN FROM THE COLD SOCIETY  
#110, 706 7 AVENUE S.W.  
CALGARY, ALBERTA T2P 0Z1

## FREQUENTLY ASKED QUESTIONS

### **WILL INN FROM THE COLD HELP ORGANIZE EVENTS?**

- OUR PRIORITY IS TO FOCUS OUR RESOURCES ON OUR INTERNAL OPERATIONS SO WE CAN CONTINUE TO MEET THE NEEDS OF VULNERABLE FAMILIES IN CALGARY. WHILE WE ARE HAPPY TO CHAT THROUGH EVENT IDEAS, WE HAVE CREATED THIS THIRD-PARTY EVENT TOOLKIT TO HELP YOU START PLANNING YOUR EVENT.

### **IS INN FROM THE COLD ABLE TO SUPPORT ANY THIRD-PARTY EVENT EXPENSES?**

- IT IS THE RESPONSIBILITY OF THE EVENT ORGANIZERS TO CREATE A BUDGET AND MANAGE IT ACCORDINGLY FOR ALL EXPENSES.

### **CAN INN FROM THE COLD PROVIDE VOLUNTEERS FOR A THIRD-PARTY EVENT?**

- IT IS THE RESPONSIBILITY OF THE EVENT ORGANIZERS TO RECRUIT, TRAIN AND MANAGE ALL VOLUNTEERS.

### **CAN INN FROM THE COLD PROVIDE SPONSORSHIP CONTACTS TO SUPPORT THIRD PARTY EVENTS?**

- INN FROM THE COLD CANNOT SOLICIT SPONSORS OR PROVIDE SPONSOR/DONOR LISTS FOR THIRD-PARTY EVENTS. IT IS THE RESPONSIBILITY OF THE EVENT ORGANIZER TO REQUEST SUPPORT FROM INDIVIDUALS OR BUSINESSES TO UNDERWRITE COSTS.

### **WHO IS RESPONSIBLE FOR ALL LIABILITY AND LEGAL RISKS ASSOCIATED WITH MY EVENT?**

- INN FROM THE COLD WILL NOT BE RESPONSIBLE FOR ANY DAMAGE OR ACCIDENTS TO ANY PERSONS OR PROPERTY; WE WILL NOT ASSUME ANY LEGAL OR FINANCIAL LIABILITY CAUSED BEFORE, DURING OR AFTER THE EVENT. DEPENDING UPON THE NATURE OF THE THIRD-PARTY EVENT, THE ORGANIZER MAY BE REQUIRED TO SUBMIT PROOF OF GENERAL LIABILITY INSURANCE IN THE AMOUNT OF \$1,000,000 OR SUCH OTHER AMOUNT WHICH COVERS ANY DAMAGE OR ACCIDENTS TO PERSONS OR PROPERTY ARISING OUT OF THE THIRD-PARTY EVENT. IN ACQUIRING INSURANCE FOR AN EVENT, IT IS THE RESPONSIBILITY OF THE ORGANIZER TO APPLY AND OBTAIN SUCH DOCUMENTS IN THE NAME OF THE INDIVIDUAL, ORGANIZATION OR BUSINESS COORDINATING THE EVENT. INN FROM THE COLD WILL NOT SIGN ANY CONTRACTS WITH VENDORS OR SUPPLIERS. IT IS ADVISABLE THAT YOU SEEK GUIDANCE AND DIRECTION FROM YOUR OWN INSURANCE BROKER ON THIS MATTER.

### **HOW CAN I COLLECT FUNDS FROM INDIVIDUALS FOR MY FUNDRAISER?**

- INN FROM THE COLD USES ZEFFY A FREE ONLINE DONATION PLATFORM FOR OUR #COUNTMEINN FUNDRAISERS. YOU CAN SET-UP YOUR OWN FUNDRAISING EVENT PAGE [HERE](#).
- YOU CAN ALSO COLLECT CASH OR CHEQUES FROM INDIVIDUALS TOWARDS YOUR EVENT.



## FREQUENTLY ASKED QUESTIONS CONTINUED

### WILL INN FROM THE COLD HELP PROMOTE THIRD PARTY EVENTS?

- INN FROM THE COLD IS HAPPY TO RESHARE ANY SOCIAL MEDIA POSTS MADE BY EVENT ORGANIZERS ON OUR CHANNELS, THAT WE ARE TAGGED IN. IF CONTENT IS RECEIVED BY THE 1ST OF THE MONTH, WE CAN ALSO SHARE THE EVENT IN OUR MONTHLY E-NEWSLETTER. ANY ADDITIONAL PROMOTION IS UP TO THE EVENT ORGANIZERS. ALL PUBLICITY FOR THE PROPOSED EVENT MUST BE APPROVED BY INN FROM THE COLD PRIOR TO BEING PRINTED AND/OR RELEASED, INCLUDING: WEB CONTENT, PRESS RELEASES, AND PRINTED MATERIALS. PLEASE FORWARD ALL CONTENT FOR APPROVAL AT MINIMUM 10 DAYS IN ADVANCE OF RELEASE TO OUR EVENT COORDINATOR BY EMAIL [EVENTS@INNFROMTHECOLD.ORG](mailto:EVENTS@INNFROMTHECOLD.ORG)

### CAN I USE THE INN FROM THE COLD LOGO AND HOW DO I GET IT?

- YES, PLEASE COMPLETE THE APPROPRIATE CHECKBOX ON THE THIRD PARTY EVENT APPLICATION FORM, AND THE LOGO WILL BE EMAILED TO YOU.

### CAN INN FROM THE COLD PROVIDE PRINT AND PROMOTIONAL/DISPLAY MATERIALS?

- INN FROM THE COLD CAN PROVIDE PRINT MATERIALS ABOUT OUR PROGRAMS AND SERVICES. WE MAY ALSO BE ABLE TO PROVIDE BANNERS, SUBJECT TO AVAILABILITY. PLEASE PROVIDE US WITH ALL REQUESTS FOR BBBSY MATERIALS A MINIMUM OF TEN DAYS PRIOR TO YOUR EVENT TO OUR EVENT COORDINATOR BY EMAIL [EVENTS@INNFROMTHECOLD.ORG](mailto:EVENTS@INNFROMTHECOLD.ORG)

### HAVE ANOTHER QUESTION NOT ANSWERED HERE?

- SEND US AN EMAIL AT [EVENTS@INNFROMTHECOLD.ORG](mailto:EVENTS@INNFROMTHECOLD.ORG)



## ABOUT INN FROM THE COLD

FOR OVER 25 YEARS, INN FROM THE COLD HAS BEEN HELPING VULNERABLE FAMILIES FIND STABILITY IN TIMES OF CRISIS. WE EMPOWER INDEPENDENCE AND FOSTER RESILIENCE, GUIDED BY OUR BELIEF THAT EVERY CHILD AND FAMILY SHOULD HAVE A SAFE AND STABLE PLACE TO CALL HOME.

AS THE LARGEST ORGANIZATION IN THE CALGARY REGION THAT IS DEDICATED SOLELY TO FAMILIES EXPERIENCING A HOUSING CRISIS, WE BELIEVE THAT EVERY CHILD AND FAMILY SHOULD HAVE A SAFE AND STABLE PLACE TO CALL HOME. TO HELP BRING OUR VISION TO LIFE WE PROVIDE THREE MAIN PROGRAMS: PREVENTION AND DIVERSION, FAMILY SHELTER, AND SUPPORTIVE HOUSING. TRAUMA INFORMED AND HOUSING FIRST PRINCIPLES GUIDE EVERYTHING WE DO AND WE STRIVE TO ADAPT OUR PROGRAMS TO MEET THE UNIQUE NEEDS OF EACH FAMILY WE SERVE.

ON ANY GIVEN NIGHT, APPROXIMATELY 120 FAMILIES WILL SLEEP UNDER AN INN FROM THE COLD ROOF THROUGH OUR SHELTER AND HOUSING PROGRAMS, WITH MANY OTHERS RECEIVING SUPPORT THROUGH OUR PREVENTION AND DIVERSION PROGRAM.

### OUR VISION

A THRIVING COMMUNITY WHERE EVERY CHILD AND FAMILY HAS A SAFE AND STABLE PLACE TO CALL HOME.

### OUR MISSION

WE EMPOWER INDEPENDENCE AND FOSTER RESILIENCE FOR CHILDREN AND FAMILIES BY PROVIDING SHELTER, HOUSING, AND COMPREHENSIVE SUPPORTS THAT HONOUR DIVERSE CULTURAL PERSPECTIVES AND UNIQUE LIFE EXPERIENCES.





## ABOUT INN FROM THE COLD

### OUR PROGRAMS

WE HAVE THREE MAIN PROGRAMS TO SUPPORT FAMILIES FACING A HOUSING CRISIS.

#### PREVENTION & DIVERSION

OUR PREVENTION AND DIVERSION PROGRAM IS IN PLACE TO SUPPORT FAMILIES FACING A TEMPORARY CRISIS. A TEMPORARY CRISIS DOES NOT HAVE TO LEAD TO HOMELESSNESS. WHEN FAMILIES ARE ON THE VERGE OF BECOMING HOMELESS, WE ARE THERE TO HELP FAMILIES STAY IN THEIR EXISTING HOME OR ATTAIN OTHER AVAILABLE PERMANENT HOUSING AS SOON AS POSSIBLE. THE PURPOSE OF THIS PROGRAM IS TO PREVENT FAMILIES EXPERIENCING THE TRAUMA AND STRESS OF HOMELESSNESS. WE WORK TO STABILIZE A FAMILY'S SITUATION SO ANY FINANCIAL, LEGAL, HEALTH, OR RELATIONSHIP CHALLENGES DO NOT HINDER THE FAMILY FROM MAINTAINING A SAFE, LONG-TERM HOME.

#### EMERGENCY FAMILY SHELTER

OUR EMERGENCY FAMILY SHELTER PROGRAM PROVIDES TEMPORARY SHELTER TO FAMILIES WHEN THEY'RE UNABLE TO STAY IN THEIR EXISTING HOMES AND THEY HAVE NOWHERE ELSE TO TURN. WE PROVIDE FAMILIES A SAFE PLACE TO STAY IN A SEMI-PRIVATE HOME-LIKE ENVIRONMENT THAT INCLUDES ACCESS TO THREE HEALTHY MEALS AND SNACKS EACH DAY. WE ALSO HELP FAMILIES WITH BASIC NEEDS SUCH AS, CLOTHING, FOOTWEAR, TOILETRIES, BABY ITEMS, AND SPECIAL SUPPLIES FOR CHILD AND YOUTH.

WE OFFER A RANGE OF HOLISTIC SERVICES TO HELP STRENGTHEN FAMILIES, CREATE HOPE AND ACHIEVE STABILITY. OUR FAMILY SUPPORT TEAM IS MADE UP OF A TEAM OF DEDICATED PROFESSIONALS THAT HELP FAMILIES WITH FINDING HOUSING, OFFERING MENTAL HEALTH AND WELLNESS SUPPORT, PROVIDING CHILD AND YOUTH PROGRAMMING, DELIVERING CULTURAL PROGRAMS AND RESOURCES, SUPPORTING WITH PARENTING SKILL DEVELOPMENT AND HELPING WITH EMPLOYMENT, CAREER COUNSELLING AND LEGAL AID.

#### SUPPORTIVE HOUSING

OUR SUPPORTIVE HOUSING PROGRAM PROVIDES INTENSIVE SUPPORT FOR FAMILIES FACING HOMELESSNESS. WE HELP FAMILIES WITH FINDING AND KEEPING STABLE HOUSING, ACCESSING BASIC NEEDS, DEVELOPING LIFE SKILLS, ACCESSING FINANCIAL SUPPORT AND CONNECTING TO OTHER COMMUNITY RESOURCES AND SUPPORTS. WORKING WITH A CASE MANAGER ON A LONGER TERM BASIS, OUR GOAL IS TO ENSURE THAT FAMILIES HAVE THE PERSONAL, SOCIAL, PHYSICAL, FINANCIAL AND HUMAN ASSETS NEEDED TO REMAIN HOUSED FOR THE LONG-TERM.

FOR MORE INFORMATION ABOUT INN FROM THE COLD, VISIT OUR WEBSITE AT [INNFROMTHECOLD.ORG](http://INNFROMTHECOLD.ORG)





**iINN**  
FROM THE COLD



**THANK YOU FOR HELPING US  
BREAK THE CYCLE OF  
FAMILY HOMELESSNESS**



helping families, help themselves

