



## Fundraising Kit

Thank you for your interest in generating awareness and support for Hannah House Maternity Home. We are very excited to partner with individuals and businesses like you who are seeking to help us transform lives around the world! This kit will give you all the information you need to get started.

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## Raising Funds for Hannah House

You may choose to raise funds through your organization, church, or through a private fundraising event.

### PLEASE NOTE:

If you are interested in fundraising for Hannah House and would like to receive materials from us such as brochures, giving envelopes or use of our logo, please complete the enclosed [Request Form](#) and return it to Hannah House. Your request will be reviewed and you will be notified as soon as possible regarding your request.

- **Fundraising Dinners:** Invite your friends, family, and members of your community to learn about Hannah House and to get involved by donating to our organization.  
We suggest you:
  - Use the talking points we provide you
  - Show our five (5) minute DVD to introduce Hannah House to your audience
  - Pass out brochures and giving envelopes, and ask individuals to donate to our ministry
  - State your goal clearly at the event
- **Other Small Events:** Plan a yard sale, bake sale, silent auction, car wash, sports tournament, or other fun event, and donate the proceeds to Hannah House.
- **“In Honor of” Gifts-** Honor someone on a special occasion such as a birth, birthday, marriage, anniversary, or holiday by giving to Hannah House, or ask others to make a donation to Hannah House in lieu of a gift on your special day.
- **“In Memory of” Gifts-** Honor a loved one through a special gift to Hannah House, or ask others to make a donation to Hannah House in memory of your loved one in lieu of flowers.
- **Christmas Donations-** Collect monetary donations or gift cards for our Christmas Blessing Campaign to help us make this Christmas special for all of our residents. Contact our office at 905.353.8552 ext.204 about making donations to our Christmas Blessing Campaign.
- **Baby Showers-** Host a baby shower for one of our pregnant residents and collect items and monetary donations to give to her. Contact our office at 905.353.8552 ext.204 about our current needs for pregnant residents.
- **Matching Gifts-** Multiply the impact of your giving through your employer. Many companies are willing to match the financial gifts given by their employees to charitable organizations.
- **Employer Foundations** – Contact our office at 905.353.8552 ext.204 if you know of potential funding opportunities through your employer’s foundation.

## Special Options for Businesses

### PLEASE NOTE:

To comply with federal regulations, if your business is donating a percentage or specified amount of corporate sales, the sales of a specific good or service, or the entire amount of a good or service to Hannah House, the percentage or amount donated must clearly be listed on ALL printed materials, including your website, or other promotional materials, and on the product itself.

- **Proceeds from Sales:** Donate a percentage or specified amount of corporate sales or the sales of a specific good or service to Hannah House.
- **In-Store Fundraising Events:** Host a one-time or recurring special event in your store and encourage customers to donate to Hannah House.
- **Product Donations:** Donate products for our homes and/or residents to help us keep our operating costs low. Contact our office at 905.353.8552 ext.204 for a list of current needs.
- **Christmas Donations:** Collect monetary donations or gift cards for our Christmas Blessing Campaign to help us make this Christmas special for all of our residents. Contact our office at 905.353.8552 ext.204 about making donations to our Christmas Blessing Campaign.
- **Matching Gifts:** Implement a matching gifts program, and match any donations your employees make to Hannah House.
- **Change for Life Baby Bottle Campaign:** Register to have your business receive a one (1) litre baby bottle to be on display at your cash-out counter or reception desk, for customers and clients to donate spare change to Hannah House. Our Change for Life Campaign runs from Mothers Day to Fathers Day each spring. Contact our office at 905.353.8552 ext.204 for more information.
- **Spring Breakfast:** Sponsor a table for our Annual Spring Breakfast event. For more information, please contact our office at 905.353.8552 ext.204.

## Special Options for Churches

- **Missions Budget:** Consider making Hannah House a part of your church's mission budget and commit to making a monthly or yearly donation.
- **Loonie for Life:** Consider coordinating a 'Loonie for Life' drive and ask every member of your congregation to donate one dollar to Hannah House.



- **Life Groups/Sunday School Classes:** Approach your small group and encourage them to support Hannah House in one of the following ways:
- **Sponsor a young woman in our program-** (see next page for sponsorship opportunities)
- **Host a baby shower** - Host a baby shower for one of our pregnant residents and collect items and monetary donations to give to her. Contact our office at 905.353.8552 ext.204 about our current needs for pregnant residents.
- **Collect Christmas donations:** Donate gift cards or make a donation to our Christmas Blessing Campaign to help us make this Christmas special for all of our residents. Contact our office about making donations to our Christmas Blessing Campaign.

## Establishing Fundraising Goals

There are a variety of levels of financial support you may choose to provide for Hannah House. Below are general giving opportunities which can help you establish your fundraising goals.

### Sponsorship Opportunities:

- **Sponsor a Young Woman:** Sponsor one of our residents for a day, a month, or for her entire journey through our program at Hannah House.
  - One young mom and baby for one day \$175
  - One young mom and baby for one month \$5,250
  - One young mom and baby for six months \$31,500
- **Sponsor a Room:** Pledge \$10,000 or more to name a room in our home.

### Other Options:

- **General Donation:** Give a one time donation in any amount to Hannah House for general operations.
- **Become a Monthly Partner:** Commit to giving monthly to Hannah House, through automatic debit transactions, Visa or Mastercard. Donations can be made in any amount, comfortable within your personal budget.
- **United Way:** Designate your United Way gift for Hannah House.
- **Planned Giving:** Give a gift that will continue giving to the future of Hannah House. Planned giving includes gifts from wills, estates, insurance products, retirement accounts, and trusts.

## How to Send Multiple Donations to Hannah House

- Hannah House will provide you with giving envelopes and donation cards to distribute at your fundraising or awareness event. Please complete our **Fundraising Kit Request Form**.
- Please encourage all individuals to seal their giving envelopes and mail them in to Hannah House at their convenience.
- If you prefer to collect the envelopes at your event and drop them off or mail them in, please send them to Hannah House via FedEx or other form of shipment that can be tracked. Please contact our office at 905.353.8552 ext.204 to let us know you will be sending in donations.

## Tax Deductibility of Donations

**Hannah House Maternity Home follows these procedures to receipt donations, in order to remain in compliance with the Charities Directorate of Canada for accountability.**

- **Donations:**
  - Hannah House will provide a tax-deductible receipt to all donors over \$10.00 for the exact amount of their donation. Donations can be in the form of cash, credit card, or cheque. Charitable receipts are mailed annually in February for all donations received in the previous calendar year.
  - If you are personally donating a portion of your company's sales or donating the proceeds from a fundraising event, Hannah House will send you a tax-deductible receipt upon request.
  - If you ask people to give directly to Hannah House at an in-store or fundraising event, Hannah House will send a tax-deductible receipt to the individuals, so long as the necessary contact information (name, address and phone number) is gathered.

## Hannah House Resources

We would be happy to provide you with resources to make your fundraising efforts a success. Fill out the enclosed **Request Form** to request any of the following resources from Hannah House.

- Brochures (limit of 50, if more required, please indicate on **Request Form**)
- Donation Cards (limit of 50, if more required, please indicate on **Request Form**)
- Talking points
- Five (5) minute promotional DVD
- Guest speaker (advocate) for an event
- Sign up sheets for the Hannah House mailing list

**Please note:** Hannah House cannot guarantee a speaker will be present at every event.

## Frequently Asked Questions

**1. Can Hannah House help me plan my event?**

Due to the large number of events and inquiries that Hannah House receives, we are not able to provide planning assistance beyond answering questions and providing resources. Please complete the attached **Fundraising Kit Request Form** to request resources for your event. Please submit all other inquiries to [info@hannahhouse.ca](mailto:info@hannahhouse.ca)

**2. Can Hannah House help me promote my event or advertise my product or company?**

Due to the large number of events and inquiries that we receive, we cannot help advertise your event or products. We do make every effort to recognize individuals and groups who have distinctively contributed to Hannah House on our website or in our newsletter, but such recognition occurs at our discretion.

**3. Can Hannah House issue a press release or set up media coverage for my event?**

We are unable to provide help obtaining media coverage for your event. However, we can provide information about Hannah House for a press release for the event.

**4. Can I receive a Hannah House sign or banner to use at my event?**

Hannah House does have a banner available for third-party fundraising events. If you wish to use our logo on a sign or any other communications pieces, please fill out the attached **Fundraising Kit Request Form**. All printed communications pieces with our name or logo must be approved by Hannah House prior to event.

**5. Can I use the Hannah House logo?**

Yes, please fill out the **Fundraising Kit Request Form** and describe your intended use for our logo. Hannah House must approve ANY use of our logo.

**6. Can I receive communications materials from Hannah House?**

Yes, please fill out the **Fundraising Kit Request Form** and describe your intended use for the materials. Please refer above to see what types of materials you may request for distribution.

**7. Can I request a speaker for my event?**

When possible, Hannah House likes to send an advocate or staff member to speak at special events. However, we cannot guarantee we will be able to provide someone for your event. Please fill out the **Fundraising Kit Request Form** to request a speaker.

**8. Are my donations tax-deductible?**

Please refer to Page 4 for information about the tax-deductibility of donations.

**9. How am I receipted for my gifts?**

Please review Page 4 for information about sending donations to Hannah House and receipting.



**10. Can I collect credit card information for donations to Hannah House?**

No, credit card information can only be collected by a Hannah House office staff member. If an individual is interested in donating to Hannah House via credit card, please direct them to call our office at 905.353.8552 ext.204

**11. Can I be reimbursed for event costs?**

We are sorry, but we are unable to reimburse individuals for costs associated with privately initiated events.

## Fundraising Kit Resource Request Form

Date: \_\_\_\_\_

### Contact Information

Name: \_\_\_\_\_

Organization affiliation (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

City, Province and Postal Code: \_\_\_\_\_

Phone number: \_\_\_\_\_

Fax number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Website (if applicable): \_\_\_\_\_

What is your connection with Hannah House?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Request for Materials (Please check all that apply.)

I (or my organization/group) would like to request:

- Brochures                      Quantity requested: \_\_\_\_\_
- Donation Cards                Quantity requested: \_\_\_\_\_
- Talking Points
- Promotional DVD
- Guest Speaker
- Sign up sheets for the Hannah House mailing list



- Use of the Hannah House logo
- Use of the Hannah House banner
- Other; please specify: \_\_\_\_\_

**Intended Use of Requested Materials**

Please describe in full below your intended use of any materials checked above. Include a description of any fundraising events you plan to host, how you will promote your event, and the event date(s). **If you wish to sell a product or host an in-store event and donate proceeds of sales to Hannah House, please include the percentage of the proceeds you will donate.**

Intended use of materials: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Description of fundraising event: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How you will promote the event: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date of the event: \_\_\_\_\_

Percentage of sales you will donate or expected funds raised: \_\_\_\_\_



### **Certificate of Understanding**

1. All printed communication pieces with the Hannah House name or logo must be approved by Hannah House prior to distribution. All drafts must be submitted to [info@hannahhouse.ca](mailto:info@hannahhouse.ca)
2. To comply with federal regulations, if your business is donating a percentage or specified amount of corporate sales, the sales of a specific good or service, or the entire amount of a good or service to Hannah House, the percentage or amount donated must be clearly listed on all printed materials, including your website, promotional materials and on the product itself.
3. The constituent is responsible for the planning and execution of events not organized by Hannah House. Hannah House will have limited availability for guidance.
4. As a fundraiser or fundraising group, you are responsible for your own insurance and permits required by law.
5. All fundraising events to benefit Hannah House must follow all applicable laws, including laws regarding tax deductions.
6. Hannah House will never release the information of donors to third parties.
7. The constituent will be held liable for any fraudulent use of donations received on behalf of Hannah House.

**I have read and understand the above guidelines for fundraising on behalf of Hannah House. I will follow these guidelines as set by Hannah House.**

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**Name (Please print)**

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**Signature**

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**Date**

**Please fax or mail the completed form to the attention of Administration at the following:**

Hannah House Maternity Home  
4761 Chrysler Avenue  
Niagara Falls, ON L2E 3V9  
Fax #905.353.8553