



## **2022 FUNDRAISING GUIDE**

## 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, \$5 million has been raised through the Foundation's annual fundraising, benefitting over 65 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!

## WHO ARE YOU HELPING?

In 2022, we are very excited to be supporting a group of well-deserving charities: [Cornerstone Housing for Women](#) that provides emergency shelter and supportive housing for a diversity of women; Ottawa Anglican Day Programs ([St. Luke's Table](#), [Centre 454](#), and [The Well](#)), that offer services, support, resources, and meals for people and women who are experiencing issues surrounding homelessness; and [Shelter Movers Ottawa](#) that provides moving and storage services at no cost to women and children fleeing abuse.

This brings the number of local charities you've helped to 65!

## GET YOUR TEAMMATES ON BOARD

Believe in what you are asking of your teammates. If they 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!

Focus on something you will enjoy working on together, it will very likely turn into an experience that you will remember and laugh at for years to come!

## SET A GOAL

Look at your team as a whole; it takes the entire team to paddle to the finish line and to be successful at fundraising too. Reach out to your teammates with a reasonable proposed personal goal (ie. everyone on the team will raise \$100) and together set a team goal.

## DO WHAT YOU LOVE

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. For example, the person who loves golf organizes a fun half-day best ball golf tournament; the person who loves to bake helps organize a Friday bake sale at the biggest office on the team; the person who likes to be social online helps organize a virtual garage sale where team members can add to the items for sale.

## 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.

## COLLECTING PLEDGES

Collecting pledges from your network of family, friends and colleagues is one of the best ways to raise funds towards reaching your fundraising goal!

You can send a personal email to offer your supporters an opportunity to make a donation towards your goal (as well as your team's total). You can send your personal fundraising link directly from your Race Roster profile.

If you need help finding your fundraising link, setting your goal, sending messages, or posting on your social media please contact Maurice at [mweber@odbf.ca](mailto:mweber@odbf.ca) and he will help point you in the right direction!

## FUNDRAISING IDEAS

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

We can help promote your event through odfb.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 samples of each chili being served up that day and people can vote on which is their favourite.

### **BBO**

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 your 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.

#### **Board Game Night**

Set up a game night where people pay to play and you can sell snacks too.

#### **Cooking Lesson**

Organize a cooking lesson at home or at your local grocery store and include a donation as part of the fee each person pays.

## **Paint Nite**

Get the gang together for a fun night of painting (and wine!). A portion 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**

Now, how about some fun prizes in recognition of all of your time and effort fundraising! We want to show our appreciation of your hard work! Prize packages will be distributed to everyone after the festival!

<b>PRIZING REWARD</b>	<b>PLATINUM (\$1500+)</b>	<b>GOLD (\$1000-\$1499)</b>	<b>SILVER (\$500-\$999)</b>
Tim Hortons \$20 Gift Card	✓	✓	✓
ODBF Exclusive Tee	✓	✓	✓
Festival VIP Experience (2023)	✓	✓	
Custom ODBF Merch	✓		

**Raise \$1,000 by June 30, 2022 and become a member of our prestigious Premiere Dragon Club!** Members receive a VIP package for the 2023 festival including a coveted VIP parking pass as well as invitations to special events throughout the year and during the festival.

## **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 while raising funds for great charities!

The fundraising deadline to qualify for these races is Thursday, June 23 at 9:00 pm. These special races will take place on Friday, June 24 immediately following the Opening Ceremony:

- 7:30 PM Open Charity Challenge** - top 8 open fundraising teams
- 7:40 PM Women's Charity Challenge** - top 8 women's fundraising teams
- 7:50 PM Mixed B Charity Challenge** - top fundraising mixed teams ranked 9-16
- 8:00 PM Mixed A Charity Challenge** - top fundraising mixed teams ranked 1-8
- 8:20 PM Charity Challenge Awards Ceremony** - Paddler's Paradise

Check out the [online standings](#) to see how you and your team are doing!

## OTHER WAYS THAT CAN HELP YOU REACH YOUR GOAL!

### 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 Liisa at [assistant@dragonboat.net](mailto:assistant@dragonboat.net) if you want to contribute!

[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, try asking!

## JOIN OUR TRADITION 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 children, youth and people in need within 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 they 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 \$5 million for 65 amazing local charities. We want you to be a part of this tradition 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.

***Join us in our proud tradition of giving back to our community by donating today!***

[CLICK HERE TO DONATE](#)



**DONATE AT [ODBF.CA](http://ODBF.CA)**