



FUNDRAISING HANDBOOK

**Your guide to fun and effective ways
you can raise money and toys to
help deliver the 'Spirit of Christmas'
to kids in Edmonton!**



YOUR SUPPORT MAKES A DIFFERENCE

Thanks to amazing supporters like you, children in Edmonton experience the joy of receiving new toys at Christmas.

Through events like toy collections, golf tournaments, bake sales, and auctions, donors are thinking of creative ways to make a difference in the lives of vulnerable children in our community...and having fun while doing it!

We are so grateful to the many individuals and groups who organize and coordinate events throughout the community and choose to donate the proceeds to 630 CHED Santas Anonymous. No matter how large or small, these initiatives are invaluable to the overall fundraising and awareness efforts of Santas Anonymous . We look forward to working with you!

Thank you for everything you are doing to help deliver the 'Spirit of Christmas' in Edmonton.

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WHERE YOUR DONATION GOES

The mission of 630 CHED Santas Anonymous is simple: to see every child receive a new toy at Christmas.

Since Jerry Forbes founded the charity in 1955, that mission has stayed the same.

Relying on thousands of volunteers and donors, 630 CHED Santas Anonymous now collects, sorts, packages, and delivers toys to over 20,000 children every year.

“Wouldn't it be great if there would be no needy kids and every kid had a present? Not a used present - with wheels stuck on and repainted - but a brand new present.”

- Jerry Forbes

Your donation makes an incredible impact on children in Edmonton. Because of you, they know they are remembered during the holidays. We aim to have each child's gift package include:

- **Toys** - Play is the work of childhood! Play allows children to use their creativity while developing their imagination, dexterity, and physical, cognitive, and emotional strength.
- **An age appropriate book** - Books help kids develop basic language skills and profoundly expand their vocabularies—much more than any other media.
- **A stuffed animal or blanket**- Soft toys feel, smell, and look familiar. It's a portable reminder of the comfort and security that helps enable children to feel more confident as they venture into the world outside



THE APPLICATION PROCESS

- Decide what kind of fundraiser you would like to do and how you will raise the funds or toys.** Page 6 of this handbook provides you with some ideas to get your creativity flowing.
- Submit the application online.** Please call 780.428.8697 or email santa@santasanonymous.ca with any questions.
- Wait for approval.** Once you have submitted your application form please wait for approval from the Santas Anonymous before you begin promoting your event. The approval process can take up to five business days.
- Host your event or toy drive (Don't forget to tag @santasanonymous on social media during your event!)**
- Once your event is over:**
 - Please submit your donation to Santa's Depot within 30 days of your event.
 - Call 780-428-8697 to drop off the donations in person or schedule a cheque presentation. Otherwise, you can make an online donation [here](#) or email money transfers can be sent to santa@santasanonymous.ca (please event details in the notes section so we can credit your fundraiser)





HOW WE CAN HELP

We want to help make your fundraiser or toy drive as successful as it can be! We've prepared a selection of tools you might find useful:

- **Approval Letter** This letter confirms that 630 CHED Santas Anonymous is aware of and approves of your fundraiser.
- **Customized Online Donation Form** Make an even bigger impact with an online collection form and QR code customized with your group or company's information and logo.
- **Donation Tracking Form** For in person events, we can provide you with donation tracking forms to keep track of who contributed to your event so we can issue tax receipts to donors of \$25 or more.
- **Branded Signage** Posters are available for your toy drive or fundraiser as supplies last
- **Printable Posters** Once your application has been reviewed, you'll receive a confirmation email with logos and a printable poster
- **Collection Boxes** A limited number of collection boxes are available each year
- **Promoting Your Event** If your initiative is a public collection or event we can help promote on santasanonymous.ca and on social media.

Tag Us! #YEGSANTAS  @630CHEDSANTASANONYMOUS

 @SANTASANONYMOUS  @SANTASANONYMOUS

Please note: Promotional material must clearly state that you are conducting a fundraiser in support of 630 CHED Santas Anonymous. Please send promotional material for approval by 630 CHED Santas Anonymous before distribution.



FUNDRAISING IDEAS

A-thon's

- Bowling
- Dance
- Run
- Skate
- Swim
- Walk

Auctions

- Art Auction
- Live Auction
- Online Auction
- Silent Auction

Contests & Games

- Bean Bag Toss Bingo
- Chili Cook-off
- Eating Contest
- Dunk Tank Easter
- Egg Hunt Gaming
- Contest Guessing
- Contest Costume Contest
- Pumpkin Carving Contest
- Singing Contest

Tournaments

- All Sports/Olympics
- Hockey
- Paintball
- Pool
- Golf
- Online Gaming

Sales and Concessions

- Art Sale
- Bake Sale
- Book Sale
- Concession Stand
- Cookbook Sale
- Craft Sale
- Garage Sale
- Popcorn Sale
- Re-gifting Sale



OTHER IDEAS

- Antique Car Show
- Battle of the Bands
- Battle of the Sexes
- Brown Bag Lunch Day
- Car Wash
- Carnival
- Concerts
- Dances
- Donate In-lieu of Gifts
- Fashion Show
- Garden Party
- Head/Beard Shave
- Holiday Character Lock-up
- Holiday Flower Sale
- Holiday Tree Festival
- Jail n' Bail
- Jeans Day/Casual Day
- Jewellery Party
- Karaoke Night
- Miles for Miracles
- Motorcycle Rides
- Parking Spot Auction
- Pie Toss
- Potluck
- Potluck Theme Party
- Roof Sit
- Round-up
- Run/Walk 5km's
- Spirit Chains
- Super Bowl Party
- Sporting Events
- Talent Show
- Treasure Hunt

