

Epilepsy Épilepsie
Canada Canada



Fundraiser Guide



Kim's Climb

Epilepsy.ca



Eliminating Epilepsy

Thank You!

Thank you for your interest in fundraising for Epilepsy Canada!

For decades, caring Canadians who have been impacted by epilepsy have stepped up by fundraising to help support our mission of finding a cure. You're joining a community of very special individuals.

As you go through this guide, please keep in mind that there's countless ways of raising funds and every dollar raised takes us closer to lower medication costs, better screening, more effective treatments and ultimately a cure. **Your support impacts not only the nearly 380,000 Canadians living with epilepsy, but also the 50 million around the world.**

Again, from the bottom of our hearts, thank you!

Gary Collins,
CEO, Epilepsy Canada

About Us

Since 1966, Epilepsy Canada has been dedicated to positively affecting the lives of those living with epilepsy. Our sole mandate is to raise funds for epilepsy research with the goal of finding a cure.

Through generous contributions from donors, corporate sponsors, and fundraisers like you, in the last several years alone Epilepsy Canada has raised over \$5 million to invest in research.



Recent Research We've Funded:

- Studying the relationship between seizures and brain development in Fetal Alcohol Spectrum Disorder
- Using Advanced imaging to predict medically-intractable epilepsy
- Developing seizure forecasting algorithms which would predict seizures before they occur
- Personalized medicine using stem cells from affected patients to create “cerebral organoids” to rapidly screen for effective treatments.
- Identifying genes that are responsible for brain malformations that result in epilepsy
- A study is focusing on a common cause of pediatric epilepsy, the mutation of a single sodium channel gene

Epilepsy is a chronic noncommunicable disease of the brain that affects around **1 in 100 people** of all ages, but up to 70% of people living with epilepsy **could live seizure-free** if properly diagnosed and treated.

We need your help to find a cure.



Epilepsy Canada Partners With You

Supporters, their families and friends from across Canada have been supporting epilepsy research for a cure for decades by hosting fundraising events. If you'd like to host your own event, we'd love to work with you and are here to help!

WHAT YOU'LL GET:

- ✓ Event branding (logo, graphics, signage)
- ✓ Planning checklists
- ✓ Sponsorship guide & request letter
- ✓ Customized online fundraising platform
- ✓ Event costs funding
- ✓ Social media & marketing support
- ✓ Donor tax receipting

LET'S GET STARTED!

Getting Started

01

BUILD YOUR TEAM

An event is only as successful as the people involved. Find the right mix of people from your network and community - planners, organizers & communicators

02

CREATE YOUR PLAN

Once you have your committee, figure out what kind of event would work best, what the costs would be, how much you'd like to raise and what community and local business support you will need.

03

BOOK YOUR EVENT

Setting a firm date gives everyone a goal and a timeline and motivates everyone to move from thinking to taking action. It's important to check venue availability and give your sponsors enough time to decide.

04

PROMOTE YOUR EVENT

Depending on the size of your community, word-of-mouth, social media, newspaper/radio ads and articles, signage, phone calls and emails are all important tools to invite as many supporters as possible.



HAVE QUESTIONS?

CONTACT DETAILS

Steve White
Event Fundraising Manager
905-903-4799
steve@epilepsy.ca

OFFICE HOURS

M - W 9:00am - 3:00pm EST
Th - F 9:00am - 5:00pm EST

WEBSITE

epilepsy.ca

SOCIAL MEDIA

@epilepsycanada

YOUR EVENT



Our staff, volunteers and advocates are here to help you succeed. Planning a fundraising event may feel overwhelming, but you have access to resources to support you.

For example, our team can provide graphic design materials for social media, print and online use. Our online fundraising platform can be completely customized for your event, including registration, peer-peer fundraising and more!



TIP! When choosing your event, keep in mind the number of volunteers you have, everyone's strengths and networks. Work with your strengths to ensure success!

FUNDRAISER IDEAS:

- ▶ Walkathon/Fun Run
- ▶ Golf Tournament
- ▶ Gala/Dance
- ▶ Bake Sale
- ▶ Fitness Challenge
- ▶ Bowling Night
- ▶ Petting Zoo
- ▶ Bottle Drives
- ▶ Local Business Donation Boxes
- ▶ Online Peer-Peer Challenge
- ▶ Concerts
- ▶ Birthday Fundraisers
- ▶ Trivia Night

These are just a few ideas. Feel free to combine several or come up with an idea that works for you!

Event Success

1 Make it Personal!

People want to help not only causes they feel strongly about, but those of people they care about. If you've been impacted by epilepsy, don't be afraid to open up with your story. The most successful events that have the biggest impact on finding a cure are ones with a touching, personal connection.

2 Set Realistic Expectations

We'd all love to raise millions of dollars and hand over large oversized cheques with lots of zeros. It's important to remember that many events take time to grow. If you're looking to host an annual event, remember you'll learn from the first one or two and you'll add supporters each year as the event grows. Don't get discouraged by setting too high a fundraising goal in your first year.

3 Follow Your Budget

We can help you set a reasonable budget for your event. It's important to balance an enjoyable experience while remembering the event's purpose is to raise funds to find a cure for epilepsy.





Ride To End Epilepsy

4

Find Corporate Sponsorship

Local business, service clubs and organizations are one of the most important pieces to a successful fundraising event. Adding 3-4 or more sponsors to your event can easily double or triple the amount of funds you raise and we're here to help guide you on finding sponsors.

5

Promote, Promote, Promote!

The more people who know about your event, the more support you'll find. We've found social media has helped raise funds from friends and family who live further away or otherwise unable to attend in person; so get the word out!



Aiden's Drive To End Epilepsy

6

Ask For Help

Don't be afraid to ask us and/or your team for support. If you're struggling with a venue, a sponsor or solving a problem, someone might need to be assigned to focus on solving the issue. If you're feeling overwhelmed with everything, you may need to expand your team.

7

Communicate To Your Team

Communication is vital! Schedule regular meetings, either formal or informal to review all elements of your plan. Create and follow an agenda and give everyone an opportunity to ask questions and identify potential issues down the road.

Event Day

Today is the big day!

Make sure everyone arrives early and knows what their role is and who to turn to with questions.

If you're collecting additional donations on-site, ensure there's someone trustworthy overseeing funds and ensure that contact information is collected for tax receipts.

Take lots of photos and enjoy your day! Remember, all your hard work is making a big difference in the lives of hundreds of thousands living with epilepsy.

Post Event

You did it!

Ensure that you take the time to personally thank all your volunteers, sponsors, donors and attendees with a call, email or thank-you card.

We will provide you with a certificate of appreciation to your sponsors that you can deliver for them to hang in their store or office.

Ensure all funds and contact information for donors are sent to Epilepsy Canada within 30 days.



Past Events



Carmen's Climb

A dedicated supporter, Carmen Zannier climbed Mount Vinson in Antarctica to raise awareness and funds and took advantage of a corporate matching program to increase the amount raised.

Eliminating Epilepsy

Our first annual travelling golf tournament was held in Port Sydney, Ontario and together with 13 sponsorships and 77 golfers, we raised over \$35,000!



Buckin' Epilepsy

Alek & Brittany Stewart's 3rd annual fundraising event was a Family Farm Fun Day at Glendale Farm in Owen Sound. The event brought families, sponsors and a silent auction together to raise funds.

FAQ's

How much time will this require?

The amount of time required depends on the size of the event. For larger events with planning over a few months, it's important to share the work with your team/committee to ensure it's not too much for just one or two people.

Will our contact info be shared with other charities?

No. We do not share the contact information with anyone else and we do not solicit your donors outside your event. Your supporter contacts do not get added to our database mailing unless they ask to be added.

Can we decide where funds we raised go?

Depending on the amount raised and the costs involved running your event, we can sometimes work with fundraising partners to dedicate funds to specific types of research grants.

Do we need to open a bank account?

No. You are not required to open a separate bank account for your fundraiser. Because of strict CRA rules, it's much better to allow Epilepsy Canada handle the donations, payments and receipts.

Will donors be given tax receipts?

Depending on the nature of the event, some funds raised do not qualify for a tax receipt if the participant is receiving goods or services (meals, entertainment etc). However, any donations made above the cost of attending the event are automatically provided receipts.