

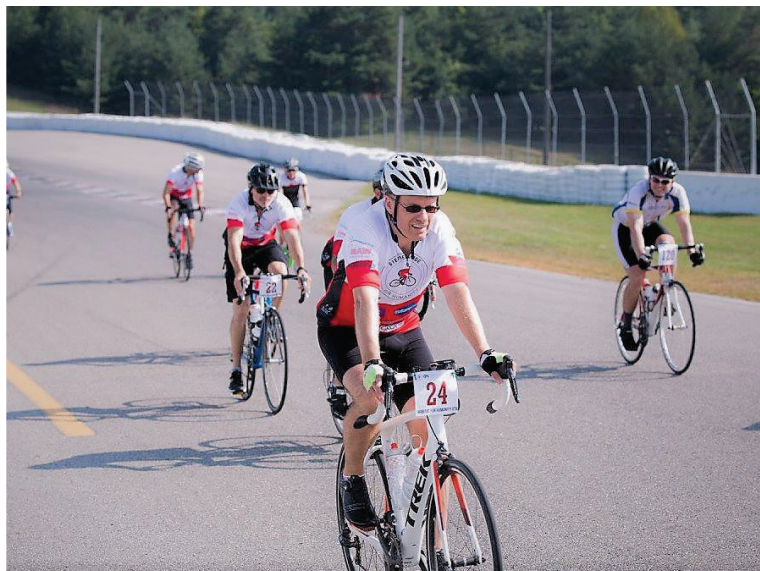


**Habitat
for Humanity®**
Greater Toronto Area

Brampton, Caledon, Durham Region,
Toronto & York Region



Fundraising Toolkit



Welcome to a community of compassionate and driven people who believe that everyone deserves a safe, quality place to live.

Every Habitat house changes lives, those of the families who call them home and those who help build them. We know that the benefits of affordable homeownership play a critical role in helping to unlock change for families and future generations.

An affordable home empowers families and fosters the skills and confidence they need to invest in themselves and their children. With secure shelter, people build the day-to-day strength, stability, and self-reliance that nurtures multi-generational success. Growing inclusive, resilient communities that create a more equitable GTA.

Thanks to supporters like you, we helped 31 people move into their new Habitat homes in 2022. It is an exciting time to be part of the Habitat for Humanity GTA community as we aim to help more than 60 families move into their new homes for 2023 and we are on track to deliver more affordable homes within the next five years than in our entire history. Thank you for rallying with us to help working families and tackle our housing affordability crisis.

74 Homes

under construction across ten projects for 2023.



31 People

moved into their new Habitat homes in 2022.



3,500+ Volunteers

gave their time on our build sites, ReStores, offices and events in 2022.



10,000+ Donations

of products accepted by Habitat Restores across the GTA in 2022.



How YOU can Help

Fundraising for Habitat for Humanity GTA gives you the opportunity to be creative and engage your community. It's one of the most impactful ways to raise money for a cause you care about.

Fundraising events can be as simple as hosting a barbeque, garage sale, or yoga-thon, or as big as a formal gala or golf tournament! If you're already planning a social event or birthday party, you could choose to add a fundraising component in support of Habitat for Humanity GTA.

There is no event that is too big or too small!

Why it Matters: Meet Jia Wen's Family

Imagine being a reliable tenant, paying high amounts of rent every month but knowing that you could receive an eviction notice at any time due to landlord whims.

That's the story of Jia Wen, a single mother of teenage students Anita and Ayasha. The trio lived in an apartment in the Birch Cliff area that was too expensive and stress-inducing. After having moved five times without finding a space that worked for them, the family dreamt of a safe environment with solid living conditions.

Jia Wen works hard at two jobs to support her family. Even with her income, they were unable to find an affordable residence.

Their apartment was aging with a leaky ceiling, the landlord threatened redevelopment and Jia Wen had experienced difficulties with neighbours and excess noise.

"Police has visited our building to investigate many times," Jia Wen says. "Our home was not a safe place for us to live."

No family should have to feel trapped inside a difficult and unsafe living situation, especially a place where you may be kicked out with little notice. Even though she works multiple jobs, the housing affordability crisis meant she would never be able to save up for a traditional downpayment.

That's when Jia Wen made a discovery that changed her life forever.

A social media post led Jia Wen to apply for a Habitat Home, and to her amazement, the family was approved soon after. They moved into a brand-new condominium near parks, schools, malls, transit and more – the dream every Canadian family has. Jia Wen now enjoys living affordably in the Toronto community of the Don Valley Village.

Today she feels a certain sense of pride and is optimistic about the future.

"I always wanted to own a home," Jia Wen says. "I work two jobs and I work hard. I will be responsible for my own home now and I will maintain it well. We're looking forward to better living in a safe environment."

With your help, we can empower more families like Jia Wen's to reach their full potential.



Steps to a Successful Fundraiser

Step 1: Things to think about

- What could work in your community?
- Where could you host a fundraiser or event?
- What ideas for a fundraiser or event would draw interest?
- What is your fundraising goal?



Talk to your friends, family, neighbours and coworkers – there is power in numbers!

Step 2: Fundraising Ideas



Community Events

You can fundraise by having a bake sale, lemonade stand, garage sale or car wash. You can turn any event into a fundraiser and invite your coworkers, classmates, neighbours and friends to participate.



Tournaments

Golf, dodgeball, curling or board games. Any sport or game can become an excellent tournament event.



A-Thons

You can skate, wheel, run, jump, or bowl. Turn any fun activity into a fundraising event by asking friends and family to donate.



Virtual Events

Host a virtual movie night, a trivia night or even a scavenger hunt!



Workplace

Consider encouraging your workplace to sign up for payroll deductions, dress down days or have staff events. Ask your employer if they will match donations made.

Step 3: Start Planning

Set a fundraising goal and create your budget

All fundraising events have some expenses. Get started with our budget template.

[Download Budget Template](#)

Register your fundraiser

If you haven't already done so, tell us about your idea! You can let us know your event details by filling in the Community Fundraising Form or emailing us at events@habitatgta.ca.

[Community Fundraising Form](#)

Set up your Online Fundraising Page

- Create your custom fundraising event page
- Once you are done following the prompts, you will be provided with a unique link to your custom page.
- Personalize your fundraising page with photos and videos.

Offline Fundraising

- You can collect pledges, cash or cheques in person leading up to and at your event.
- All cheques should be made payable to Habitat for Humanity Greater Toronto Area
- Download a pledge form to ensure you record all cheques and cash donations along with the supporters full contact details including name, email and donation amount. Supporters will receive a digital tax receipt.
- Your Habitat representative will provide you with all the tools and forms necessary for offline fundraising.
- Please ensure all cheques are made payable to **Habitat for Humanity GTA**.

[Download Pledge Form](#)

Download Fundraising Resources

- Your Habitat representative will provide you with all the tools and forms necessary for online and offline fundraising.
- Alternatively, you can [download resources from our website](#).

Step 4: Start Fundraising - Celebrate, Share, Spread Awareness

- Share your fundraising link with your network, family, friends, and colleagues to encourage them to donate online on your behalf
- Get loud! Promote your fundraiser everywhere!
- Hang up posters throughout your community (libraries, schools, businesses).
- Don't forget to document your event! Take photos and videos to share during and after.
- Your supporters will receive digital charitable tax receipt for donations of \$20 or more.

[Download Poster Template](#)

Step 5: Social Media – Engage Your Network

- Use social media to promote your fundraiser and share photos and videos of your fundraising event.
- Don't forget to tag @HabitatGTA in your posts.

Sample social media posts and hashtags



We believe everyone deserves an affordable safe quality place to call home. That's why I/We are hosting a fundraiser [event name/details] in support of @HabitatGTA #HabitatGTA.



Affordable, safe, and quality housing leads to healthier communities. That's why I/We are proud to be hosting a fundraiser [event name] in support of working families! #HabitatGTA

Step 6: Wrap up

- **Thank you!** Be sure to send thank-you letters/emails to all who donated and/or participated in your event.
- Post and share memories from the event.
- All online donations in the amount of \$20 or more will receive a digital charitable tax receipt
- All cheques are payable to Habitat for Humanity Greater Toronto Area
- **Submit cash and/or cheques along with pledge forms to Habitat for Humanity GTA**
Habitat for Humanity GTA
Attn: Fund Development
155 Bermondsey Road, Toronto ON M4A 1X9

[Sample Thank You Letter](#)

Home is the key to ...

unlock human potential
nurture strength, stability and self-reliance
lift barriers and level opportunities
open minds, ambitions, and achievement
create safe, stable spaces for growing families
keep our communities healthy and resilient

Questions?

contact us at
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(416) 755-7353 x 2288