



## **Fundraising 101**

## THIS IS WHY WE PADDLE!

The Ottawa Dragon Boat Foundation was established to focus and grow the organization's philanthropic efforts. ODBF's mission is to help build, strengthen and enhance community life in Ottawa by raising, managing and distributing funds to charitable organizations. To-date, \$4.5 million has been raised through the Foundation's annual fundraising, benefitting 50 Ottawa area charities.

We hope this guide provides you with more details about ODBF and offers fun ways for you and your team to be a part of our legacy of giving!

## 2019 RECIPIENT CHARITIES

In 2019, ODBF is proudly supporting several inspiring children and youth focused programs in our community through the [Boys & Girls Club of Ottawa](#), [Ottawa Senators Foundation's Power Plays Program](#), [Tim Horton Children's Foundation \(Camp des Voyageurs in Quyon\)](#) and the great new children and youth programs being provided by the [OSEG Foundation](#).

In addition to our partner charities, the [ODBF Community Fund](#) will continue to provide funding to new or ongoing projects and programs being run by Ottawa based charitable organizations. In 2018, ten local organizations received Community Fund support including Dragons For All at the RCC, YMCA-YWCA of the National Capital Region, Ottawa Integrative Cancer Centre, and the Children's Aid Foundation of Ottawa, to name a few. Stay tuned for more announcements in 2019!

## GETTING PADDLERS ON BOARD

Participation in raising funds is voluntary, but definitely encouraged! We respect that most people have busy schedules, but as a team, you can make raising funds much easier and fun!

Believe in what you are asking them to do. If your teammates see that you are passionate about your ideas and/or the charities you are fundraising for, that will go a long way in getting them on board and as excited as you are! *Remember, if you don't ask you don't get.* Focus on an activity that will be a team bonding experience that you can remember and laugh at for years to come!

## SETTING A GOAL

Look at your team as a whole; it takes the whole team to paddle to the finish line and to be successful at fundraising too. Reach out to your team and set a reasonable goal together.

## GETTING ON BOARD AS A TEAM

Recruit one or two people who have the skills and interest to help get paddlers on board so you can work together to get the best results.

Adopting a "culture of philanthropy" means everyone involved on the team understands how they can help and support the team's overall goal. Many teams make fundraising a part of who they are as a team and incorporate their teammates' special talents and interests in their fundraising efforts.

## GET READY TO PADDLE

We thank you for your commitment to our mission and as a leader on your team; we admire your leadership skills and passion. In fact, we share the same level of excitement! Throughout your time spent training, fundraising, and getting hyped up, we are here to help you and your team have a fun and exciting adventure toward the finish line.

When you're part of a team, you have more options when it comes to fundraising. You can explore outside-the-box ideas and get more creative. Put your paddles together to see what you can come up with to further your fundraising power.

## FUNDRAISING IDEAS

A great way to have some fun social time with your teammates off the water!

We can help promote your event through odbf.ca's [event page](#) and our social media! Just fill out the [event submission form](#) to give us all the details we need to help spread the word!

### ***At the Office!***

#### **Competitions**

Devise your own lunchtime competition for your co-workers such as push-up contest, fun relay race, obstacle course or tug of war. Find out what their interests are and plan something that will tap in to their competitive spirit! Here are some examples:

##### **Talent Show**

Celebrate your team's talents by putting on a show with your friends or co-workers. Have a "pay to NOT play" policy just in case! 😊

##### **Bake Off**

Get team members to bring baked goodies (cookies, cupcakes, etc.) to work and then sell them during coffee breaks or at lunchtime. Have a competition to see whose baked goodies bring in the most donations.

##### **Cupcake War**

Who is the Cupcake Boss? Have your co-workers compete in a cupcake bake-off! If you work in a building with multiple businesses then issue a challenge to the office down the hall too!

##### **Chili Contest**

Next up, find out who the chili champ is in your office! You can offer sample of each chili being served up that day and people could vote on which is their favourite.

## **BBQ**

Hold an end of week barbecue - hot dogs, hamburgers, pop, potato chips, etc. A local grocer near your office might be willing to donate the products in return for a little shout out to your fellow employees.

## **Breakfast is Served**

Bring fresh bagels and cream cheese or bring in your griddle and hold a pancake breakfast!

## **Silent Auction**

Ask your coworkers, friends and family to donate items or ask for a gift certificate from a restaurant or business you frequent regularly. Create various packages, such as putting a meal with a performance or a spa with a hotel. We can provide a template for bid sheets...let the bidding begin!

## ***In the Neighbourhood!***

### **Bottle Drive or Yard Sale**

Get the kids involved! A good old bottle drive or yard sale can help collect funds and help spread the word about our fundraising efforts. Organize these individually in different neighbourhoods in the city or as a team. Put up a poster near the mailboxes the week before to let people know the date, time and location. Remember that beer bottles/cans as well as wine and spirit containers can all be returned for a refund.

Some teams set-up to sell during the Great Glebe Garage Sale in May so if you know someone in the Glebe, ask if you can borrow their front lawn for a good cause 😊

## ***With Friends & Family!***

### **Be the Host!**

Invite friends to a dinner, cocktail party, wine tasting or weekend brunch and ask that they bring a charitable donation instead of bringing a gift or providing food.

### **Cooking Lesson**

Organize a cooking lesson at your local grocery store and include a donation as part of the fee each person pays. For example, check out [Massine's](#) on Bank Street who offers a reduced rate for lessons that are booked for ODBF fundraisers! Contact Karen at [info@chefsatmassines.ca](mailto:info@chefsatmassines.ca) for more details.

### **Paint Nite**

Get the gang together for a fun night of painting (and wine!). \$15 from each ticket sold will be raised for ODBF and you'll walk away with a priceless masterpiece! Contact [Paint Nite](#) to book a class!

### **Comedy Night**

Host a team fundraiser at [Yuk Yuks](#) or [Absolute Comedy](#). They offer great incentives for local fundraising groups!

## FUNDRAISING PRIZING

We recognize how much time and effort you put in to your fundraising and we want to show our appreciation by giving you some fun prizes! Individuals who fundraise at the levels listed below will receive their prizes during festival weekend so they can show off their swag in style!

<b>PRIZING REWARD</b>	<b>PLATINUM (\$1500+)</b>	<b>GOLD (\$1000-\$1499)</b>	<b>SILVER (\$500-\$999)</b>
Tim Hortons \$20 Gift Card	✓	✓	✓
ODBF Custom Sublimated Tee	✓	✓	✓
Festival VIP Experience (2020)	✓	✓	
ODBF Arm Sleeve	✓	✓	
CUSTOM ODBF CLOTHING (ordered after deadline)	✓		

**Raise \$1,000 by July 1<sup>st</sup>, 2019 and become a member of our prestigious Premiere Dragon Club!** Members receive a VIP package for the 2020 festival including a coveted VIP parking pass as well as invitations to special events throughout the year and during the festival.

Check out the [online live race](#) to see how you're doing in the standings!

## CHARITY CHALLENGE CUP

Help your team reach its goal and qualify for the Charity Challenge Cup races...a chance to hit the water before anyone else and raise funds for great charities!

The fundraising deadline to qualify for these races is Thursday, June 20<sup>th</sup> at 9:00 pm. These special races will take place on Friday, June 21<sup>st</sup> immediately following the Opening Ceremonies:

- 7:30 PM Rookie Race** – top 8 fundraising teams in their first year
- 7:40 PM Open Charity Challenge** - top 8 open fundraising teams
- 7:50 PM Women's Charity Challenge** - top 8 women's fundraising teams
- 8:00 PM Mixed B Charity Challenge** - top fundraising mixed teams ranked 9-16
- 8:10 PM Mixed A Charity Challenge** - top fundraising mixed teams ranked 1-8

Check out the [online live race](#) to see how your team is doing in the standings!

### Contribute to our Silent Auction!

Donate to our very popular silent auction held during festival weekend, which raises upwards of \$20,000 annually. Donate an item valued at \$100 or more and receive credit for the value raised by your item(s) towards your fundraising total. Contact Lisa at [assistant@dragonboat.net](mailto:assistant@dragonboat.net) if you want to contribute!

### Rock the Boat!

Pull out those bellbottoms and cruise the groovy Ottawa River! A night filled with dancing, great live music, cash bar, prizes, and auction items hosted by our 2018 Top Fundraising Team, Fleet of Foote!

**TICKETS:** Can be purchased [here](#); \$45. Your total ticket cost will be credited to your Pledge Challenge Total.

**DATE & TIME:** Thursday, June 13 @ 6:30 pm – 11:30 pm

**LOCATION:** Ottawa Boat Cruise, 895 Rue Jacques-Cartier, Gatineau, QC J8T 2W3

For more information please contact Sandy Foote at [savoyfoob@gmail.com](mailto:savoyfoob@gmail.com)

#### ROCK THE BOAT DISCOMANIA



#### UPCOMING EVENT

- 1 JUN DRAGONETTES DANCE-A-THON @ ST. LAURENT SHOPPING CENTRE
- 13 JUN ROCK THE BOAT DISCOMANIA @ 895 RUE JACQUES-CARTIER GATINEAU
- 20 JUN THE HORTONS OTTAWA DRAGON BOAT FESTIVAL @ MONK'S BAY PARK, 2000 BURNHAMTHORPE DR. OTTAWA, ON

#### LATEST POSTS



### Dragonettes Dance-a-thon!

Come dance the day away and support Ottawa's local charities! You can register as an individual, group or as a couple for 5 hours of music, dancing and fun! Hosted by the awesome Fabulous Dragonettes!

**REGISTER** at [fabulousdragonettes.ca](http://fabulousdragonettes.ca)

**DATE & TIME:** Saturday, June 1<sup>st</sup> 12-6pm

**LOCATION:** Centre Court, St. Laurent Mall

For more information please contact Aliya at [fabulousdragonettes@gmail.com](mailto:fabulousdragonettes@gmail.com)

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#### LATEST POSTS



**Moffatt Farm Cycle Club** – Donate \$5 for a great spin class. All proceeds go to ODBF between Jan-June 2019!

**Gabriel Pizza (DB Pizza)** – your new favourite pizza, you just don't know it yet! Part of the proceeds go to ODBF, all year long!

**Ottawa Race Weekend** – lace up and pick your distance! Raise pledges (100% of what you raise comes to ODBF).

**United Way** – earmark your contribution to be directed to “Ottawa Dragon Boat Foundation”

**Government of Canada Workplace Charitable Campaign (GCWCC)** – Enter our CRA registration number on the form (# 867660201 RR0001) and your funds will get directed to ODBF!

**Corporate Matching Gift Programs** – check to see if your company offers this to its employees who fundraise for charities. If they don't, ask! 😊

**ODBF Raffle** - Get credit towards your fundraising goal by selling tickets on some great prizes! Tickets will be sold leading up to and during the festival...more details coming soon!

## JOIN OUR LEGACY OF GIVING

Fundraising, has always been and continues to be, a way for our dragon boat family to give back to our community. It's our way to support organizations who offer programs to thousands of at-risk children and youth in our community, to provide them an opportunity to belong and feel pride in their accomplishments ...to take part in a soccer league for the very first time, to lace-up in a hockey tournament you never dreamed of competing in, to attend summer camp and feel the pure joy in those late night campfires and creating lifelong memories they'll treasure forever.

To-date our teams, whether in their first year or seasoned veterans, have raised \$4.5 million for 50 amazing local charities. We want you to be a part of this legacy of giving. We are asking everyone to simply...try. Send out your personal donation link to your family, friends, co-workers and supporters and see what happens. Hold an event at your office or in your neighbourhood. You will be amazed at the generosity of the people in your life when all you had to do was ask 😊

*Thank you for being a part of our proud tradition of giving back to our community...*

