



## **C7 RAISING MONEY**

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### **INDIVIDUALS**

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#### **WHY DO PEOPLE GIVE?**

Ask yourself – “Why do you donate to charities?”

Your reasons are probably similar to those compiled by Statistics Canada in the 2010 Survey of Giving, Volunteering and Participating listed below.

- Feeling of compassion for those in need
- Wanting to help a cause in which the donor personally believes
- Wanting to make a contribution to the community
- Because someone they know is personally affected
- Because of religious obligations or beliefs

#### **HOW DO PEOPLE GIVE?**

**Savings & income** – Most people give from their savings and income as it is readily available and easily liquidated.

**Assets** – Larger gifts occasionally come from such vehicles as bonds, stocks, real estate, art, etc.

**Estate** - Many individuals are now considering legacy gifts to charities that would include non-liquid assets or those set aside for their retirement or heirs. TAH has provisions for accepting legacy or planned gifts from interested donors. If you have anyone ask about this please connect the donor to the TAH Executive Director in Vancouver.

#### **HOW ARE PEOPLE ASKED TO GIVE?**

There are many ways an individual or family could support the TAH program!

- **Monthly giving**  
Joining TAH’s Monthly Mountain Giving Club is a sustainable source of funding for the organization. Monthly giving is a valuable giving method as it costs the organization little and the revenue can be relied on from year to year. Monthly giving is easy for the donor as their donations can be automatically charged to their credit card each month and they receive a tax receipt at the end of the year for all of their monthly contributions.



**take a hike**  
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Individuals can sign up for monthly giving on the TAH website

([www.takeahikefoundation.org/donate](http://www.takeahikefoundation.org/donate))

- **Multi-year pledged gift**

People may choose to make a multi-year pledged gift to TAH. This is usually done when pledging a larger amount of money that is then paid off over three to five years.

- **One time gift (in person or online)**

Many donors will give a one-time gift to an organization, if they are asked! TAH accepts all methods of payment and these gifts are processed through our Vancouver office. Tax receipts are sent out for all donors over \$10.

- **In honour/In Memorium gift**

Individuals can make gifts behalf of someone else or request donations in lieu of gifts. This can be a fun option for a birthday or wedding or any other celebration!

TAH will send a card or e-card to the honouree or family of the in memorium gift.

- **Third-party events**

An individual or family may choose to host a third-party event for the organization. See section 3 for more information on third-party events.



*Ambassador Clara Hughes cycling with TAH students, October 2010*



## CORPORATIONS

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Many corporations are clear with their giving intentions and will have a section on their website indicating how they choose to support their community. This information could be found within a community giving section or under their corporate social responsibility area. Every corporation has a different way of organizing their website so you may need to do some digging.

When a new corporate prospect is identified spend some time researching their giving methods to see if they align with what you are looking for. Then connect with the Vancouver office to see if there is any history of support with the corporation. This is important to know before approaching them!

Corporations typically give from two distinct budgets. This first is their charitable giving budget, which is their philanthropic arm that usually supports specific programs or projects within and organization. The second is from their marketing budget and that is mainly interested in measuring return on investment for their support. Often marketing departments are looking to get the name of their company out to the community through the sponsorship of events, programs, etc.

Some larger corporations have created their own corporate foundation for charitable purposes and all of their granting occurs out of their foundation entity. These private foundations will have clear application procedures on their website.

Corporations also are often keen to get their employees involved and some will have employee giving programs, hold internal third party events and/or offer their staff for volunteer placements.

## FOUNDATIONS

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There are two main types of foundations. The first are public or community foundations and the second are private or family foundations.

Most foundations usually have a clear mandate of what they will support with guidelines for applying for funding. When a new foundation is identified, take some time to explore their giving priorities. It will be important to contact the Vancouver office for each new foundation identified to see if there is any history with TAH.

The proposal template provided to you by the Vancouver office will help you to complete these applications.



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## **SERVICE CLUBS AND OTHER COMMUNITY-BASED ORGANIZATIONS**

There will be a variety of grassroots community-based organizations within your community from Lions clubs to Rotary to business groups. These groups often have regular meetings with their members and many are open to presentations to their groups. If one of the Community Engagement Committee members knows a member of one of these organizations ask them to approach their membership on behalf of TAH. It is always best to know someone within the group! If you don't know anyone follow the contact information listed on their website.

If you are invited to present to the group remember to include stories. You may consider approaching the class to see if a student and/or staff member could come with you to the presentation.

After the presentation you may be asked to submit a proposal to the group. During your conversations you should inquire about the range of their giving so that you ask an amount aligned with their ability.



*Students meeting His Excellency the Governor General David Johnston, February 16, 2012*