

Global Village Program Fundraising Guide



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Building Awareness and Helping Families in Need

Congratulations on being selected to a Global Village team! If you haven't already decided how to fund this adventure, now is the time to start thinking about it. Many GV team members fund their trip through a combination of their own resources and fundraising, others have been able to solicit donations to finance their whole trip, including airfare.

A huge benefit to seeking the financial involvement of others is that your fundraising efforts will introduce prospective donors to the work of Habitat for Humanity and the awareness you create may eventually result in more homes for families in need. Before initiating your campaign, become familiar with the work of Habitat for Humanity both in Canada and abroad. For information, visit the Habitat Canada website at www.habitat.ca.

This guide provides general information about Global Village policies and procedures regarding the handling and tracking of donations. Please read this material thoroughly. Your Team Leader will be glad to assist you. Thank you for your participation on this Global Village trip. A rewarding adventure lies ahead!

What to Know Before You Begin Fundraising:

- Contact your local Habitat Affiliate before you start. If you plan to fundraise beyond family, friends & coworkers, **contact your local Habitat Affiliate** so that (1) you are not competing for donor dollars with a Habitat affiliate office that is trying to raise funds for their own local builds, and (2) donors are not unduly bombarded with requests for funds from various Habitat representatives. You can locate your nearest affiliate on the Habitat Canada website: <http://habitat.ca/findalocalaffiliatec659.php>.
- **Discuss your fundraising plans with your Team Leader** before you begin.
- **Payment/Cancellation policy should be reviewed before you begin to fundraise.** Please note that all funds, both donations and your payments, received by Global Village on behalf of you and your team are charitable donations and become the property of Habitat for Humanity Canada. **No refunds** can be offered if you cancel or make an overpayment. Depending on when you cancel, some of the funds may be held for a future trip of your choice.
- Deposits are due 2 weeks after you have been accepted by the Team Leader to confirm your spot on the team. If you plan to fundraise for your trip costs you can get started right away. However if your fundraising efforts have not been successful enough to raise your deposit you'll need to pay the deposit yourself. You will receive tax receipts for your contributions. Please note: if you pay the deposit yourself, you **will not be** reimbursed the deposit, or any other portion that you pay yourself, even if you later fundraise enough to cover this portion. However, if your fundraising efforts exceed the total trip cost, you can apply those funds to the cost of your 'eligible airfare' and be reimbursed this surplus. Please refer to the **Airfare Info Sheet** for 'eligible airfare' and surplus donations.

Using the Habitat Logo

Habitat for Humanity Canada has a great interest in how and where the logo is used. We would be happy to send you the logo but please provide an example showing how the logo will be used and remember that it can't be altered.

Soliciting Support

Many people are nervous about the idea of fundraising; some are even downright intimidated by the thought of asking others for money. However, keep in mind that you are not asking for yourself, you are asking in the name of the worldwide mission of Habitat for Humanity, a very well-known and respected organization. By asking, you are raising awareness and encouraging others to get involved! You will be a more successful fundraiser if you are well informed and prepared to share the Habitat for Humanity story with everyone you meet. Being familiar with the history, goals and programs, and being able to clearly answer questions and communicate your involvement, will give you confidence and inspire others to get involved by making a donation.

Two of the most commonly used techniques for generating financial support for Global Village trips are direct solicitation and fundraising projects. Depending upon your personality and creative talents, one might work better for you than the other; we encourage you to try both. Remember, raising funds for a Global Village trip is more than simply obtaining financial support. Read on for some ideas and inspiration!

Online Fundraising Page

Create your own personalized fundraising page on www.habitatglobalvillage.ca. Register to be a fundraiser and then follow the prompt to create your personal message, attach pictures or video, email contacts, send thank you letter etc. You will also be able to track your donations as they come in through your online donation page. Donors will be receipted for their online donation by email and will automatically receive a personalized thank you letter.

Email and Postal Mail Appeals

Using email solicitation allows you to reach more people much more quickly than waging a postal mail or telephone solicitation campaign. For prospective donors for whom you do not have email addresses, craft a letter requesting financial support and include a self-addressed, stamped envelope so the donor can return the cheque to you.

Creating an Appeal Letter

It is important that appeal letters provide the potential donor with an understanding of what you are participating in and why - and that you are seeking their involvement.

The following is an example of information that is commonly used in Global Village fundraising letters. Every letter should contain some form of each of these four elements:

1. Ensure that the reader knows the “when,” “where” and “why” and explain the Habitat model including “sweat equity” and no-profit loans. Here is one way to accomplish that:

“My team is currently raising funds to support our Global Village trip to (country), on (date), to help needy families build their own homes. These families are

presently living in substandard and often unhealthy conditions, and they really need a simple, decent place to live. They earn an income, but not enough to qualify for a conventional bank loan. As part of the partnership agreement, each family—with the help of volunteers like my team—spends hundreds of hours building their home through what is referred to as “sweat equity.” Once the house is ready, they move in and begin paying for it through a no-profit loan from Habitat for Humanity. These mortgage payments then “roll over” and help finance houses for other families. Having families contribute to the building of their homes and those of their neighbours, and then pay for them with reasonable terms, instills self-esteem and the pride of homeownership. Habitat for Humanity refers to this as a hand up, not a handout.”

2. Ensure the reader has instructions on how to make a donation. Make sure your name and your trip code is already on the GV Donation form that you send to your potential donor.
3. Be sure to include: “You will receive a charitable donation tax receipt and a letter from Habitat for Humanity Canada thanking you for your donation for any amount of \$20.00 or greater.”
4. Always mention follow up. “I will be following-up with an email or telephone call to confirm that you received my letter and to answer any questions you may have.”

Face-to-Face or Telephone

A personal appeal for support has the best results.

1. Begin by introducing yourself and, if you are not immediately recognized, explain to the potential donor how you know them. “I used to be your babysitter”; “My mother works with your organization”; “You and I volunteered together on a Habitat for Humanity build.”
2. Explain that you are raising money to participate in a volunteer trip to build homes with Habitat for Humanity to assist low-income families. When someone says they will donate, try to collect on the spot; this saves time for you both and guarantees that you’ll get the money.
3. If you don’t get a cheque or cash on the spot, leave potential donors with all the information they need to follow through with a donation. Give them a flyer with:
 - a. your name, address and telephone number for additional information
 - b. indicate cheques are to be payable to Habitat for Humanity Canada
 - c. your Fundraising Page web address (if you created a web page)

Fundraising Projects

Creative fundraising projects allow you to go far beyond your inner circle of friends, family and co-workers and reach a larger, more diverse audience. **Remember to be sure to contact your local affiliate before beginning any fundraising activities open to the general public.** In addition, keep in mind that donors cannot receive a tax receipt if they received a good or a

service for their donation (i.e. you washed their car or they won a silent auction item). Here are some fundraising ideas to help you get started:

Yard or Craft Sale

Ask friends and neighbours to donate items for a yard sale with all proceeds going to support your Habitat for Humanity GV trip. One approach is to let the buyer decide how much to pay for the item, since it is for a charitable cause.

Alternative Gift Giving

One Global Village volunteer asked friends and family to donate rather than give her a birthday gift. For her 60th, she asked for contributions of \$6 to \$600, or any amount, as long as it included a “6” (if not a “60”!).

Use Your Athletic Ability

Turn your athletic ability into financial support. If you’re a runner, cyclist, swimmer, hiker or any type of athlete, solicit sponsorship for an upcoming event. Ask for donations based on your accomplishments.

Make Speaking Presentations

Ask anyone and everyone you know if you may make a presentation to their group (churches, civic organizations, clubs, and schools). Build your presentation or request a copy of Global Village power point presentation. Offer to do a follow-up presentation when you return with a slide show to share with them how their donations were put to work.

Work-A-Thon

Design a work-a-thon in your area. Work-a-thons provide a service to the community, especially to seniors and those with limited free time. Brainstorm tasks that others would appreciate having done— raking leaves, baking, washing cars, cleaning, trimming, shoveling snow, etc.

Donate For A Day

Some participants figure out the average cost per day of your Global Village build – including your airfare and full trip costs. One way to approach potential donors is to ask them to contribute a half day or full day of your trip.

Involve Your Company, Organization or Campus

There are countless opportunities to obtain support where you work and from other local organizations. Perhaps your company would be willing to support you or match the funds you raise elsewhere. You might place a donation box in a prominent location with a poster tracking the amount folks have contributed toward your goal. The company might assist you in conducting fundraising events—golf tournament, a lunch or dinner, a party/dance, a donation campaign. You don’t know till you ask. Foodservice workers have held “tip nights” to collect donations for their teams. The restaurant and your co-workers may be willing to donate all or a portion of one night’s tips to support your GV mission. Placing a sign and donation jar near the cash register provides patrons an opportunity to get involved. Use the company, organization or campus newsletter to publicize your upcoming Global Village trip. Offer to write a series of articles about Habitat for Humanity, GV and your particular trip, possibly one before, during and after. Ask for financial support for your trip.

Spread the Word

Newspapers, television and radio stations, and community bulletin boards will often jump at the chance to cover captivating stories about someone reaching out to make a positive difference in

the world. **Be sure to contact your local affiliate before** providing information to the media and always include contact information for the local Habitat office - they are working hard to eliminate poverty housing in your community. There is a sample press release on page 13. **Please ask your team leader to look your draft over before sending it to the media.**

Dinners

Invite the public for a big feed or a small group to a dinner party. Either way, clearly advertise that the proceeds go to support your Habitat for Humanity GV trip. If the donor wishes, they can make a separate donation in order to receive a tax receipt. The payment for the meal **cannot be included in a cheque made out to Habitat**. Be sure to record this carefully as that portion would not be eligible for a tax receipt.

Churches Often Support Missions

You may find members of your church eager to support your efforts. In fact, many churches already participate in GV trips designed specifically for their groups (if not, YOU could be the one to introduce the idea!).

Acknowledging Your Donors

Regardless of how you obtain donations, always follow up with a thank you note or telephone call. They will also receive an official donation acknowledgment sent by Habitat Canada. Below are several creative ways to acknowledge your appreciation to donors.

Example: You could create a newsletter with editions coming out before and after the trip or send postcards or emails from the build. Send donors a photo of the partner family in front of their new house or one of you and your team. Throw a picture party for donors after you return or create a web page containing photos from your trip.

Sample Thank You Note

I love the mission of Habitat for Humanity Canada. I love that it empowers the families participating whose hope is for safe and decent housing. I am excited to work hand in hand with others and experience a different culture. It is because of your generous support that I am able to volunteer and be part of a Global Village team. Thank you so much.

Habitat's Global Village is an international volunteer program that sends Canadians around the globe to work hand in hand with families who lack a safe and decent place to live. This program which has been building in momentum over the last 10 years has resulted in 950 affordable homes being built in 47 countries.

Thank you once again, I look forward to sharing photos and stories of my build experience upon my return.

Sample Media Release

FOR IMMEDIATE RELEASE

Date:

Contact:

Phone:

Email:

Volunteering to Build Homes with Habitat for Humanity in (insert host country)

[Insert your city and province] - A team of adventurous volunteers will be travelling to [insert host country] to build homes with Habitat for Humanity from [insert date]. They will work hand in hand with families in need to help them with their housing solutions.

The team will join thousands of volunteers who travel around the world each year with Habitat's Global Village program and join in the exciting, hands-on home building work of Habitat for Humanity in countries where the problems of poverty and inadequate housing are acute. They do not need previous construction experience – just a willingness to work hard.

These volunteers either fundraise or contribute their own money to cover all of costs for their in-country expenses and airfare and they make a donation to Habitat. This donation helps to fund the homebuilding in the host country and supports the Global Village program. Costs are kept low through volunteer labour and donated materials. The families repay a no-profit mortgage, geared to their income. As mortgages are repaid, the funds are used to build more homes.

Habitat for Humanity was founded in 1976 and works in more than 3,000 communities. More than 6.8 million people have been served.

For more information on how to participate on a Global Village trip, contact Habitat for Humanity Canada at 1-(800)-667-5137 or visit their website at: www.habitatglobalvillage.ca

Habitat is also building homes all across Canada. Learn more about what is happening in your community at www.habitat.ca

How Much Should You Fundraise? – Surplus Donations

Even after you have generated sufficient donations to cover your trip costs, don't stop soliciting funds. We refer to your "trip cost" as the basic amount you need to send to Habitat Canada in order to go on the trip. If you raise funds on top of the trip cost, we refer to it as "surplus donations".

Example: Let's say your trip cost is \$1500 and you raise \$2000. (Well done!) When you return from your trip you have two choices about what happens to the surplus \$500: (a) it remains as an extra donation to the Habitat building program of the country which you visited and the GV Program. You can still receive a tax receipt for your eligible airfare following the instructions that will be emailed to you; or (b) you can be reimbursed the \$500 towards the cost of your eligible airfare. You will need to submit your airfare invoice, itinerary and Gift in Kind form to our office, and we will mail you a cheque for \$500 and a tax receipt for the portion that you paid for.

The funds you accumulate over and above the amount you could receive back as "surplus" is applied to supporting your team and the Global Village mission, and furthering the construction of homes in the country you are visiting. Spread the word about Habitat for Humanity, Global Village, your upcoming work trip and the need for affordable housing around the world.

Collecting and Recording Donations

Financial support comes in many forms—cash, money orders, personal cheques, online donations, donated goods and services to be sold or auctioned. It is your responsibility to maintain good control and records of donations. If no tax receipt is required, please indicate this when you send funds.

DONATION TYPE	HOW TO SUBMIT TO GLOBAL VILLAGE	HOW TAX RECEIPT WILL BE SENT/RECEIVED
Cash Donations	Deposit cash donations into your bank account, write a cheque and mail to Habitat for Humanity Canada with a complete <u>typed</u> list of your donor information.	Tax receipts will be mailed to the donor(s) from Habitat for Humanity within 6-8 weeks after the donation has been received.
Written Cheque	Cheques are the preferred means of receiving all funds thus reducing credit card charges. You and your donors can send cheques made out to “Habitat for Humanity Canada” to Habitat for Humanity Canada, Global Village 403 - 477 Mount Pleasant Road, Toronto, ON M4S 2L9 Ensure the participant’s name & trip code is included with the cheque.	Tax receipts will be emailed or mailed when email address is not provided to the donor from Habitat for Humanity within 6-8 weeks after the donation has been received.
Online Donation	2 options: 1) donate directly from the GV website (click on Make a Trip Donation Donation) 2) create your own Fundraising Page where your friends and family can donate to you. Instruction can be found later in this document	A tax receipt is emailed to the donor when an online donation is completed. Thus the true donor information must be submitted online. Please make sure to include the participant name in the “Message to Global Village”
Donated Item/Service	N/A	Global Village cannot receipt for any donated items, or any donations made where a good or service was rendered.

NOTE: for schools, churches and other teams who are fundraising together

- Please collect funds in a bank account set up for the trip and submit funds by cheque, along with a typed donor list so we can issue tax receipts to donors.
- It is important to keep the trip cost funds separate from the airfare costs and the R&R costs. Your team leader will guide you in handling the R&R costs – these expenses are not eligible for tax receipts and not be sent to Habitat.
- We can only issue tax receipts for funds that come into our office – so if your donors are expecting tax receipts, **you cannot take those funds directly and buy your airfare with them.**

Tax Receipt Guidelines

While tax receipts for your Global Village trip costs are a terrific benefit to you and your donors, some restrictions do apply.

- **Tax receipts are not provided when your donor purchases an item or service.** For example if you hold a bake sale, car wash, or concert, your “customers” will not receive tax receipts. **You cannot receive a tax** receipt for these funds either. This is also true for raffles or 50/50 tickets, etc.
- Funds raised by a bottle drive or similar event are **not** eligible for a tax receipt.
- Tax receipts and a thank you letter are issued from Habitat for Humanity Canada for donations of **\$20 or greater**.
- To receive a tax receipt for the cost of your airfare, you’ll need to submit your airfare invoice and itinerary and complete the “Gift in Kind Donation form” **when you return from your trip**.

Thank You!

Thank you for all your efforts in supporting the work of Habitat for Humanity Canada. Good luck with your fundraising endeavours. We wish you a memorable Global Village experience.