



**every woman counts!**

## **Women Build 2019**

**Practical tools to help your fundraising efforts**

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## Welcome!

**Habitat Quebec is happy to help you in your fundraising efforts in the following ways:**

- Online support through the website ([www.batisseuses.com](http://www.batisseuses.com)), where you can create a custom page, raise funds and track your progress.
- Remittance of receipts for tax purposes (according to the guidelines of the Canada Revenue Agency).
- Information regarding the Women Build program (highlights, fact sheet).
- Letter of support to validate the authenticity of your fundraising efforts.

**Your fundraising campaign is engaging, energizing and fun!**

## Tips and Ideas for your Fundraising Campaign

- 1. Set a goal:** Think big! Strive to surpass your expectations and collect a minimum of 500 \$. The more money you raise, the greater your impact will be. Set a goal for each person or your team.
- 2. Show your commitment:** Get involved and make the first donation! Once your friends, family and colleagues see your name and your contribution, they are sure to follow and encourage your efforts.

### Approach

- 1. Promote your initiative:** Announce your implication with HHQ to your social network and explain which impact you will have for families from Québec! Send letters and emails to your circles of acquaintances (family, friends, colleagues) and you even can call your local newspapers!
- 2. Recruit partners:** Ask your family first. Once you've practiced on your loved ones, it easier to approach those you don't know as well.

Ask your customers, colleagues, suppliers, classmates and anyone else you can think of. Make a list of places where you spend your money; don't forget your hairdresser, accountant, mechanic or your favorite restaurants.

- 3. Face to face meetings:** Asking a donor in person always has a higher success rate. Talk to people, visit people, it allows them to see your enthusiasm regarding the cause of HHQ and the upcoming Women Build event.
- 4. Educate the donors:** It's possible that donors don't know much about Habitat for Humanity Province of Quebec or the Women Build (Les Bâtisseuses) program. Once people understand the impact of your efforts, they may be more inclined to encourage you. Encourage them to visit our website - [www.habitatqc.ca](http://www.habitatqc.ca).

5. **Follow up:** If you haven't received a response, follow up with a phone call or quick text or email.
  
6. **Company:** Contact the communications or human resource departments to see if your company has a specific program/policy for donations. Very often, if a company doesn't have a specific cause that it supports, you may be lucky and they may choose to contribute to your cause.
  
7. **Organise a fundraising event:** Fundraising events can be fun. It's a quick and easy way to generate funds in just one day. Get together with friends, neighbors and/or work colleagues and organise a special event such as a garage sale, a barbecue, a treasure hunt, anything that you can think of that will allow you to raise money and help you reach your goal:
  - Garage sale
  - Barbecue
  - Lemonade Stand
  - Spaghetti dinner
  - Any other ideas

## Important Information

- 1. Thank your donors:** Make sure to follow up and thank those who have encouraged and helped you achieve your goal. You can send them emails or cards and photos once the event is over to share your experience.
- 2. Transfer of funds:** Donations by credit cards can be made online on your personalized page. You are asked to hand deliver cash and cheques on the construction site or to send them by mail to Habitat for Humanity Province de Quebec at 4377, rue Notre-Dame West, Montreal, Quebec, H4C 1R9.

**Please do not send cash by mail.** You can bring that money on the construction site and hand it to an employee of HHQ.

For the donation send by mail, it is important to include a letter indicating your name and your address as a Bâtitseuse.

- 3. Official receipts for income tax purposes:** Receipts can only be issued for donations of \$50 and more. Some restrictions apply. HHQ needs:
  - full address including postal code;
  - phone number;
  - amount for every donor.

Receipts will be issued exclusively for donation over \$50. Restrictions apply.

## Fundraising Strategy

In order to help you, HHQ establishes a strategy that will facilitate your fundraising campaign and will give you ideas.

**Goal: 1000 \$**

Tips		Amount
Step 1	Make the first donation	\$50
Step 2	Get a 50 \$ donation from two members of your family	\$150
Step 3	Ask five friends to contribute 25 \$ each	\$275
Step 4	Ask five of your colleagues to contribute 25 \$ each	\$400
Step 5	Ask five of your neighbors to contribute 25 \$ each	\$525
Step 6	Ask five members of your sports team or your social network to contribute 25 \$ each	\$650
Step 7	Ask your company to match the donations of you and your colleagues for a total of 175 \$	\$825
Step 8	Ask five local store owners to contribute 25 \$ each	950\$
Step 9	Ask your doctor, dentist or the person that manages the gym you work out at to contribute 50 \$ each	\$1 000
Step 10	Express your gratitude to all those who have encouraged you by sending them emails or thank you cards	<b>\$1 000</b>

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## General Information regarding donations for Habitat for Humanity Quebec

### A. In what cases are donors eligible to receive a tax receipt for a charitable activity?

HHQ sends a tax receipts in the following cases:

- The gift is made by an individual who is 18 years and older;
- The individual must provide all contact information such as name, full address including postal code, phone number;
- The donation must be more than \$50 and requested.

### B. Who do I make out the cheque to?

All cheques and money orders should be made payable to Habitat for Humanity Province of Quebec. HHQ cannot cash cheques made out to one of its programs (ex. Women Build or Team Build etc.)

### C. The donor has lost the original receipt. Can it be replaced?

Yes, requests for replacement must be made by email to Cecilia Genkin at [cecilia.genkin@habitatqc.ca](mailto:cecilia.genkin@habitatqc.ca).

### D. Who is the official receipt addressed to?

In general, the official receipt must be issued to the actual donor. In the case where the gift was made by two people, the receipt can be issued in either name.

### E. How long is the tax receipt valid?

It is valid for five years from the date of issue.

To learn more about the income tax laws and tax savings, tax receipts, charities and donations, visit the following websites:

Revenu Québec : [www.revenu.gouv.qc.ca](http://www.revenu.gouv.qc.ca)

Canada Revenue Agency : [www.arc.gc.ca](http://www.arc.gc.ca)