
OACAO ANNUAL CONFERENCE AND EXHIBITORS SHOWCASE

Welcome to YOUR BEST FUND RAISING IDEAS SESSION

Léo Lavergne
Executive Director
Centre Pauline-Charron



☛ I will share some of my experiences in fundraising with you.

☛ I will share some fundraising ideas I have received from other senior centres.

☛ I would like to have you share some of your fundraising ideas.

Like our centre, fundraising must
be an important part of your
centre's budget.

Centre Pauline-Charron had
operating revenues
for 2010-2011
of about
500 000 \$

Revenue breakdown is as follows :

a) Grants (prov./municipal)	25 %
b) Membership fees	5 %
c) User fees	25 %
d) Hall rentals + bar and cloakroom	10 %
e) Trips	4 %
f) Fundraising & Donations	29 %
g) Other	2 %

Reasons for Fundraising

General

These are fundraising to cover general operating expenses and keep fees reasonable

Specific

This is when we fundraise for a specific item or cause (i.e to buy a TV for the centre or to pay for snow removal)

Types of Fundraising

Lotteries

Licenced raffles

50/50 draws and such during activities

Pot of gold draws

Activities such as

Walkathons



Trips and outings

Wine and cheese



Concerts



Theatre



Mail Campaigns directed to...

...Centre members

...Service Groups

...Suppliers

Sale of advertising

Fundraising activities done at Centre Pauline-Charron (no. 1)

- Theatre and meal
 - Night at the races + 50/50
 - Beer, appetizers & auction
 - Bowling tournaments
 - Buy me a place setting
 - Dinner-variety nite
 - Concerts
 - Draws for painting
 - Fashions shows
 - Whist Tournaments
 - Wine and appetizers
 - Garage sales
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Fundraising activities done at Centre Pauline-Charron (no. 2)

- Trips (2 days to 3 wks)
- Arts and craft show
- Golf Tournament
- Day outings
- Catering events
- Sale of tin cans
- Sale commission (maple prod.-paintings-etc.)
- Community leader Roasts Hall Rentals
- Sale of advertising **one time** or **as a package**
- Sale of meat pies, pies and such at Xmas

Wine and Appetizers

***Not your Typical
Wine and Cheese
Event***

















Theatre and Meal









Golf Tournament









concerts



Beer, Appetizers & Auction









Night at the Races
+ 50/50



Centre Pauline-Charron

Levée de fonds

pour l'aménagement paysager du futur stationnement

Courses sous harnais
Pour plus d'informations
composez 613-741-0562



~Dimanche le 29 mai 2011~

Départ du Centre Pauline-Charron (164 Jeanne Mance): 17h30

Départ du Rideau Carleton Raceway : vers 22h

60\$ par personne

Le billet inclut : Souper (Buffet), programme de la course, coupon de 5\$ pour jouer au Casino, coupon de 5\$ à la salle à manger et transport en autocar.

15\$ additionels (nombre limité) pour un tour du circuit dan la barrière mobile (Pace Car).

Une pièce d'identification valide émise par le Gouvernement doit être produite pour obtenir accès à la Salle de jeux. Une pièce d'identification expirée n'est pas un format valide donc ne peut servir comme preuve d'âge. Une deuxième pièce d'identification peut être exigée en tout temps.

*Reçu d'impôt
de 35 \$
(sur demande)*

Bowling Tournaments



Whist Tournaments



**Buy Me a
Place Setting**

Dinner - Variety Nite



Catering of Events



Telethon



La Fondation des Scouts
du district d'Ottawa

La Fondation
Pauline-Charbon
inc.



Fondation de
l'Hôpital Montfort

TROIS FONDATIONS : UNE COMMUNAUTÉ

Téléthon Franco-Action

Le dimanche 7 mai 2000

En direct de l'Hôtel de ville de Vanier
De 14 h à 22 h sur les ondes de



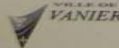
1-800-276-0161

PARTENAIRES MAJEURS



Caisses populaires
de l'Ontario
Région d'Ottawa

CENTRE FINANCIER AUX ENTREPRISES



LeDroit



Les Fonds
Desjardins



Assurance vie
Desjardins-Laurentienne

Radio-Canada
Télévision

PARTENAIRES MÉDIATIQUES



CFM
94.9 FM



CJRC 1150
1150 AM



CHOT

Economique

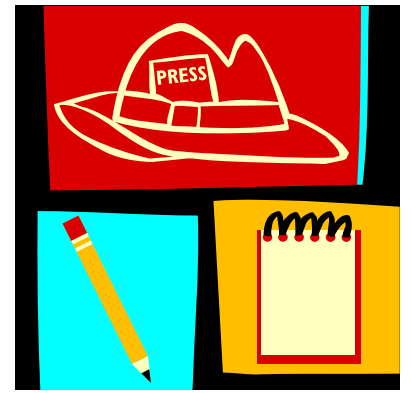
FOCUS

Bernard et Jonathan Fillion • Lise Paiement • Manon Séguin • Yohé Djemba • Le Théâtre des Lutins • Mireille Eid...Mlle Canada • Mélissa Roy

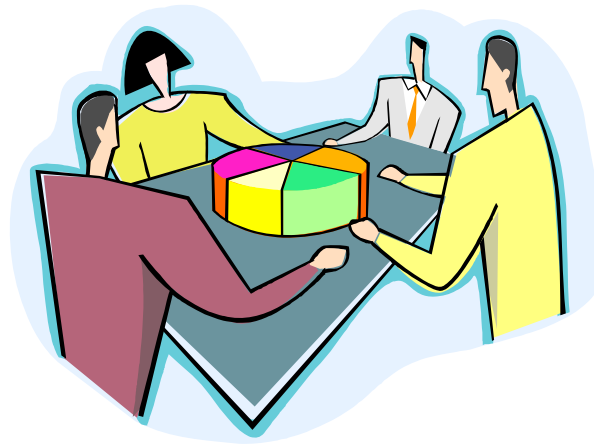
Sale of Advertising

***One Time or
as a Package***

Information Insert in Local / Community Newspaper



Partnering for Fundraising



GOOD ? or BAD ?

Advantages

- More resources to do the work
 - Normally a bigger pool of potential participants/sponsors
 - More visibility
 - Looks good to funders and the community
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Disadvantages

- Longer to take a decision
- Uneven partnerships
- Uneven share of responsibilities
- Sharing of the wealth

What are your experience in partnering for fundraising?

DOS & DON'TS (1)

Don't limit your fundraising activities to your members.

Do target/invite the general public or interested businesses.

Don't make fundraising a chore for your volunteers.

Do keep the FUN in FUNdraising

DOS & DON'TS (2)

Do praise your volunteers publicly during the activity.

Not only will they appreciate it but the participants will also appreciate your respect for their work.

Do recognize your business partners as much as you can during an activity.

DOS & DON'TS (3)

Don't be afraid to approach potential donors/advertisers. Always remember your not asking for yourself but for a cause you believe in.

Don't think that all donors give for the cause.

Do remember that many donors give because of the person that is asking.

DOS & DON'TS (4)

Do try and get material donated or paid for when organizing a fundraising activity.

Do identify the potential business partners in your community. Get to know them.

Do get involved with your business community and other community groups.

DOS & DON'TS (5)

Don't expect others to participate in your fundraising activities if you never participate in theirs.

Do make some of your nice activities accessible to all by keeping the price reasonable.

**Fundraising
Ideas from
other centers**

Center

- Allandale 55 +
- Ancaster Senior Achievement Center
- Clarington Older Adults Association

Activity

- Colours Tour
 - Fundraising Wall
 - Calendar
-

Center

Activity

- Gloucester Senior Adults' Centre

- Gloucester Senior Adults' Centre

- Gloucester Senior Adults' Centre

- Straw Draw

- Christmas Letter

- Dinner and No
Garage Sale &
Silent Auction

Center

- Square One OAC
- Square One OAC
- Square One OAC
- Square One Seniors Wellness Services

Activity

- Beyond Ballroom
 - Gold Party
 - Touring China
 - Walk-a-thon
-

Square One Seniors Wellness Services

Tree of Sharing



**Thank you
and Have
FUN
Fundraising**
