



Third Party Events

A third-party event is a fundraising initiative planned and executed by supporters of Sistema Toronto. These events can include benefit concerts, holiday parties, bake sales, raffles, -athons, garage sales, etc. with proceeds to Sistema Toronto. These events are great ways to get the community involved at a grassroots level.

Sistema Toronto provides 250 kids in the GTA with 10 hours of free social and music education every week, and it's thanks to the generous support of our donors! Below is some information that will help make your fundraising event a success.

How to Host a Fundraising Event

1. Make a Plan

- What type of event are you going to host?
- Pick a date, time, and venue.
- How will you promote your event?

2. Set a Fundraising Goal

- It's always best to provide your family, friends, or colleagues with a specific goal to build motivation!

3. Go for it!

- Register your event by sending us your **Third Party Event Registration Form**. Once you're registered, we'll add your event to our website and help promote on social media.
- Download our **Tax Receipt Form**. You may take donations leading up to, during, and after your event. You must capture donors' information in order for Sistema Toronto to issue an official tax receipt.

4. Share Your Success!

- Share your achievements by posting snapshots of your event on Facebook, Instagram, Twitter or Youtube. Tag Sistema Toronto and we'll be sure repost and celebrate with you!
- Please remember everyone who helped you raise money in support of Sistema Toronto!



FAQ

Can someone from Sistema Toronto attend my fundraising event?

Maybe! If you plan early, we might be able to send someone to your event. Please indicate on your registration form if you would like someone to attend and we'll do our best to accommodate.

Can I use Sistema Toronto's logo?

Sure! Please indicate on your registration form if you would like to use Sistema Toronto's brand and we'll send you the files. Please note that our team will have to approve all public-facing materials.

Will donors get a tax receipt?

Yes! You will have to collect their information on our Tax Receipt Form and we'll issue the receipt along with a letter of thanks to each donor.

How do I collect donations?

There are a few ways to collect donations:

- **Cash** – Have a cashbox or donation jar at your event. Just remember that we need donors' information if they want a tax receipt. If they don't want a tax receipt, then go wild!
- **Cheques** - All cheques should be made payable to **Sistema Toronto**. If donor information is not on the cheque itself, please collect it on the Tax Receipt Form.
- **Pledges** – Offer participants the chance to join Sistema Toronto's monthly giving program by having pledge forms available at your event. Submit the forms to us afterwards and we'll take care of the rest!
- **Credit Cards** – Use your laptop, tablet, or mobile device to take online donations by going to www.sistema-toronto.ca/support-us. Donors will receive an email receipt upon submitting an online donation.

How do I get you the money?

The Sistema Toronto team will make arrangements to pick up any cash or cheque donations, along with any pledge forms or tax receipt forms you may have.

Still need help? That's ok!

Contact Hilary Johnston, Marketing & Communications Manager

Hilary.johnston@sistema-toronto.ca

647-381-0703



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