

# FUN WAYS TO FUNDRAISE

The Humane Society of  
& Kitchener Waterloo  
& Stratford Perth



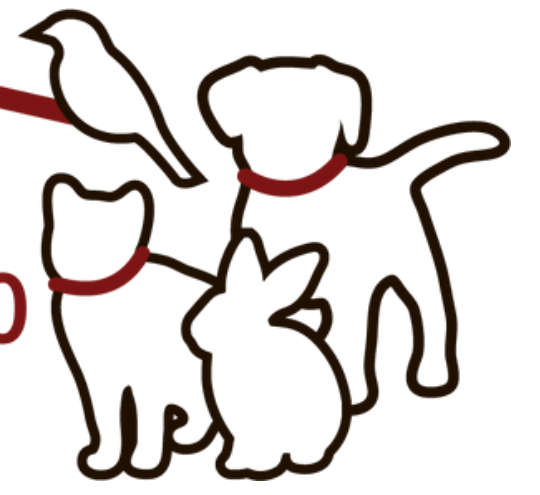
YOUR COMPLETE GUIDE TO DO-IT-YOURSELF FUNDRAISING





# SHOW YOUR LOVE FOR ANIMALS

The Humane Society of  
& Kitchener Waterloo  
& Stratford Perth



If you love animals and are looking for a **fun, flexible, and easy** way to give back, host an event in support of **The Humane Society of Kitchener Waterloo & Stratford Perth!**

This DIY Fundraising Toolkit provides you with a step-by-step guide on how to organize a great event that will make a valuable contribution to the vital work we're doing across 13 municipalities.

Thanks to people like you, we are able to rescue over 2,500 animals, reach more than 7,700 individuals through community outreach programs, and so much more.

THANK YOU for hosting an event on behalf of The HSKWSP, and know we are here to help!



## ABOUT THE HSKWSP

As one of the largest humane societies in Ontario, we currently operate two animal shelters to support people and pets in our communities.

As a self-funded and self-governed organization, we rely on the generosity of our donors to help animals within our communities, as well as to provide animal welfare focused education and outreach.

While we formed to help homeless and abandoned pets, today we are far more than just animal shelters. We still adopt pets and find loving homes, but we are also contracted for animal services for 13 municipalities, provide education and learning opportunities both in schools and in centres for youth and adults, we offer a wide variety of low-cost veterinary services to support people and pets, and we have growing outreach services to help pet owners in crisis with emergency boarding and pet food resources.

Your fundraising efforts will directly impact animals within our communities, support our education programs and initiatives, and help keep people and pets together.

[REGISTER YOUR EVENT WITH US](#)





# WHERE YOUR SUPPORT GOES

In 2022 we saw:



**1,435**

Animals adopted

**2,544**

Animals rescued

**716**

Animals returned home

**181**

Foster families take in

**976** animals



**2,204**

Pets provided with food & supplies through emergency pet food bank



**7,756**

People reached through community programs

**13,657**

Students reached through educational programs

*\*All statistics are based off 2022 reports*



## MISSION

We are leaders in animal welfare in our communities and committed to promoting the human-animal bond, while focusing on the responsible treatment of animals through education, collaboration, compliance, advocacy and care.

## VALUES

Serving communities, Humane Treatment of Animals, Innovation and Learning, Compassion and Dedication, Leadership and Collaboration, Accountability.

## VISION

Communities that value and respect animals.

# 90+ YEARS OF SERVICE



# READY TO GET STARTED? FOLLOW THESE EASY STEPS!



## DEVELOP A PLAN

- Establish an event concept that gets you excited and don't be afraid to think outside the box! Set your fundraising goal and plan for expenses.



## REGISTER YOUR EVENT

- Register your event online with us. After it's submitted, an HSKWSP team member will contact you!



## PROMOTE YOUR EVENT

- We love to hear about and celebrate your fundraising success. Share your event on Facebook and Instagram. Get creative and be sure to tag The HSKWSP.
- Find us on Facebook @KitchenerWaterlooHumaneSociety and on Instagram @kwsphumane.



## COLLECT DONATIONS

You can collect donations online with a fundraising page through CanadaHelps.



## THANK YOU

- Please ensure all donations get to The HSKWSP within 7 days of your event.
- Thank your donors along the way! If there were people who went above and beyond to support your fundraiser let The HSKWSP know so we can thank them as well.



## LOOKING FOR SOME FUN WAYS TO FUNDRAISE?



### In the community

Community BBQ, Bake Sale, Garage Sale, Arts & Crafts Night, Car Wash, Bingo Night, Fashion Show, Flower Sale



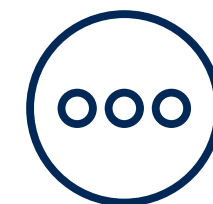
### Challenge Others

Video Game Tournament, Walk/Run/Ride A-thon, Fitness Challenge, Battle of the Bands, Fishing Derby, Sports Tournament



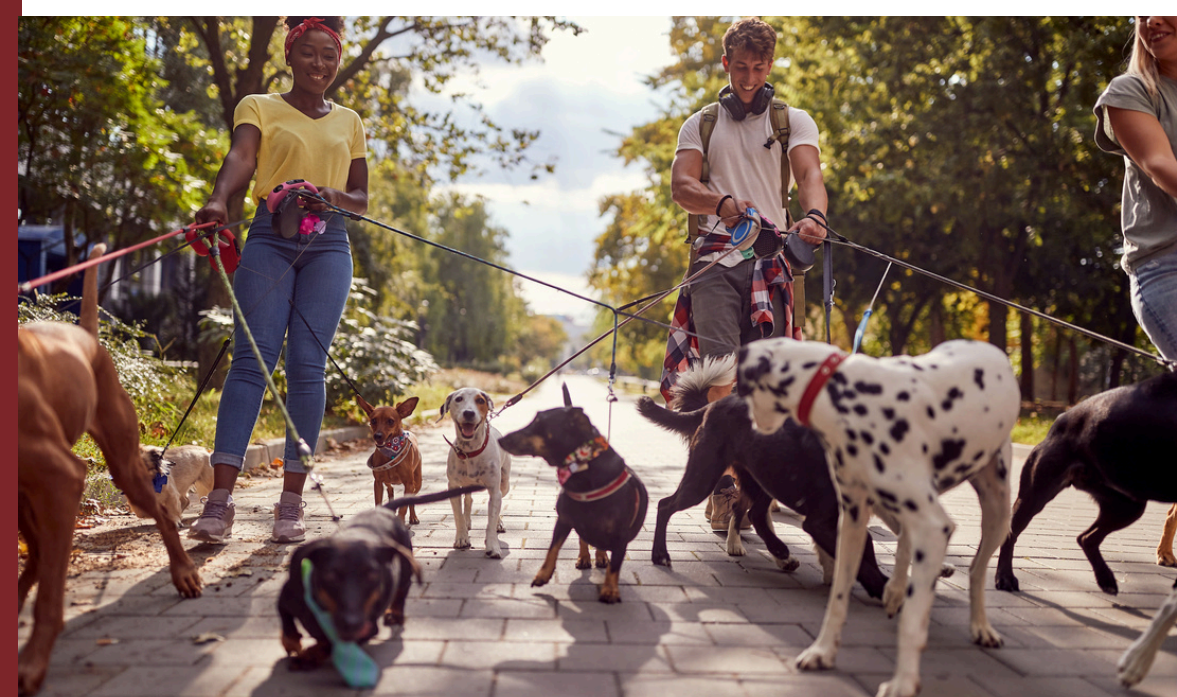
### At the office

Casual Dress Days, Employee Happy Hour, Potluck Lunch, Popcorn at the Office, Barbecue Lunch, Ice Cream Social, Tea Time



### Other

Date Auction, Scavenger Hunt, Murder Mystery Night, Wine Tasting, Host a yoga class or hiking group by donation



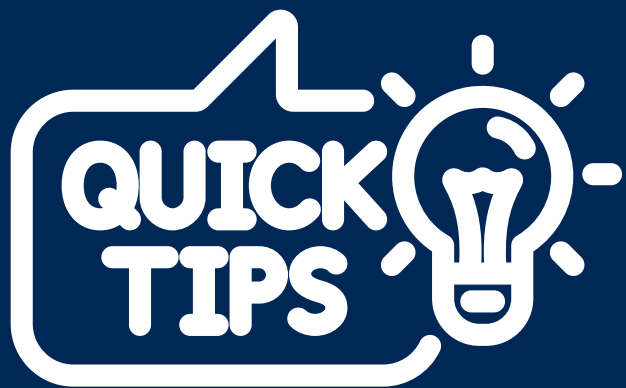


# HOW WE CAN SUPPORT YOUR FUNDRAISER

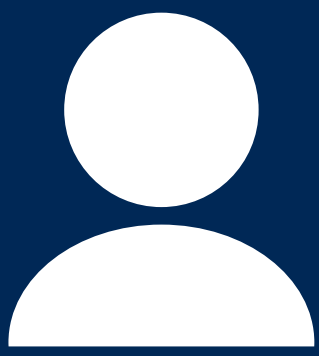


LOGO

Provide you with our logo for promotional materials



Offer fundraising tips and advice



Potential to have a HSKWSP representative at the event



Help promote your event via social media platforms





# FUNDRAISING GUIDELINES



- The Humane Society of Kitchener Waterloo & Stratford Perth encourages events that are compatible with our mission, values, and vision. We reserve the right to withhold the use of our name and logo from any event, initiative, and/or presentation if seen as inappropriate.
- To conduct a fundraising event, we ask that you complete and send in the Third Party Event Registration Form at least 15 days prior to your event.
- Prior HSKWSP approval before hosting a third-party event is required. Every year, many individuals hold events without our knowledge. This notice is important as we track all events & donations to ensure you receive the recognition you deserve, as well as tax receipts where applicable. Plus, we'd love to help support your event!
- The use of The Humane Society of Kitchener Waterloo & Stratford Perth logo must be approved a minimum of 30 days prior to your event. Logos must be used "In Support of" and must not be advertised as a HSKWSP official event.
- The third-party organizer is responsible for meeting all municipal, provincial, and federal standards to fulfill all legal authorization(s), permit(s), license(s), precaution(s), and or general liability insurance required to organize and host the event. The HSKWSP must not be party to any liability coverage without prior knowledge and approval. The HSKWSP accepts no legal responsibility and cannot be held liable for any associated risks, injuries, or other.
- The third-party organizer is responsible for all costs associated with hosting the event. Any event expenses that need to be deducted from the donation must be done prior to submitting the donation to The Humane Society of Kitchener Waterloo & Stratford Perth.
- Taking commission for any reason or purpose on funds raised as part of a third-party event is strictly prohibited.
- The HSKWSP cannot provide any donor, client, sponsorship, volunteer or staff contacts to support DIY fundraisers.





# HAVE MORE QUESTIONS?

The Humane Society of  
& Kitchener Waterloo  
& Stratford Perth



## CONTACT:

Beverly Martin  
Event & Fundraising Coordinator  
Phone: 519-745-5615 ext 254  
Email: [beverly.martin@kwsphumane.ca](mailto:beverly.martin@kwsphumane.ca)

KITCHENER WATERLOO ANIMAL CENTRE  
250 Riverbend Dr, Kitchener, ON N2B 2E9

STRATFORD PERTH ANIMAL CENTRE  
125 Griffith Rd, Stratford, ON N5A 6S4

## CONNECT WITH US:



**Thank you for  
fundraising with us!**

