Fundraising How To

Thank you for taking the first step to owning your fundraiser. Whether it's your first time fundraising or your tenth time, we are excited to work with you along the way and to set you up for success!

How CAMH Team can support

- Offer advice on event planning and brainstorm with you
- Provide a letter of support to validate the authenticity of your event
- When available, CAMH representative can attend the event and/or accept a cheque presentation
- Approve the copy and logo placement for promotional materials
- Amplify marketing and promotions through our social media (@camhfoundation)
- Issue tax receipts in accordance with Canada Revenue Agency (CRA) guidelines

How CAMH Team cannot support

- Fund or reimburse any of the event expenses
- Share our mailing list of donors or volunteers
- Guarantee staff or volunteer support and/or attendance at your event
- Guarantee Hospital or Foundation staff to speak at your event
- Provide applications for gaming licenses, permits or insurance
- Provide prizes, auction items or awards

Own it

Fundraise for camh

Fundraising Tips

We know asking for donations can be stressful, but the more you own it, the more your community will want to support you. Here are our tips and tricks on achieving your fundraising goal!

Explain your challenge

Own your goals, start with a simple explanation: "I'm hosting a charity concert to support CAMH and advocate for mental health", or however you're owning your moment.

Ask for a donation

The answer will always be no if you don't ask. So, start with something like this: "I've decided to test my physical limits in an upcoming race to fundraise for mental health. Can I count on your donation?" "Did you know in any given year, 1 in 5 Canadians experiences a mental illness? I'm hosting an event to raise essential funds for CAMH. Will you chip in and support me?"

Tell them how

Use your new fundraising site to garner donations, big or small. Share the link! Or go old-school and ask for a cash donation. Let them know when you'll be transferring/sending your total to CAMH so they can be a part of achieving your fundraising goal.

Pre-written emails and social posts

We can help! Visit our templates to find pre-written emails, social posts, posters and more—we'll help you out so you can focus on your incredible fundraiser!

How to raise $1,000 in 6 steps!

1 Kickstart your fundraising with a personal donation of $50

2 Ask 5 family members to donate $50

3 Ask 5 friends to donate $40—this already brings you to $500!

4 Ask 5 colleagues to donate $25

5 Reach out to 5 businesses you frequent to donate $25

6 Ask 15 of your Facebook, Instagram or LinkedIn friends |to donate $15—arriving at your $1,000 goal!

Own it

Fundraise for camh

Sponsorship 101

An event sponsor can help with event costs, spreading advocacy and creating an event community. These are our tips and tricks for outreaching potential sponsors!

1 Provide a letter to your potential sponsor. Focus on sincerity through your letter. Your CAMH team representative can also provide a letter from CAMH as verification of your support to go with your sponsorship outreach.

2 Address the person you're reaching out to by name. Acknowledge their role in the business and explain who you are, who you're writing on behalf of, and, of course, why you're getting in touch.

3 Explain what kind of event you're hosting and all the essential details. Include details like time, location and theme.

4 Own your ask. Be confident and specific with the donation amount you're requesting. Communicate clearly that it's for a good cause. More often than not, you'll get what you ask for. Let them know how much your event hopes to raise and the impact their donation will make.

5 Show the sponsor what's in it for them. It's important to highlight how supporting your event complements the sponsor's broader community goals and how your goals align.

6 Highlight how the sponsor will be promoted at your event—give them options, if possible. Maybe it's posters on walls, a banner across the scoreboard, social media articles on your website and regular mentions throughout the month.

7 Include your contact information. The letter is your intro, but a follow-up call or meeting is where you'll hopefully lock down the details and secure your sponsorship.

8 Keep it short, sharp and sweet!

Example Sponsorship Levels

Gold Sponsor: $10,000
- Website link to corporate site on fundraiser page
- Acknowledgement as a Gold Sponsor during speeches throughout event
- Gold sponsor status recognition on all advertising and promotion initiatives
- Onsite and printed material recognition including sponsor logo recognition

Silver Sponsor: $5,000
- Silver sponsor status recognition on all advertising and promotion initiatives
- Onsite and printed material recognition including sponsor logo recognition

Bronze Sponsor: $2,500
- Onsite and printed material recognition including sponsor logo recognition

Own it

Fundraise for **camh**

Social Media Toolkit

Social Media Post Ideas

When crafting posts, emphasize the impact of your event, partnership, or support. Include compelling visuals, authentic stories, and real voices!

1 Highlight your fundraiser goals and educate your audience on how they can support.

2 Share a quote on the impact your fundraiser will have on CAMH—talk with your CAMH representative for impact messaging you can use.

3 Spotlight your fundraiser through photos of your event–get creative, make a highlight reel to show off what you achieved!

4 Share your connection with CAMH if you feel comfortable. Mental health effects everyone and sharing your story helps to make others feel comfortable to share as well!

Hashtags To Use

- #NoOneLeftBehind
- #MentalHealthIsHealth
- #SupportCAMH
- #CAMHFoundation

Visit our social media templates for more ideas!

Social Media Handles

When posting about CAMH Foundation please tag our official accounts and use the approved hashtags to help boost visibility. When we can, we love to re-share your posts on our stories!

- Instagram: @camhfoundation
- Facebook: CAMH Foundation
- X (formerly Twitter): @camhfoundation
- LinkedIn: CAMH Foundation
- Bluesky: @camhfoundation.ca

Own it

Fundraise for camh

Build A Budget 101

To build a budget for your fundraiser you will need to map out the money you hope to raise through activities such as ticket sales, registration fees, donations, etc., and the expenses that will take to put on your fundraiser. Feel free to use the budget template below to help get organized!

TIP: Try to be as detailed as possible. Small expenses or donations add up!

Revenue	Quantity	Price/Estimated Amount	Total	Notes
Ticket Sales				
Registration Fees				
Cash Donations				
Pledges				
Other Revenue				
Total Revenue Forecast				

Expenses	Quantity	Cost Per Item	Total Cost	Notes
Location/ Venue Fee				
Food & Beverage				
Printing (posters, tickets, invites, etc.)				
Entertainment & Decorations				
Prizes/Giveaways				
Other Expenses				
Total Expenses				

Event Budget	Amount
Total Revenue	
Total Expenses	
Net Proceeds to CAMH (Total Revenue - Total Expenses)	

Own it

Fundraise for **camh**

Event Planning Checklist

5-12 months before event

	Due Date	Assignee
Decide on the type of event you would like to organize	/ /	
Recruit a volunteer event planning committee	/ /	
Register your event with CAMH Foundation	/ /	
Research the costs associated with your event	/ /	
Create your budget, showing expenses and revenue	/ /	
Set up a regular meeting with your committee	/ /	
Secure your venue	/ /	
Order supplies	/ /	
Send letters out to people/businesses for sponsorship or donations	/ /	
Create your fundraising event webpage to share	/ /	

3-5 Months Before Event

	Due Date	Assignee
Develop your invitation list	/ /	
Create and send out materials to promote your event	/ /	
Invite local celebrities (e.g., Mayor)	/ /	
Recruit additional volunteers if needed	/ /	

1-3 Months Before Event

	Due Date	Assignee
Contact local newspapers, radio stations, companies with digital signs to promote and provide coverage at your event	/ /	
Arrange photography/videography for the event	/ /	

1 Week Before Event

	Due Date	Assignee
Confirm your location and any set-up details	/ /	
Contact any suppliers to confirm deliveries/pick-up	/ /	
Connect with volunteers to provide detailed info	/ /	

Day of Event

	Due Date	Assignee
Arrive early to set up, and take care of any last-minute details that may arise	/ /	
Record all donations, ticket sales and deposit funds	/ /	

Post Event

	Due Date	Assignee
Pay all outstanding expenses	/ /	
Send proceeds and photos to CAMH Foundation	/ /	
Send out thank-you letters	/ /	
Begin planning for next year!	/ /	

Own it

Fundraise for **camh**