



**United Way**  
**Halton & Hamilton**

# UNITED WAY HALTON & HAMILTON

# THIRD PARTY EVENTS

# TOOLKIT

Connect with us on social media  
@UnitedWayHH



[www.uwhh.ca](http://www.uwhh.ca)

HAMILTON 177 Rebecca Street, Hamilton, ON L8R 1B9 T: 905-527-4543 | 1-844-392-7639 | F: 905-527-5152

HALTON 101 - 4210 South Service Road, Burlington, ON L7L 4X5 T: 905-635-3138 | 1-844-392-7639 | F: 905-632-1918  
Burlington | Halton Hills | Hamilton | Milton | Oakville



**United Way**  
Halton & Hamilton

# SHOW YOUR LOCAL LOVE IN A UNIQUE WAY

Thank you for your interest in running a third party event in support of United Way Halton & Hamilton! **Here is a toolkit to help you plan a great event.**

**Hosting an event is fun:** you can do something that holds special meaning for you. **It's flexible:** you can fundraise on your own time, and in your own unique way. **And it's super easy:** essentially, any funds collected beyond your break-even amount will go toward helping individuals and families who need it most. So, explore your hobbies, find a particular need in your neighbourhood. Whatever your plan, we encourage you to think locally, doing good right where you live.



## WHY UNITED WAY

United Way Halton & Hamilton makes measurable improvement on priority social issues in our community.

By working with our community partners to understand root causes, develop strategies to address them, bring together the right resources to get the job done and measure our results, we create lasting change in this community.

## UNITED WAY HALTON & HAMILTON SUPPORTS

**65** agencies

**129** programs

**202,421** people





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## HOW TO GET STARTED

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- ◆ **Think of an event concept**
- ◆ **Complete the UWHH event proposal form** and email to [events@uwhh.ca](mailto:events@uwhh.ca)
- ◆ **All third party events must support and align with UWHH mission and logos** used in accordance with our logo usage guidelines available [here](#)
- ◆ **Ensure your event respects all municipal, provincial and federal laws.** This is especially important when it comes to liquor and lottery/raffle/gaming licenses.
- ◆ **Speak with UWHH staff** who will offer event planning advice.
- ◆ **Rally the support of your friends, family and community networks** to help you put on a great event!

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## SOME EVENT IDEAS

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### CELEBRATING MILESTONES

Wishing for donations in place of gifts for your birthday or other special occasions, such as wedding or family reunions can be another successful way to fundraise. Invite guests to make a donation or a gift equivalent to the typical cost of a dinner out.

### ONLINE SILENT AUCTION

Hosting an online auction is a great way to raise money and awareness for UWHH. Reach out to your local stores, friends and families for a product donation. UWHH can provide a letter to validate the authenticity of the auction, which will include our Charitable Registration number.



### PEER TO PEER EVENT

Golf, soccer, baseball or other sports tournaments are fun ways to raise money! Or how about an "A-Thon" event. Ask family members, neighbours and friends to sponsor participants to run, walk, spin, bowl, read, or practice aerobics or yoga.



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## TO HELP MAKE YOUR EVENT A SUCCESS, UWHH CAN OFFER THE FOLLOWING

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- ◆ **Advice on event planning**
- ◆ **Under the laws of CRA**, UWHH can provide tax receipts for amounts of \$25 and above for donations made directly to UWHH. Please note the tax receipt can only be issued to the person who made the donation.
- ◆ **Provide you with the use of our logo** and outline its usage as well as review promotional material with our logo.
- ◆ **Provide you with a letter of support** to validate the authenticity of the event and its organizers, which will include our Charitable Registration number
- ◆ **Provide assistance on setting up pledging process** if applicable
- ◆ **Help to promote your event** through social media platforms
- ◆ **Offer some promotional material** and templates, e.g. posters, fact sheets, banners, etc.

## UWHH WILL NOT

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- ✗ **Share mailing lists** of corporate partners, donors, sponsors or volunteers
- ✗ **Guarantee media presence or coverage** of/at the event
- ✗ **Fund or reimburse organizers** for expenses

**For questions, more information or to submit your event proposal, contact the UWHH Events Team at:**  
**events@uwhh.ca | 905-635-3131 x 317 | 905-635-3131 x 308**