

Event Tool Kit

This tool kit includes:

1. Event Ideas
2. Seven Steps to a Successful Event
3. How ArtStarts Can Help
4. How ArtStarts Cannot Help
5. Information about Licenses and Permits
6. Information about Tax Receipts

1 • Event Ideas

The ideas for fundraising events are endless. Here are just a few ideas to fire up your imagination.

- Performance
- Workshop
- Talk / Speaking Engagement
- Presentation / Screening
- Art Exhibition
- Talent Show
- Bake Sale
- Craft Sale
- Yard Sale
- BBQ / Picnic
- Birthday Party (in lieu of gifts)
- Casual Fridays
- Contest
- Raffle / 50-50 Raffle
- Silent / Live Auction
- Draw-a-thon
- Read-a-thon
- Movie Night
- Games Night
- Pajama Day
- Costume Day
- Sports Event
- Pancake Breakfast

You might consider donating a portion of proceeds collected through:

- Ticket sales
- Raffle
- Silent or live auction
- Sales of food, beverages, merchandise
- Sales of artwork



2 • Seven Steps to a Successful Event

1. Set your goals. What kind of event do you want to host? How many people do you want to attend or participate? What is your budget? How much do you plan to raise? What other goals do you have for this event? Once you've got an overall picture, contact ArtStarts to let us know about your fundraising event idea and to obtain approval.
2. Build your team. Identify people who will help you plan, promote and execute successful event and reach your fundraising goals. Do you need to recruit additional help?
3. How will you measure success? Consider what information you'll need to gather to measure success after the event (e.g. record the numbers of tickets sold, gather feedback from participants, etc).
4. Make a checklist of all the things that need to be accomplished to put together and host successful event. Think about what needs to happen before, during and after the event. Delegate tasks to your team and assign deadlines. Don't forget to obtain any special permits, licenses or insurance that may be required.
5. Promote your event. How will you spread the word about your event? Map out your promotional plan on a calendar to make the most of the time leading up to your event.
6. Document your event. Remember to take photos or record people's impressions of your event. Share those photos with attendees (and ArtStarts!) after the event is complete so everyone can relive the experience and share it with others.
7. Have fun!

3 • How ArtStarts Can Help

- Promote event on Facebook and Twitter
- Provide limited ArtStarts brochures or other promotional material to distribute at the event
- Provide a letter to support the authenticity of the event

4 • How ArtStarts Cannot Help

- Provide financial support or reimbursement for event expenses
- Assume legal or financial liability associated with the event
- Divulge donor or sponsor information
- Guarantee attendance of staff or volunteers at your event
- Apply for gaming and other licenses (e.g. raffles, liquor, insurance)
- Help find sponsors for your event
- Issue tax receipts for cash or in-kind items that were not directly received by ArtStarts in Schools

5 • Information about Licenses and Permits

You may need to obtain licenses or permits for your event. Please note that the event organizer is responsible for securing and paying for all necessary licenses, and must abide by all municipal, provincial and federal regulations.

Some licenses and permits to consider are:

- Gaming licenses for ticket raffles, bingo, etc.
Learn more at: <http://www.gaming.gov.bc.ca/licences/>
- Liquor license. Learn more at: <http://www.pssg.gov.bc.ca/lclb/>
- Event license. Learn more at: <http://vancouver.ca/doing-business/event-permits.aspx>
- Insurance. Learn more at: http://www.ibr.ca/en/Business_insurance/risk_management/Special_Events.asp and <http://theshepherdgroup.ca/do-you-really-need-event-insurance/>
- If you are serving alcohol at your event, the server must have a Serving It Right certificate.
Learn more at: <http://www.servingitright.com/index.html>



6 • Information about Donation Tax Receipts

- ArtStarts will issue a tax receipt to the individual or organization that made the gift, provided that the donation is for \$20 or more.
- Tax receipts cannot be issued for funds used to cover expenses incurred by the event organizer.
- Tax receipts will not be issued for the purchase of admission tickets or auction items; for in-kind goods donated to an event; for donated services such as those of an entertainer; for sponsorship; or for gift certificates donated by the issuer of the certificate.
- Event expenses may not be paid from tax-receiptable donations.
- All donations requiring a tax receipt must be received in full by ArtStarts.
- ArtStarts must abide by Canada Revenue Agency (CRA) rules and regulations in order to retain charitable status. The final decision to issue official tax receipts rests with ArtStarts.