



*Our Mission: Mercy Canada exists to provide women with the opportunity to experience God's unconditional love, forgiveness, and life-transforming power.*

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# Fundraising Kit

Thank you for your interest in generating awareness and support for Mercy. We are very excited to partner with individuals and businesses like you who are seeking to help us transform lives around the world! This kit will give you all the information you need to get started.

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## Raising Funds for Mercy

You may choose to raise funds through your organization, church, or a private fundraising event.

**PLEASE NOTE:** *If you are interested in fundraising for Mercy and would like to receive materials from us such as brochures, giving envelopes, or use of our logo, please complete the Fundraising Request Form and return it to Mercy. Your request will be reviewed and you will be notified within 3-5 business days regarding your request. Please contact our Office Manager at [ask@mercycanada.ca](mailto:ask@mercycanada.ca) or 604-535-1983 to receive a copy of the Fundraising Request Form.*

- **Fundraising Dinners** – Invite your friends, family, and members of your community to learn about Mercy and to get involved by donating to our organization. We suggest you:
  - Use the talking points we provide you;
  - Show our 4 min promo video to introduce Mercy to your audience;
  - Pass out brochures and giving envelopes, and ask individuals to donate to our ministry;
  - State your goal clearly at the event.
- **Other Small Events** – Plan a yard sale, bake sale, silent auction, car wash, sports tournament, or other fun event and donate the proceeds to Mercy.
- **“In Honour of” Gifts** – Honour someone on a special occasion such as a birth, birthday, marriage, anniversary, or holiday by giving to Mercy or ask others to make a donation to Mercy in lieu of a gift on your special day.
- **“In Memory of” Gifts** – Honour a loved one through a special gift to Mercy or ask others to make a donation to Mercy in memory of your loved one in lieu of flowers.
- **Christmas Donations** – Collect monetary donations or gift cards for our Christmas fund to help us make this Christmas special for all of our residents. Contact our Office Manager at [ask@mercycanada.ca](mailto:ask@mercycanada.ca) or 604-535-1983 about making donations to our Christmas fund.
- **Baby Showers** – Host a baby shower for one of our pregnant residents and collect items and monetary donations to give to her. Contact our Office Manager at [ask@mercycanada.ca](mailto:ask@mercycanada.ca) or 604-535-1983 about our current needs for pregnant residents.
- **Matching Gifts** – Multiply the impact of your giving through your employer. Many companies are willing to match the financial gifts given by their employees to charitable organizations.
- **Employer Foundations** – Contact our Office Manager at [ask@mercycanada.ca](mailto:ask@mercycanada.ca) or 604-535-1983 if you know of potential funding opportunities through your employer’s foundation.

## Special Options for Businesses

- **Proceeds from Sales** – Donate a percentage or specified amount of corporate sales or the sales of a specific good or service to Mercy.

**IMPORTANT:** *To comply with CRA requirements, if your business is donating a percentage or specified amount of corporate sales, the sales of a specific good or service, or the entire amount of a good or service to Mercy, the percentage or amount donated must clearly be listed on ALL printed materials, including your website or other promotional materials, and on the product itself.*

- **In-Store Fundraising Events** – Host a one-time or recurring special event in your store and encourage customers to donate to Mercy.
- **Product Donations** – Donate products for our homes and/or residents to help us keep our operating costs low. Contact our Office Manager at [ask@mercycanada.ca](mailto:ask@mercycanada.ca) or 604-535-1983 for a list of current needs.
- **Christmas Donations** – Collect monetary donations or gift cards for our Christmas fund to help us make this Christmas special for all of our residents. Contact our Office Manager at [ask@mercycanada.ca](mailto:ask@mercycanada.ca) or 604-535-1983 about making donations to our Christmas fund.
- **Matching Gifts** – Implement a matching gifts program and match any donations your employees make to Mercy.

## **Special Options for Churches**

- **Missions Budget** – Approach your church about making Mercy a part of your church’s mission budget and commit to making a monthly or yearly donation.
- **One Dollar for Life** – Approach your church about participating in our One Dollar for Life campaign and ask every member of your congregation to donate \$1 to Mercy.
- **Life Groups/Sunday School Classes** – Approach your small group and encourage them to support Mercy in one of the following ways:
  - **Commit to a Monthly Donation** – (See below for examples);
  - **Host a Baby Shower** – Host a baby shower for one of our pregnant residents and collect items and monetary donations to give to her. Contact our Office Manager at [ask@mercycanada.ca](mailto:ask@mercycanada.ca) or 604-535-1983 about our current needs for pregnant residents;
  - **Collect Christmas Donations** – Donate gift cards or make a donation to our Christmas fund to help us make this Christmas special for all of our residents. Contact our Office Manager at [ask@mercycanada.ca](mailto:ask@mercycanada.ca) or 604-535-1983 about making donations to our Christmas fund.

## **Establishing Fundraising Goals**

**There are a variety of levels of financial support you may choose to provide for Mercy. Below are general giving opportunities that can help you establish your fundraising goals.**

### **Other Options**

- **General Donation** – Give a one-time donation in any amount to Mercy Canada for general operations.
- **Become a Treasure Builder** – Commit to giving monthly to Mercy Canada (e.g., \$10, \$25, \$75, \$100, etc.)
- **United Way** – Designate your United Way gift for Mercy.
- **Planned Giving** – Give a gift other than cash that will continue giving to the future of Mercy Canada. Planned giving includes gifts from wills, estates, insurance products, retirement accounts, and trusts.

For more information about major gifts, naming opportunities, or to request other development information, please contact our Office Manager at [ask@mercycanada.ca](mailto:ask@mercycanada.ca) or 604-535-1983.

## **How to Send Multiple Donations to Mercy**

- Mercy will provide you with giving envelopes to distribute at your fundraising or awareness event. Please complete our **Fundraising Request Form**.
- Please encourage all individuals to seal their giving envelopes and mail them in to Mercy at their convenience.
- If you prefer to collect the envelopes at your event and mail them in, please send them to Mercy via FedEx or other form of shipment that can be tracked. Leave the envelopes collected intact; do not open them to view the amount of payments. Please contact our Office Manager at [ask@mercycanada.ca](mailto:ask@mercycanada.ca) or 604-535-1983 to let us know you will be sending in donations.

## **Tax Deductibility of Donations**

**Mercy Canada follows these procedures to receipt donations to remain in compliance with the Charities Directorate of Canada for accountability.**

- Mercy Canada will automatically provide a tax-deductible receipt to all donations of \$10 or more for the exact amount of their donation. Receipts for donations under \$10 will be issued upon request. Donations can be in the form of cash, credit card, cheque, or stock transfer.
- If you are personally donating a portion of your company's sales or donating the proceeds from a fundraising event, Mercy will send you a tax-deductible receipt.
- If you ask people to give directly to Mercy Canada at an in-store or fundraising event, Mercy will send a tax-deductible receipt to the individuals who donate.
- Donations with Goods and/or Services Received: This refers to donations made to Mercy in which an individual accepts payment to provide goods and/or services at a market value and personally donates the proceeds to Mercy. Mercy can provide a tax-deductible receipt to individuals who donate the proceeds from the sale of goods and/or services, but cannot provide a receipt to those who purchase the goods and services.

## **Mercy Resources**

We would be happy to provide you with resources to make your fundraising efforts a success. Fill out the **Fundraising Request Form** to request any of the following resources from Mercy. Please contact our Office Manager at [ask@mercycanada.ca](mailto:ask@mercycanada.ca) or 604-535-1983 to receive a copy of the form.

- Brochures (limit of 50, please make note of larger requests on the **Fundraising Request Form**)
- Giving envelopes (limit of 50, please make note of larger requests on the **Fundraising Request Form**)
- Talking points
- 4 min promo video
- Guest speaker (advocate) for an event
- Signup sheets for the Mercy mailing list and/or e-newsletter

*\* Please note that Mercy cannot guarantee that we will be able to provide an advocate or program graduate for every event.*

If you would like to purchase any merchandise from Mercy Canada, please visit our website at [mercycanada.ca](http://mercycanada.ca).

## **Frequently Asked Questions**

### **1. Can Mercy help me plan my event?**

Due to the large number of events and inquiries that Mercy receives, we are not able to provide planning assistance beyond answering questions and providing resources. Please complete the **Fundraising Request Form** to request resources for your event. Please submit all other inquiries to [ask@mercycanada.ca](mailto:ask@mercycanada.ca).

### **2. Can Mercy help me promote my event or advertise my product or company?**

Due to the large number of events and inquiries that we receive, we cannot guarantee that we will help advertise your event or products. We do make every effort to recognize individuals and groups who have distinctively contributed to Mercy on our website or in our newsletter, but such recognition and promotion occur at our discretion.

### **3. Can Mercy issue a press release or set up media coverage for my event?**

We are unable to provide help obtaining media coverage for your event. However, we can provide information about Mercy for a press release for the event and a sample press release that you may customize for your event.

### **4. Can I receive a Mercy banner to use at my event?**

Mercy does not have banners available for third-party fundraising events. If you wish to use our logo on a sign or any other communications pieces, please fill out the **Fundraising Request Form**. All printed communications pieces with our name or logo must be approved by Mercy Canada prior to event.

### **5. Can I use the Mercy logo?**

Yes, please fill out the **Fundraising Request Form** and describe your intended use for our logo. Mercy must approve ANY use of our logo.

### **6. Can I receive a Mercy web banner for my website?**

Yes, please fill out the **Fundraising Request Form** and describe your intended use for the banner.

### **7. Can I receive communications materials from Mercy?**

Yes, please fill out the **Fundraising Request Form** and describe your intended use for the materials. Please refer to Page 3 to see what types of materials you may request for distribution.

### **8. Can I request a speaker for my event?**

When possible, Mercy likes to send an advocate, staff member, or graduate from our program to speak at special events. However, we cannot guarantee we will be able to provide someone for your event. Please fill out the **Fundraising Request Form** to request a speaker.

### **9. Are my donations tax-deductible?**

Please review Page 3 for information about the tax deductibility of donations.

### **10. How am I receipted for my gifts?**

Please review Page 3 for information about sending donations to Mercy and receipting.

**11. Can I collect credit card information for donations to Mercy?**

No, credit card information can only be collected by a Mercy staff member. If an individual is interested in donating to Mercy via credit card, please direct them to [mercycanada.ca/donate](http://mercycanada.ca/donate) or have them contact us at [ask@mercycanada.ca](mailto:ask@mercycanada.ca) or 604-535-1983.

**12. Can I be reimbursed for event costs?**

We are sorry, but we are unable to reimburse individuals for costs associated with privately initiated events.