



C3 SOURCE OF FUNDS

WHERE WILL OUR MONEY COME FROM?

There will be two main sources of funding for community-based fundraising. The first will be community fundraising events and the second will be direct asks. Both are very important!

COMMUNITY FUNDRAISING/THIRD-PARTY EVENTS

Community fundraising events could be anything from a golf tournament to a car wash to a fundraising hike. Events are not only an important source of funding but help to raise awareness for the organization and the program in your community. Plus, they are fun!

Your advisory committee might choose to hold an event or a third party may hold them with the proceeds going to Take a Hike.

Some things to consider:

- Events are a major resource commitment - often people underestimate the resources required to run a successful event. It is very important to have a large committee of dedicated volunteers to help out.
- Often costs could be around 50% of the event revenue- event costs can easily get out of control. It is important to monitor this from the outset to ensure expenses stay well below 50%.

While third-party event revenue is greatly appreciated, we require third-party event organizers to submit an application to TAH early in their event-planning process. TAH has third-party event policies in order to limit risk to the organization. The application can be found in [Section C5](#).

The Vancouver Take a Hike office is here to help all events run smoothly and have prepared an event resource manual. Click here to see [C4 Third Party Events](#) guide.

DIRECT FUNDRAISING ASKS

Direct asks for support are crucial for long-term sustainability. Funding should be sought from individuals, corporations, foundations, service clubs and any other interested groups in your community.



take a hike
YOUTH AT RISK FOUNDATION®

Fundraising is about relationship building. Even though it takes time to create these relationships it pays off in the end as donor loyalty is built. It is much easier to keep a current donor than find a new one!