

Fundraising for the  
Barbra Schlifer Commemorative Clinic:  
*A Toolkit for Third-Party Events  
& Peer-to-Peer Fundraising*



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## Introduction

Thank you for your interest in supporting the Barbra Schlifer Commemorative Clinic. We are pleased to work with you to make your fundraiser or initiative a success. From garage sales to housewarmings to walk-a-thons to simply asking your friends to donate, there are so many ways to help the Clinic get one step closer to achieving its mission of eliminating violence against women.

In this toolkit, you will learn about the Clinic, how you can support us through third-party fundraisers, CanadaHelps fundraising tools, and how we can assist with your fundraiser or initiative.



## About Us

### Our Mission

The Barbra Schlifer Commemorative Clinic offers legal services and representation, trauma-informed counselling, and multilingual interpretation to diverse women<sup>1</sup> who have experienced violence. We cultivate women's skills and resilience by fostering their safety, dignity, and equality, and we amplify women's voices to create individual and collective change.

Through the building of local and global partnerships, we envision a world where women live free from violence. We are committed to working alongside communities to create autonomy and self-determination for women, informed by their diverse experiences, needs, and choices.

The Clinic works in the community and in partnerships with national and international movements to end gender-based violence, knowing that individual experience is embedded in systems and structures. The Clinic respects and broadens women's choices to determine their own lives according to their values, hopes and positive self-regard.

### Our Values

When fundraising on behalf of the Clinic, your idea must align with [our values](#). If you are not sure whether your fundraiser or initiative lines up with our values, please [contact us](#) for support.

### Our Impact

Every year, the Clinic provides critical services to thousands of women experiencing violence. Through our work, we also inform public opinion on important issues such as gender-based violence, forced marriage, "honour"-killing, trafficking and intimate partner violence, taking an intersectional approach that is viewed through a feminist and trauma-informed lens. Click [here](#) to learn more about our work.



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<sup>1</sup> The umbrella term "woman" recognizes that gender is self-identification that is not necessarily correspondent with assigned sex at birth. We recognize the complexity and diversity of gender and aim to be inclusive to people outside of and across the gender spectrum.

## What is Third-Party Fundraising?

Third-party fundraising involves independent projects undertaken by an individual, group, or organization, for the purpose of raising funds for, or on behalf of, a chosen charity. By hosting a third-party fundraiser, you play an important role in strengthening our organization. Aside from the critical funds these events and initiatives provide, third-party fundraisers also broaden our support base, increase awareness about the services we offer, and inspire people to support a cause they are passionate about within their own network.

## What is CanadaHelps?

For more than 20 years, CanadaHelps.org has been Canada's destination for donating and fundraising online. CanadaHelps provides organizations and their supporters with the tools they need to make a difference. Like many charities, the Clinic uses CanadaHelps because we do not presently have the capacity to run our own internal e-commerce and donation processing systems. Although CanadaHelps takes a small percentage to process donations online, their fees are much lower than other commercial fundraising platform rates. The benefit of using CanadaHelps is that they can instantly process donations, provide donor tax receipts, and quickly disburse donations.

## How Can I Host a Third-Party Fundraiser with CanadaHelps?

You can host a variety of fundraisers using a CanadaHelps Fundraising Page. A fundraising page is a simple website where visitors can donate to a charity online in support of a fundraising goal. With CanadaHelps Fundraising Pages, it is quick and easy for you to create a third-party fundraiser to raise money among your peers, honour someone you love, celebrate a milestone, set a personal challenge, and many more occasions.<sup>2</sup>

### *Sandra & Jean's Fundraising Story*

When friends Sandra MacNaughton and Jean Hackett heard of the impact COVID-19 was having on women experiencing violence due to isolation and social-distancing, they knew they had to take action. They launched the "Friends Care Campaign" to raise awareness of the Clinic's work among their families, friends, and social networks.

In just two weeks, Sandra and Jean more than doubled their \$5,000 goal, reaching \$12,381. By the time they closed the campaign, Sandra and Jean raised over \$21,000 for the Clinic!



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<sup>2</sup> If you are interested in running a team-based charity walk, run, or other "thon" event in support of the Clinic, please reach out to our Fundraising Department for support. A CanadaHelps Fundraising Page is not the best suited platform for this type of team-based peer-to-peer fundraising, but our team is happy to help you launch your team-based fundraiser via the CanadaHelps Peer-to-Peer Fundraising Platform.



## Fundraising ideas

When you fundraise for the Clinic, you can stick to fundraising classics or get creative and play to your strengths and skills. Here are some ideas to get you started:



### Rethink Gifting

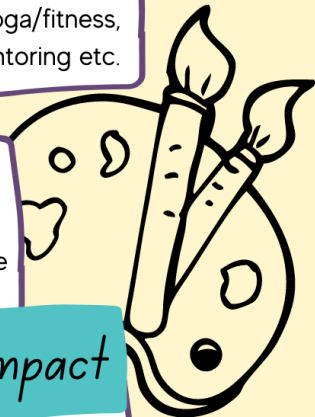
In lieu of gifts for your birthday, wedding, baby shower, etc. ask your loved ones to donate to your fundraiser.

### Turn Your Passion into a Purpose

Host a virtual class or performance in exchange for donations. Perform live music, poetry, or comedy, teach yoga/fitness, cooking, cocktail making, music lessons, mentoring etc.

### Challenge Yourself

Collect pledges to try and break a record or personal best. Swim across a lake, run or bike from one city to another, hike a challenging trail, etc.



### Art with an Impact

Take commissions for your artwork or crafts in exchange for donations. Caricatures, family or pet portraits, knit/crocheted items, embroidery and macrame, soap, etc.



### Sales for a Cause

Hold a virtual sale in support of the Clinic and instruct customers to “pay” for their item by donating to your fundraiser. Declutter your home or downsize your wardrobe and have a garage sale, take orders for your famous cookies, take cuttings from your house plants, sell produce from your garden etc.

## Fundraising Guidelines

When fundraising on behalf of the Clinic, your idea must meet the below guidelines. If you are not sure whether your fundraiser or initiative meets these guidelines, please reach out to a member of our Fundraising Department for support. When fundraising on behalf of the Clinic, you are responsible for the following:

- Respecting the values and image of the Clinic in all aspects.
- Receiving the Clinic's express written consent before using the Clinic name or logo on any materials for your fundraiser including advertising.
- Adhering to the plan submitted via the Third-Party Fundraiser Application and notifying the Clinic if any significant changes are made to that plan.
- Operating your fundraiser with an open-book policy and reporting on expenses and revenues transparently upon request.
- Stating clearly in all promotions the organization(s) to which proceeds will be donated and what percentage or dollar amount.
- Receiving written approval before making the Clinic party to any liability coverage.
- Obtaining all necessary permits, licenses, and insurance.
- Adhering to all receipting policies as outlined in the tax receipting section by [Canada Revenue Agency](#).
- Tax receipt information (if you are approved to issue receipts) must be issued to the Barbra Schlifer Commemorative Clinic within 30 days of the event.

### Mallie's Fundraising Story

When COVID-19 restrictions meant that volunteers could no longer come into the Clinic, we started exploring remote volunteering and created the Digital Ambassador program. In 2020, we ran 2 virtual peer-to-peer fundraisers with the DA Team. Each DA had a fundraising page that they promoted to their networks via social media to raise funds and awareness for the Clinic. Together, these campaigns raised over \$10,000!



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"I volunteered as a digital ambassador for the Clinic in May and December 2020 and I really enjoyed my experience. I was pleased by the response of my network to the campaign, but I noticed that I received many donations from people I didn't know directly. I believe this speaks to the power of the Clinic's mission and how strongly this mission resonates with people.

My volunteering sparked genuine conversations about the work that the Clinic does with friends and family and helped spread awareness of women's issues in the process."

-Madeleine McNamara, Volunteer

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## Planning Checklist

To help your fundraiser or initiative be successful, we compiled a checklist to get you started in your planning. After you review the checklist, complete and return the [Third-Party Fundraiser Application form](#) and we will get in touch with you to propel your ideas into action.

### Step 1 – Develop a Plan

- What type of third-party fundraiser or initiative works best for you?
- Where can you host your fundraiser/initiative (in-person or online)?
- How will you raise money?
- How will you promote your fundraiser/initiative?
- Will you plan your fundraiser solo, or do you need to form a committee?
- Do you require any licenses? (ex. raffle, liquor, etc.)
- Is your idea in line with the Clinic's [values](#) and [Fundraising Guidelines](#)?

### Step 2 – Set your Fundraising Goal

Setting a goal is important to give direction to your cause and help your donors feel encouraged to give – every dollar raised makes a difference in the lives of our clients. Set a fundraising goal that is both challenging and attainable. Exceeding your goal is always more satisfying than not reaching it!

### Step 3 – Plan for Expenses

Make a list of supplies, rentals, and items you will need along with the associated costs and create a budget for your fundraiser.

### Step 4 – Share Your Fundraising Idea with Us

Submit the [Third-Party Fundraiser Application Form](#) to our Fundraising Department at least 2 weeks before your fundraiser or initiative is scheduled to start. We will aim to contact you within three business days following your submission.

### Step 5 – Create a Fundraising Page

Once your fundraiser or initiative is approved, you are ready to create your fundraising page and officially launch your fundraiser! For a step-by-step guide to creating a CanadaHelps fundraising page, see the next page.



## Hosting a Third-Party Fundraiser with CanadaHelps: A Step-by-Step Guide

### Step 1 – Complete the Third-Party Fundraiser Application Form

If you have an idea for a third-party fundraiser, we would love to hear it. In order to help you plan and execute your event, please submit the [Third-Party Fundraiser Application form](#) to us at least two weeks before your fundraiser or initiative is scheduled to start. Our fundraising team will then review your application and reach out to you within three business days to either approve your application or discuss your idea further.

Once your application is approved, you can create your own CanadaHelps Fundraising Page on which to host your event.

### Step 2 – Create a CanadaHelps Fundraising Page

1. Login or create a free account at [CanadaHelps.org](#).
2. Once logged in, select “Fundraise” from the top menu on the homepage.
3. From the Fundraise page, select “Create Your Fundraiser”.
4. Search and select “Barbra Schlifer Commemorative Clinic” as the charity you are fundraising for.
5. Choose a name, goal, and timeline for your fundraiser. Tell your story and add pictures or videos to further personalize your page.
6. When you have completed your page, you will receive a link to it. Share this link to spread the word about your fundraiser.

### How to Make Changes to Your Fundraising Page

If you need to edit or update your page, you can do this by logging into CanadaHelps.org. You can change the name and information shared on your page and add or remove pictures and videos. You can also change your fundraising goal to be higher or lower, and even change the end date for your fundraiser to end early or extend longer. To edit your fundraising page, log in to CanadaHelps.org and follow the steps below:

From the CanadaHelps.org homepage, select the gray box at the top right with your name in it > Select “Donor Account” > Select “Fundraising Pages” on the far right > Select “Edit” next to your current fundraising page.

### Step 3 – Share Your Fundraising Page & Collect Donations

Encourage donations to your fundraiser by widely sharing the link to your fundraising page. Here are some ways to share your page:

- Send a thoughtful email to your networks explaining why the Clinic is important to you, how they can support your fundraising efforts, and inviting them to visit your page.
- Make posts promoting your fundraising page on social media channels like Facebook, Instagram, Twitter, and YouTube. These are great places to promote and celebrate the success of your fundraising. Be sure to use popular hashtags to help your posts reach more people, and to [tag the Clinic](#) in your posts too!

- Include the link to your fundraising page in easily accessible places like your email signature and social media profiles.

You can opt to receive an email from CanadaHelps each time someone donates to your fundraising page, or you can check your progress simply by viewing your page or logging into your CanadaHelps account. CanadaHelps will disburse the funds donated through your fundraising page to the Clinic, and automatically send tax receipts to all donors via email.

#### Step 4 – Thank Your Donors & Participants

Whether it is a hand-written note, email, phone call, or even a direct message on social media, a thank you goes a long way. Be sure to thank all participants, supporters, and donors as soon as possible for their contributions – big and small. This is also a great opportunity to update them on your overall fundraising success and remind them of how their support will help change the lives of women experiencing violence. If there is someone who went above and beyond in their support, let us know so we can thank them too.

Once the set time for your fundraiser ends, your fundraising page will close, meaning that donations can no longer be made through the page. If the end date for your fundraiser is coming up but you would like to extend it, you can do so by [editing your page](#). When you are ready to host your next fundraiser, you can create a new page.

## Issy's Fundraising Story

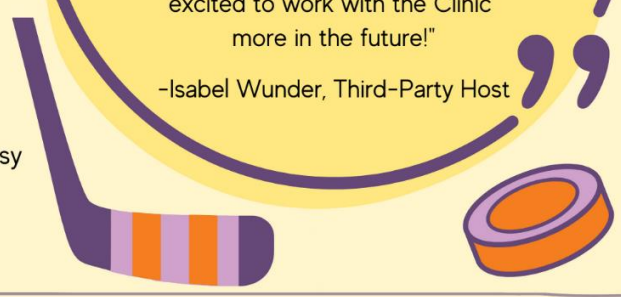
In March 2020, avid hockey player Isabel Wunder found herself with a concern she couldn't shake. With COVID-19 lockdowns in place, Issy worried about how these restrictions would impact women in abusive relationships. Months passed, but the thought of women being forced to quarantine with their abusers continued to nag Issy, so she decided to take action.

She combined her passions and launched her "Buck for a Puck" fundraiser on CanadaHelps with the goal of raising \$5,000 for the Clinic. Issy spread the word on social media and pledged to shoot a hockey puck for every dollar donated to the Clinic. In just 1 month, Issy met her goal thanks to her hard work and generous supporters!

"I had an amazing experience running a fundraiser for the Schlifer Clinic. From the minute I had the idea to the follow up of how it went, the Clinic was able to give me all of the direction, support, and help I needed to ensure it went smoothly for everyone involved.

I am super glad I was able to support such a worthy cause and will for sure be excited to work with the Clinic more in the future!"

–Isabel Wunder, Third-Party Host



## How We Can Support You

Our staff can support you from beginning to end and we look forward to working with you in support of the Clinic. Depending on your idea, here are some ways we can help:

**Planning:** You can always [contact](#) a member of our team to answer questions and provide fundraising and planning support. We can also help you refine your idea to ensure it is aligned with our organizational values and our community.

**Implementation:** With CanadaHelps, it is easy to create and run a fundraiser completely online. However, if your idea would work best with a printable pledge or donation forms, we can provide you with these and guide you through the process of fundraising offline. If needed, the Clinic can provide a letter of support that validates the authenticity of your event or initiative.

**Promotion:** We can provide you with any Clinic marketing materials needed to support your fundraising efforts such as logos, and quick facts and stats to help you convey the impact of the Clinic in your community. Depending on your fundraiser or initiative, we may be able to list your event on the Clinic website and promote it on our social media channels. However, the Clinic cannot share access to our donor contact information or mailing lists.

**Staff & Volunteers:** If you would like a Clinic representative to attend your event, we would be happy to send a member of our team whenever possible. The Clinic cannot guarantee staff and volunteers to assist in your fundraiser. Therefore, please discuss your needs in this area with us in advance of your event or initiative.

**Technical Support:** If you experience technical difficulties with your fundraising page, CanadaHelps offers robust support. You can find answers to frequently asked questions [here](#). You can also [contact CanadaHelps](#) by phone or email to speak with someone directly.

**Post-Event:** When donors give to your CanadaHelps fundraiser, they will automatically receive a thank you email from CanadaHelps with their tax receipt. Despite this, be sure to thank all your supporters for their donation to your fundraiser.



If you need other forms of support with your idea, please [contact us](#). Here are a few things that we are not able to provide:

**Finances:** The Clinic cannot provide funding or reimbursement for expenses related to your fundraiser.

**Prizes & Other Supplies:** The Clinic cannot supply prizes, auction items or awards for your fundraiser.

**Committees:** The Clinic cannot provide committee members to plan your fundraiser.

**Special Guests:** The Clinic cannot provide access to celebrities or VIPs to attend or promote your fundraiser.

## Contact Us

We are here to help you create and run a successful fundraiser on behalf of the Clinic. Should you have any questions you can contact us:

Meldina Smith  
Director, Administration & Resource Development  
T: (416) 323-2502  
E: msmith@schliferclinic.com

Stefania Sdao  
Manager, Special Events & Volunteers  
(416) 323-9149 ext. 240  
E: s.stefania@schliferclinic.com

Mailing Address: 489 College Street, Suite 503 | Toronto, ON M6G 1A5

## Get Social

Join the conversation and stay up to date with our work by following the Clinic on social media:



[@SchliferClinic](https://www.instagram.com/SchliferClinic)



[@BarbraSchliferCommemorativeClinic](https://www.facebook.com/BarbraSchliferCommemorativeClinic)



[@SchliferClinic](https://twitter.com/SchliferClinic)



[@BarbraSchliferCommemorativeClinic](https://www.linkedin.com/company/BarbraSchliferCommemorativeClinic)



[@SchliferClinic](https://www.youtube.com/SchliferClinic)

Thank you for your support! Your efforts make a real impact in the lives of those experiencing gender-based violence in our community. We look forward to working with you.



## Appendix A: Additional Information

### Our Values

At the Clinic, we value:

**Anti-Oppression and Feminism:** We are a trauma-informed, intersectional feminist organization. Our work is informed by diverse women's movements and experiences and we support the struggles of BIPOC (Black, Indigenous and People of Colour) and their achievements against oppression, colonialism, racism and other forms of discrimination.

**Compassion:** Our work is rooted in compassion, viewing the world from multiple perspectives.

**Self-Awareness:** Our work is grounded in a reflective practice that continually examines power imbalances and builds our collective awareness and ability to work towards equitable responses and solutions.

**Partnerships and Networks:** We work in partnership with local, national and global movements to amplify diverse women's voices against systemic and structural oppression.

**Autonomy and Self-Determination:** We respect and promote women's autonomy to make the choices that are best for them as we support them in their journey to freedom from violence.

### Our Impact

In addition to our trauma-informed counselling, legal and interpretation services, the Clinic aims to increase access to justice for women through consultations, symposiums, service provider training, focus groups, and several evolving advocacy projects. Among them include:

**#AndMeToo:** This project aims to increase access to justice for women of precarious immigration status and employment who have experienced workplace sexual assault or sexual harassment.

**The Criminalization of Women Project:** Through research and pro-bono programming, this project works to address the disproportionate impact of the law on women who identify violence against them but then find themselves facing criminal and other consequences.

**Our Risk Assessment Tool:** This tool can be used to identify and alert legal actors of potentially lethal gender-based violence situations experienced by their clients when leaving an abusive relationship.

**High Need Case Management:** This program offers clients a trauma-informed, mental health approach to goal planning that provides wrap-around service support.

For more details on our work, as well as information about our other projects and programs, please visit [our website](#).