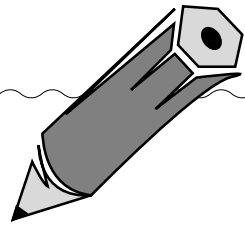


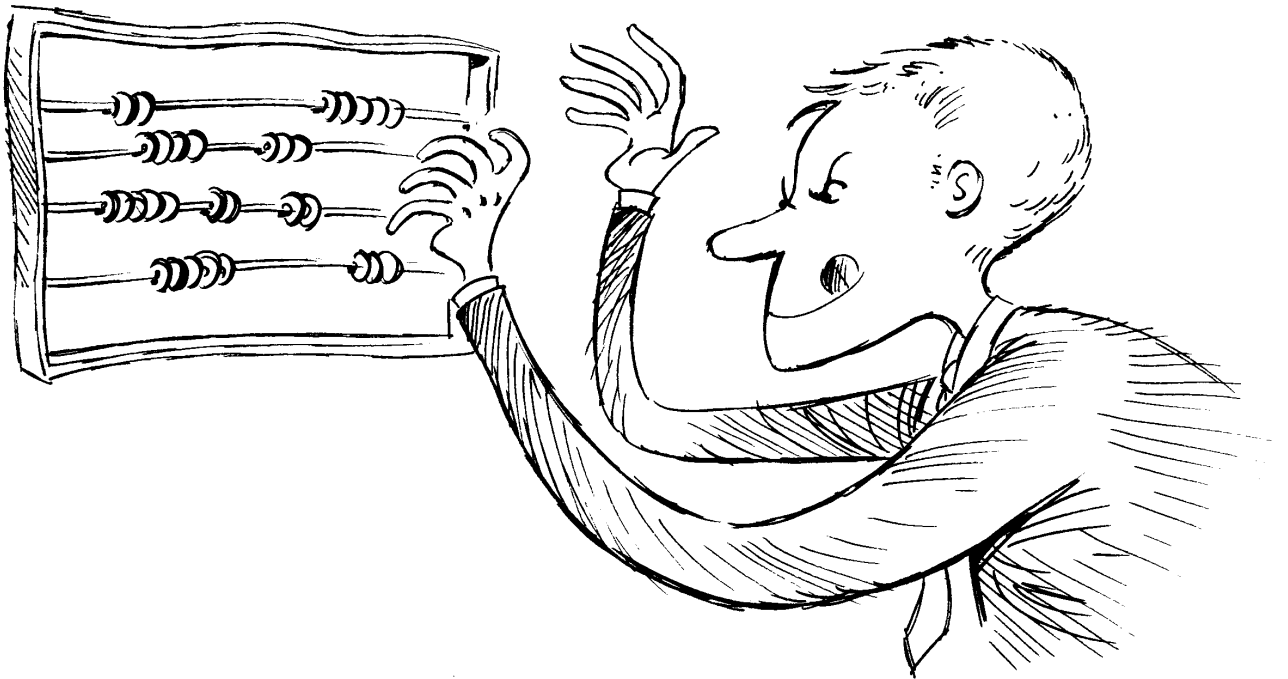
Notes





PROJECT PLANNER

Budgets & Fundraising



About Us



Earth Day Canada facilitates positive environmental action.

Earth Day Canada is a national environmental charitable organization that provides youth and community organizations, schools, businesses, government departments, and individual Canadians with an opportunity to make a positive difference where they live, work, and spend their leisure hours. Our national network includes thousands of community organizers in every sector — all working for positive change.

Operating year-round, Earth Day Canada's mission is to improve the state of the environment by motivating and helping individual Canadians just like you to take positive environmental action. We offer interactive programs, a free community Earth Day/Earth Week public Events Calendar (available in March and April), and information and tools you'll use again and again.

Earth Day Canada is the national organizer of Canada's celebration in Earth Day/Earth Week. April 22 is International Earth Day — the largest environmental event in the world. Every Earth Day, millions of Canadians join people in about 100 countries in positive environmental action. This popular event has grown into Earth Week in Canada to accommodate the scores of events that take place across the country.

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Budgets & Fundraising

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Budgets & Fundraising

Earth Day Canada presents Budgets & Fundraising. Use it in conjunction with your CAN manual and the enclosed booklet “How to Estimate the Economic Contribution of Volunteer Work” by Heritage Canada.

So you want to do an environmental project? You’ve defined your needs, identified your action steps and set your environmental goals.

You may have lots of help: wonderful offers of loans of equipment, donations of food or printing services. There may be things that you will have to purchase or rent, or fees to be paid, or you may be starting from scratch and need to do all your financial planning at once.

Then again, maybe your project is completely funded but you want to raise money during your event to donate to an environmental charity, help pay for the future stewardship of your project, or help pay for your next environmental project.



The Budget Process

Whatever your reasons for raising money, planning a budget is the first step in setting your fundraising goals.

To build a budget, you must take into account every activity and all materials required to complete your project. Even if some of the materials or services you require are being donated, take their value into consideration when building your budget. As you'll see as you work through this booklet, you will be defining the value of your project versus its actual cost.

COST: The price of a service or product

VALUE: The worth of a service or product

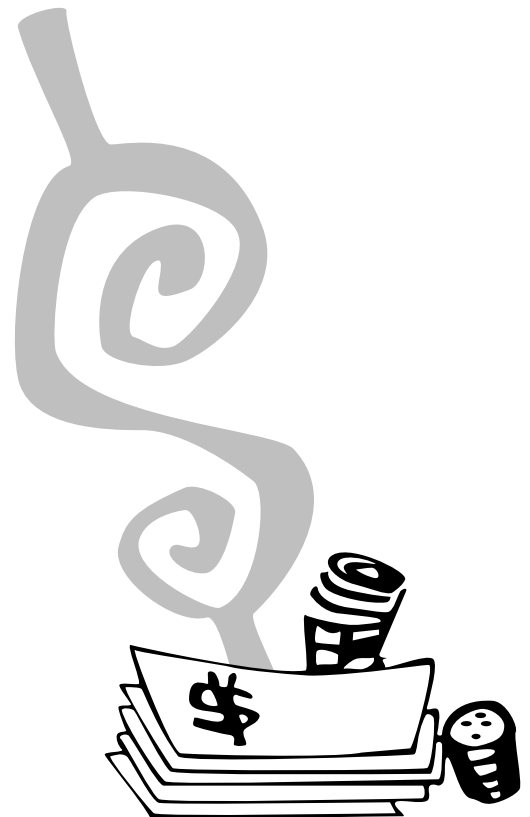
In the big picture, the value of your project may not be a financial issue at all — but it does have a financial cost and a financial value. For the purposes of this budget planner, which is to assist you in accomplishing a financial goal, we will focus on helping you define the financial value of your project as well as its cost, so you can determine your fundraising goal.

This budget planner contains tips and charts that will help you work out the cost/value of each of your project needs, and help you determine:

- ◆ the amount of money you would need if you were to buy every item you use and pay every person who works on your project;
- ◆ the value of the materials, services and human resources that are being donated, loaned or volunteered;
- ◆ the actual amount of money you will need to raise from all sources.

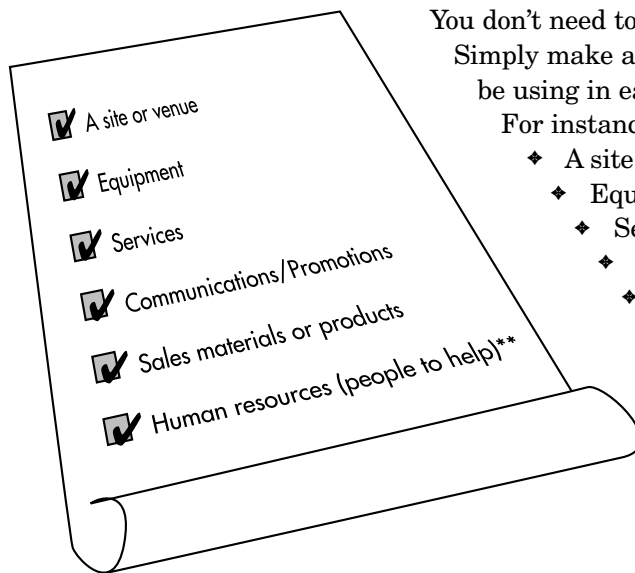
The first point and second points will give you a good idea of the financial (not environmental) value of your project, versus its cost. Many funding institutions like to see this type of information when they are considering your proposal for financial assistance. The Fundraising section will give you ideas on ways to raise money, obtain funding, or find additional donated or “in kind” services to offset cash requirements.

The final point — your actual fundraising goal — is where you will direct your fundraising efforts.



The Budget Process

Every project has different needs and different sources for materials and funds. The following budgeting forms will help you define your needs and estimate their costs and value. This will in turn help you set your fundraising goals.



You don't need to know the cost or value of anything at this stage. Simply make a list of everything you can think of that you will be using in each of the following areas.

For instance will you need:

- ◆ A site or venue
- ◆ Equipment
- ◆ Services
- ◆ Communications/Promotions
- ◆ Sales materials or products
- ◆ Human resources (people to help) **

Following are sections on creating budgets for each of the areas mentioned above. Breaking them down into "bitesized" budgets helps to visualize each action and its "line items", or individual costs. As you list the items that will be needed for each budget area, the "bitesized" budgets will help to ensure that the costs of small items aren't overlooked.

You may wish to photocopy the budget forms before you start filling them out, and use the copies as "first drafts" or working copies. If you have committees handling different areas of budgeting, photocopies will allow the committees to work independently.

If you will require a budget for an activity not included here, simply choose the budget form that best suits that activity, photocopy it and change the column headings to fit that activity.

Please read the tips on line items to include in each budget. Visualize the flow of your project or event, and picture each step you will take in each activity. This will help you develop your line items, and help make sure you don't forget anything.

While you are making your list of materials, services and volunteer assistance, if you know the cost or value of a line item, jot it into the appropriate column. You may need to research the cost/value of some of your line items. Just remember:

- ◆ Some of these resources or materials may have no dollar cost attached to them. They may be donated, loaned, or volunteered (as in services and people).
- ◆ Some of these resources may need to be purchased, and therefore do have a dollar cost attached to them.

All of them have a financial value. The values of all of these items, taken together and added up, represent the financial **VALUE** of your project.

All of the costs, taken together and added up, represent the financial **COST** of your project. This cost will become your **FUNDRAISING GOAL**.

At the end of this process, you will bring the totals of each of these smaller budgets forward to create your Budget Summary, or the total budget for your project.

- ** Each type of material or service you will be using has a value associated with it, even if you receive it for free or on loan. The hours of volunteer work you and your friends, neighbours or colleagues put into your project have great value. A leaflet from Heritage Canada is included to help you determine the value of the human resources to be spent in creating and implementing your project.

Site or Venue

Site or venue expenses like:

- ◆ use or rental fees
- ◆ site preparation costs
- ◆ power
- ◆ water
- ◆ liability insurance

... should be listed in the *Site Budget*.

To determine the value of your project, list ALL the expenses of the site, including items and services that are being donated or loaned.

Site/Venue Budget

Site Service/Material	# Req.	Source	Value	Cost	Purchase, donation, loan?
Total					

Equipment

Will you rent (or have them donated for your use) items such as:

- ◆ tables
- ◆ chairs
- ◆ tents
- ◆ portable toilets
- ◆ portable stages
- ◆ presentation booths
- ◆ sound or lighting equipment
- ◆ extension cords
- ◆ shovels, workgloves
- ◆ garbage and recycling containers
- ◆ trees for planting
- ◆ buses
- ◆ coatracks
- ◆ plates and cutlery

List these in your *Equipment Budget*.

Please note: Some of these items may belong in the *Services* budget, e.g. bus service, or a sound and lighting service that includes the equipment.

To determine the value of your project, list ALL the equipment you will require, including items that are being donated or loaned.

Equipment Budget

Equipment	# Req.	Source	Value	Cost	Purchase, donation, loan?
Total					

Services

This budget is for ALL of the types of services, paid and donated, that are required to complete your project. These may be city or municipal services not connected to your site budget and for which there is a charge. Or they may be services, donated or paid for, by companies or organizations who are either in that business (like a restaurant that provides you with food service) or who sponsor the activity (e.g. a local clothing store pays for the food service).

Will you require services (paid or donated) like:

- ◆ food service
- ◆ power boosts
- ◆ audio-visual services (in addition to equipment)
- ◆ waste removal
- ◆ accounting
- ◆ legal service

List all professional services in the *Services Budget*.

Services Budget

Services	Time or # Req.	Source	Value	Cost	Purchase, donation, loan?
Total					

Communications & Promotions

Communicating and promoting your project or event is a specialized activity with costs and values associated with it. Yes, some of these are services. But if they contribute directly to communicating or promoting your activities, they belong in this budget.

They include:

- ◆ mailing costs (handling, postage, etc.)
- ◆ photocopying
- ◆ paper stock, envelopes
- ◆ presentation kits
- ◆ typesetting
- ◆ printing
- ◆ photography
- ◆ sign painting
- ◆ poster production or purchase
- ◆ brochures
- ◆ telephone and fax charges

Special Promotion

If your local radio or television station or your local newspaper stages a special promotion, helps you create a public service announcement or any other promotion dedicated to your event, include the value of that service here.

Note:

Media promotion is in *advance* of your event. News coverage of your event is not promotion. News stories about your organization or activities (although wonderful), or calendar listings, are not promotion. Your local radio station broadcasting information about your event to help you get the word out IS promotion. So is a dedicated page in your local newspaper. Ask them how much they would charge to do the same amount of advertising for someone: that's the value of their service to you.

Gifts and Goodies

Also list here any special rewards or awards for your volunteers and participants: unsolicited prizes (“best face painting”, “fastest stream clean-up”, spot prizes and door prizes), lunch, t-shirts, buttons, thank you gifts. Don't include raffle items or any item for which tickets are sold (these belong in your *Sales* budget).



To determine the value of your project, list ALL the expenses of communications and promotion, including items and services that are being donated or loaned. Include the value of promotional support you receive from local radio, television and newspapers!

Communications & Promotions Budget

Equipment	# Req.	Source	Value	Cost	Purchase, donation, loan?
Total					

Sales and Fundraising

Products you will offer for sale to your participants or people attending your event may include items like:

- ◆ t-shirts
- ◆ flower seeds
- ◆ buttons
- ◆ music tapes and cds
- ◆ posters
- ◆ environmental products

You may also:

- ◆ offer products in a silent auction or raffle
- ◆ charge an entry fee for your event

These and other fundraising efforts should be listed under *Sales Budget*. (Don't put the "best of" and door prizes that are to be awarded, since you've already got them in your *Communications & Promotions Budget*.)

To determine how much profit you can anticipate making through sale of merchandise, auction sales raffle tickets or other fundraising sales, include the cost to you of **ALL** merchandise, and any costs associated with its sale. Include the value of items or services that are donated for sale or auction, the production or purchase of raffle tickets or any materials created specially for your sales fundraising initiative. If you are paying staff to sell merchandise, include that cost in your Sales and Fundraising budget.

A Note On Sales and Fundraising:

Your fundraising goal is the money you need to raise to pay for the project you are planning. You may plan to raise funds through the sale, auction or raffle of merchandise (or services) that you have to purchase, or which may be donated to you. The merchandise or service has a financial value and may have a financial cost.

If these types of sales activities are intended to raise money to help pay for the project you are planning, then that money becomes *income* into the project. Your estimated "net sales" (profit after expenses) are part of your fundraising goal.

THIS IS DIFFERENT if you are planning a fundraising project to:

- ◆ raise money for another environmental project
- ◆ to donate to an environmental charity
- ◆ to help fund your own organization's ongoing activities

... these monies — or a portion of them at least — are NOT intended to pay for your project. You will be trying to save money on the actual project by having as much of the materials and services donated as possible. A classic example is a fundraising dinner, or a charity auction. The money that is raised by such a project are called PROCEEDS — (in business, they are called "net profits"). This budget planner will help you determine how much money you need to raise to cover your costs, whether your goal is to create PROCEEDS or a butterfly garden.

Sales and Fundraising Budget

Use the top portion of this budget to determine your Sales and Fundraising costs. The lower portion will help you determine the amount of money you will earn from the sale of merchandise, products, services, auction items, etc. Be conservative in the amount of merchandise you estimate you will sell and the prices you may estimate receiving for each auctioned or raffled item.

Estimated Costs:

Sales Services/Materials	# Req.	Source	True Value	Cost to you	Donation/purchase
Total Value ➤					➤ Total Costs

Estimated Revenues (Gross)

Sales Service/Material	# to be sold	x Sale price	= Gross profit
Total Gross Profit			

* The Net Profit is the money you will make from your fundraising sales after expenses.

NET PROFIT *

Gross Profit		-		=	
			(subtract total costs)		

Human Resources Budget

To determine the value of your project, remember that the people who make it happen (including YOU) are providing extremely valuable commodities: their time, wisdom and energy.

How many hours have you and your tireless and committed co-planners put in so far? How many hours of tireless and committed volunteer hours will it take to complete the project (best estimate)? The booklet called “How to Estimate the Economic Contribution of Volunteer Work” will help you determine a standard value for volunteer hours. If people are donating time in their professional capacities, ask them to estimate how much they would charge for the service, and use that value in your budget. There is a section for paid staff costs. If you receive professional services at a reduced rate, put the cost to you in the “Cost” column and that person’s full rate in the “Value” column.

Are there paid staff on the project? If so, enter this cost in the Human Resources Budget. Staff time that is paid for through an employment program, secondments from agencies or business, are all paid staff. The agency or sponsor who provides you with this assistance will be able to tell you the financial value of this support.

Human Resources Budget

Person's Name	# hrs.	Value per hr.	Cost per hr.	Total Cost	Total Value	Activity/Responsibility
Totals						

Finalizing your budget

NOW, having listed everything you can think of, what is its value/cost?

- ◆ If it is a service or material that is being donated, ask the person or organization who is donating it what it would cost if you were paying full price for it. Enter that amount in the “Value” column in that Budget.
 - ◆ If you are paying full price for the product or service, enter that amount in the “Cost” column in that Budget.
 - ◆ If you are being given a special rate on a product or service, enter the rate you will be paying in the “Cost” column, and the full price* in the “Value” column.
- * Some people are confused by this and think they ought to deduct the cost from the full price to simply reflect their saving. Remember, you will be comparing the true value of your project to the true cost. In the final process, you will see that the difference between the value (high) and the cost (not as high) of your project. This difference will represent your savings.
- ◆ Add up each column in each Budget. Then transfer these totals to the corresponding lines and columns in the *Budget Summary*.

The Budget Summary

- ◆ Add up the “Total Value” and “Total Costs” columns in your *Project Budget*. If you have a number of donated products and services, and great volunteers, you will be pleasantly surprised by the true financial value of your project even in its planning stages.
- ◆ If your estimated Net Profit in your *Sales Budget* will be used to offset the costs of your project, subtract it from the “Total Costs” column.
- ◆ The final entry in your “Total Costs” column is now your fundraising goal.

The moment of truth

Fundraising Goals

Transfer the costs and values totals from each of the budgets into the corresponding columns below, and total each column at the bottom of the chart.

Budget	Total Values	Total Costs	
Equipment Budget			
Services Budget			
Communications & Promotions Budget			
Site Budget			
Sales Budget			Net Profit
Human Resources Budget			↓
	Total Value:		
	Subtract net profit (if applicable)	↓	
		↓	
		↓	
		↓	
		↓	
		↓	

You have now determined the financial cost of your project, which can be compared to the true financial value you have calculated. You have also estimated the amount of money you will need to raise through financial fundraising or sponsorship (your fundraising goal).

This is your FUNDRAISING GOAL.

WHAT'S THE VALUE COLUMN FOR?

The environmental value of your project may be incalculable. For fundraising purposes, both the environmental and the financial value of your project should always be stressed to potential sponsors and funders. Not only does it put the cost of the project in perspective, but it also gives investors and donors an indication of the strong support your project has from the rest of the

community — whether that support is financial, in kind or volunteer. Whether you seek support from straight donations, business sponsorship, foundations, government agencies or a group of your closest friends, the value you have calculated will help to illustrate that your project is a winner. And everyone likes to back a winner.

Fundraising

Depending on your budget, you may need to do some simple community-based fundraising, or some serious corporate and foundation research.

If you think of your project in terms of a venture, you will be seeking *investors* or *stakeholders*. These come in all shapes and sizes, from all sectors of your community. An investor or stakeholder is simply someone who has a *vested interest* in your project. Your volunteers, the community you live in, are also stakeholders. We have already calculated the financial value of their contributions in the budgeting process. Here we are discussing stakeholders who will make a monetary contribution to offset your expenses.

Your investors can range from government programs that are committed to supporting community environmental programs to foundations and service clubs that have a charitable commitment to environmental or community-based activities, to local businesses whose main goal is to interact with their community and provide a lasting benefit.

No matter which sector(s) you approach for financial assistance, you will need to match your project to that organization's charitable or program support goals. The best way to determine what these goals are is to ask the donations or programs officer. Professional fundraisers will tell you that the most important skill they possess is the ability to *listen*. As you hear

what the potential funder is telling you, you may discover opportunities for you to see your project from a new point of view, to find creative matches between your goals and the goals of investors.

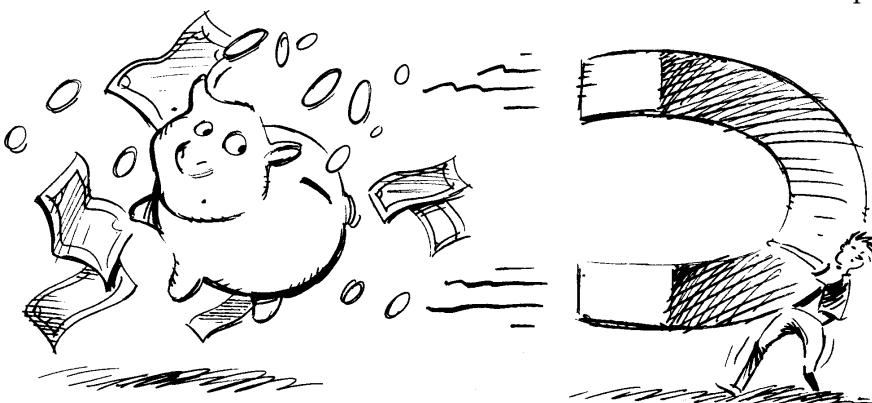
Add to some of the great ideas in your *Community Action Network Manual*:

Government

- ◆ Check with your local government to see if they have a funding program for community projects like yours.

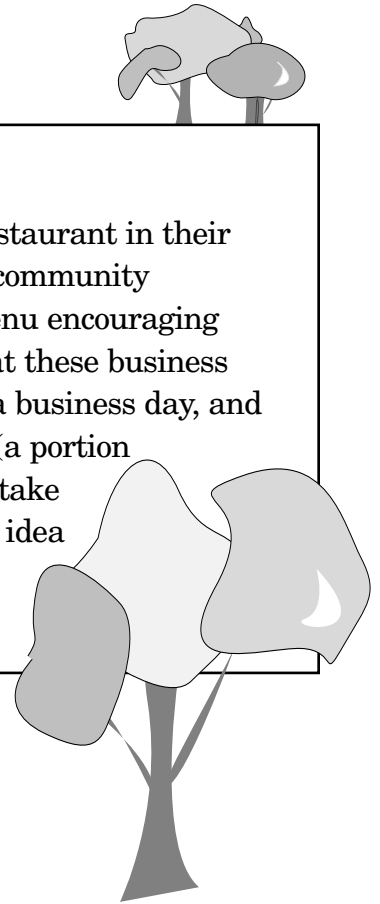
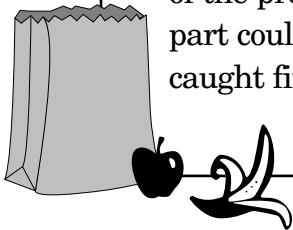
- ◆ Call your provincial environment ministry to find out what funding programs they have available. Ask them for the guidelines of each program.

- ◆ Check with the provincial office of Environment Canada for an application to the Action 21 funding program. Chat with the funding officer, who will help you with this application.



Case Study: Creative Community Partnerships

One enterprising organization recruited the help of a popular local restaurant in their neighbourhood to help raise awareness, funds and participation in a community naturalization project. The restaurant inserted a flyer in its lunch menu encouraging local business people to help with restoring a neighbourhood park that these business people could enjoy during breaks. The planting project took place on a business day, and the restaurant offered special box lunches to the planting volunteers (a portion of the proceeds were donated to the project). Customers who couldn't take part could make a financial contribution through the restaurant. The idea caught fire, and several businesses in the area supported the project.



- ◆ Does your project focus on activities or results that may be of interest to other government agencies (e.g. Health, Natural Resources, Education or Culture)? Research provincial and municipal agencies that represent those areas to get information on their funding programs.

Government funding programs are time consuming, and deadlines for applications are firmly set. Call right away to find out if your project matches the guidelines, and to ensure you have the time to meet the next deadline. There have also been a lot of cut backs, so some grant sources may be depleted or simply gone. In some instances, a program may have been replaced with another initiative with a different focus. Your project may qualify for the new program. So if you call about a specific program and find it has been cut, ask about new ones!

Community

- ◆ Local chapters of service clubs (like the Rotary or Lions Club) are among the world's best community-based fundraisers. They may want to be part of your project, with volunteer assistance and other valuable services. They may be able to assist you by staging a fundraising event. They may also have a funding program — be sure to ask them!
- ◆ Silly stuff sells! Bake sales, rummage sales, bingos and raffles are popular because they work, and they're FUN. If your group can, consider selling services (like lawn clean-ups) to members of your community to help raise funds.

Business

Local businesses can be very supportive of projects that improve the community. Contact their community affairs or public relations department to ask how to approach them for their support. Generally they require a letter requesting a donation.

Think about the businesses in your community. Their employees and customers are your neighbours. They have a vested interest in being part of what the community is doing. Now, which businesses are the most likely to take part?

- ◆ Retail stores, especially those that feature environmental or health-related products.
- ◆ Are you doing an outdoor project that involves planting or restoring a community-use area? Hardware stores that have garden centres, sports and outdoor equipment retailers are natural allies. If they can't support you with a direct donation, can they donate a product that you can raffle? Or can they supply you with shovels, plants or other materials for your project? (See "In Kind Donations")

Note: The Mountain Equipment Coop is committed to supporting local environmental initiatives. If there is a Mountain Equipment Coop store in your area, contact them for an application for financial assistance.

- ◆ Don't overlook grocery chains and supermarkets. They may have regional departments in charge of sponsorship or donations. Can they supply materials? How about getting their employees involved as volunteers?
- ◆ Banks, especially Canada Trust (see Foundations) and Royal Bank have great track records in supporting community-based environmental initiatives. Call the donations officer at Royal Bank.
- ◆ Hotels and restaurants are important community members. Again, if they don't have a donation budget, can you raffle a dinner for two or a weekend getaway?
- ◆ What other types of businesses are in your community? Check your Yellow Page headings, and then target the individual businesses in each heading that are most likely to want to take part. (Yes, there is a heading for Portable Toilets. Do you need one at your event? Call local suppliers and ask them to help!)

Foundations

Researching the appropriate foundations through the *Canadian Directory of Foundations* (found in your local library) is very important. Always call and chat with the person responsible (they will be listed in the Directory), or write them a short letter outlining your project and requesting their guidelines, before you try to make a grant application. This can be a long and involved process. The benefits can be great, especially in terms of the long term relationship you may develop in support of future projects.

One foundation that is dedicated to supporting community-based environmental projects is:

- ◆ Canada Trust's *Friends of the Environment Foundation*. Drop into the branch closest to you and ask for an FEF funding application. Also ask for the name of a Canada Trust employee who handles enquiries and applications for the area in which your project is taking place. This person can help you in submitting your application in a timely fashion, and can answer any questions you may have. FEF chapters meet every 1-4 months. You will need to submit a complete project budget and a budget that breaks down the expenses for which you are requesting funding. Make sure you are applying to the right chapter! Some larger communities and all large cities have more than one chapter, and you want to submit your application to the chapter that is closest to your project.
- ◆ As you develop a list of possible investors and their areas of interest and funding guidelines, think of the ways in which you can make your project a win-win for both you and your investors.

TERMS OF FINANCIAL ASSISTANCE

Deliverables:

Anything you promise anyone in return for funding. This could be including their logo or name on your materials, providing an opportunity for them to speak at your event, or planting a tree on their property. Fulfilling your end of the deliverables DOES NOT take the place of saying thanks when it's all over.

Donation:

This is an unattached financial contribution, generally made to the overall project. Donations can come from individuals, companies or foundations. Unattached means that the money is not ear-marked for a specific program component or activity, and there are no specific deliverables (things you must provide in return) — except of course your thanks and perhaps a charitable receipt.

Funding:

Generally refers to financial support given to all or specific portions (Grants) of your project, usually through a government program or foundation. For instance, one funder may choose to provide the money required for printing and distributing information. Another funder may contribute to your event activities, e.g. buying trees to plant. Funding is generally attached to some form of recognition for the funder, e.g. mention in your brochures, on your posters or banners, in your media materials.

TERMS OF FINANCIAL ASSISTANCE (continued)

In Kind:

Any support, product, material or service provided to your project *in return for something you provide the donor*. If a restaurant caters your event and in return you put their name on your poster and promote their contribution, this is an in kind agreement (or sponsorship). If they simply donate their services or products, it is an in kind donation.

Sponsorship:

Generally, your sponsors will come from the business community. Most sponsorships are general contributions (e.g. not attached to a specific activity, but support the whole project), and have deliverables attached to them.

What to do

Each type of funder will have a different process for receiving requests for financial assistance. Some people become frustrated or confused by the process. If you're one of them, take a deep breath and be prepared to take a ride on the paper trail!

For your own peace of mind, keep this in mind: businesses, government agencies, foundations — all your potential funders are accountable to the public and/or to their own investors. They are asking you to follow the system they have developed to identify suitable projects for their funding, and to track their investments for their own internal auditing systems.

1

First, contact the person or department responsible for funding projects. This may be the executive director of a foundation, the donations officer or public affairs department of a company, or the funding program officers in a government agency. In almost every case, there is a person at the other end whose job it is to help you. Make sure you reach the right person.

2

Government funding programs and foundations usually have funding guidelines. There may be several different programs, and your project may fit into more than one (e.g. A funder may have a program to fund community projects, and a program to fund naturalization projects. If you are doing a community naturalization project, you need to decide which program most closely fits your project.)

Talk to the funding officer about the different funding programs. Ask to have the guidelines sent to you. When you receive them, read them carefully. If you are uncertain of the

meaning of any part of it, call the program officer and ask him/her to clarify it for you.

Note: Don't feel that you are supposed to already know how to make these applications, and don't be shy to ask questions. There are professional fundraisers in the world — and even they get stymied by some funding guidelines. Remember, these are guidelines, not directions.

3 Businesses have several different methods of making charitable contributions. If you have a great community project planned, speak to the person responsible for public affairs. Chat briefly about your project, offer to send him/her an outline.

You have at least three opportunities with a local business. You may be able to combine two or more of these opportunities into an irresistible “package” for your business supporter.

- ◆ Ask for a straight cash donation to support your project.
- ◆ Meet some of their marketing goals by providing them with an opportunity to sponsor your project.
- ◆ Involve their employees (who are members of your community) in a positive community environmental project through the community affairs or human resources department.

The public affairs department can help to steer you in the right direction.

You may be advised to send a donation request to the donations committee. Ask for and follow instructions. Make sure you ask when the next committee meeting will take place. Send a cover letter briefly describing your project and its benefits to the community and the environment.

Tips:

- ◆ Tell them what your overall budget is. You may want to include a copy of it (you can use the Budget Summary).
- ◆ Let them know the kind of support you already have (e.g. 60 volunteer students, or a grant from a foundation, or a city approval).
- ◆ Ask for a specific amount of money, e.g. “Your donation of \$250.00 will help to meet the costs of the program.”
- ◆ Provide them with an executive summary, budget (see above), letters of commitment or support. Make this a neat package that will “flesh out” your request.

If there is an opportunity for sponsorship (see “*Terms of Financial Assistance*”, you will want to create a funding proposal. In a sponsorship relationship, you will want to identify the benefits (or deliverables) you can provide your sponsor. Logos or mentions on event posters, in media materials, etc. are the most common benefits.

Remember, “in kind” sponsorships or donations are exactly like cash sponsorships or donations. If you are seeking in kind support from a company, provide them with the same information and materials you would in seeking a financial contribution.

As a member of the Earth Day Community Action Network, you may contact Earth Day Canada to assist you with the development of your budgets and fundraising materials.

Important note: When developing sponsorship agreements, please refer to the “Trademark Info” insert. If you have any questions or concerns, please contact Earth Day Canada for assistance.