

THAT RAISING HOPE WHILE RAISING FUNDS **FEELING**



COMMUNITY FUNDRAISING TOOLKIT

For Youth Mental Health

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WELCOME



Thank you for taking the first step in your fundraising journey with **Jack.org!**

You are joining a fierce community of committed people that care deeply about youth mental health. Our Do-It-Yourself fundraising community raises awareness and funds to help educate, equip and empower young people across Canada to have agency over their mental health journeys.

This toolkit is designed to support and guide you on your fundraising journey and help you make a positive impact on youth mental health. Thank you again for joining us on our mission to improve the mental health of youth across Canada and welcome to our **Jack.org community!** We're here to support you along the way.

ABOUT JACK.ORG

Join the Mission.

Suicide is still the leading health-related cause of death for youth in Canada. Countless young people live with ‘that feeling’ of anxiety, stress, despair, or loneliness. It’s a crisis that’s hard to see and harder to live through.

Jack.org works with youth across Canada to teach mental health fundamentals, reduce stigma, create peer-to-peer connections, and communities of belonging to help young people own their mental health journeys.

We’re a movement for young people, by young people – because there’s no more pressing health challenge young people are facing than the mental health emergency.

- 4 in 10 youth say that their mental health symptoms impact their everyday lives. (MHRC)
- 57% of youth who need mental health support in Canada are not getting it. (MHRC)
- 90% of youth felt empowered to take care of their own mental health because of Jack.org. (2024 Impact Report)

≡ STEP BY STEP GUIDE ≡

We're Here to Support You.

The Jack.org team is here to help you throughout the process of getting your fundraiser off the ground and to help you make it a great success. We have several key resources we provide to help your fundraiser go smoothly:

- 1. A Personalized Fundraising Page.** Jack.org provides all of our fundraisers with their [own personal fundraising page](#). On this site you can add your story, photos, videos, connect your Strava account, and any other details you want to share with your network.
- 2. Posters and Graphics.** We want to help you be successful in promoting your activity or event! We have [customizable social media and poster templates](#) on Canva to help with the promotion of your fundraiser! We also have [social media assets](#) that can help you spread the word about Jack.org to your community.
- 3. Tax Receipting.** Individuals who donate \$10+ to your Jack.org fundraising page will automatically receive a tax-receipt for the amount of their donation. Offline donations in the form of cash, cheque or e-transfer of \$10+ are eligible for a tax receipt, if we have the donors first and last name, mailing address, and email or phone number. For more details on our tax receipting process, please [click here](#).
- 4. Using the Jack.org logo.** Our community fundraisers can use our [In Support of Jack.org logo](#).

STEP 1

Getting Started.

Congratulations on taking the first step towards hosting a successful fundraiser for youth mental health and Jack.org! We're here to help you get started. Let's work together through these steps for success:



Brainstorm. Think about what kind of fundraiser you would like to start. This can happen as an individual or with a team, virtually or in-person. Here are some ideas to inspire you:



Athletics: Get creative by moving your body your way. Complete an individual activity like a distance run and have people donate or organize a spin class and have participants donate what they can.



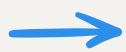
Fun & Games: Host a virtual or in-person game night and incorporate an admission fee as participants' way of donating.



Special Occasions/Events: Host an event or in lieu of gifts for a special occasion or milestone, you can ask your friends and family to donate to your fundraiser.



Corporate Giving: Encourage and challenge your colleagues to get involved in your fundraising initiative, or ask your employer to match your total raised to double your impact. Companies can also support Jack.org through a cause marketing campaign. [Get in touch to learn more.](#)



Celebrate your birthday: Give back to your community in honour of your birthday. Ask friends and family to donate to your campaign in lieu of presents.

STEP 2




Register your event with Jack.org.

Get creative with your very own fundrage!

Get inspired. [Learn more](#) about how community members fundraised for Jack.org.



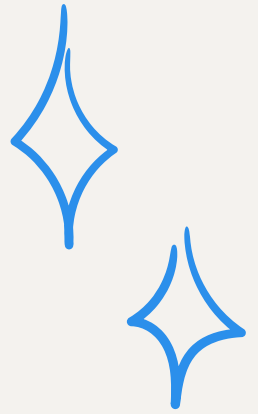
STEP 3

 **Create your plan, goal and timeline.** You've selected your fundraising activity! Now what? Here are a few considerations you may like to start with:

1. Consider when you would like your fundraiser to start and how long it will run for.
2. Planning an event is always more fun when you bring in community members to help like a friend or colleague!
3. If your event will require a large space, research some venues around you where you could host the event.
4. Think about the type of activity or event you have chosen and the event's fundraising potential. Setting a fundraising goal can help keep you and your network motivated. We're here to help you set an aspirational, yet achievable goal and create a plan to get you there.
5. If your activity or event will incur expenses, creating a budget with [our template](#) will help you track those expenses and stay on track to meet your goal.
6. Your event may have costs associated like a venue or catering. Reaching out to potential event sponsors with [our outreach template](#) can help cover event costs.

STEP 4

🎯 **Determine how you'll raise money.** What will the fundraising part of your activity look like? This will determine your call to action (what action you want others to take).



- ➔ **Donations:** Are you completing a challenge and want others to donate to the cause?
- ➔ **Ticket sales:** Are you hosting an event that requires people purchase a ticket?
- ➔ **Teams:** Are you hosting a tournament and need to recruit teams?
- ➔ **Sponsorship:** Do you have event costs that could be covered with sponsorship?



Gift-in-kind: Ask local businesses if they can contribute with goods or services.



Personalize these [sponsorship templates](#) to reach out to potential sponsors!

STEP 5

● **Storytelling.** Let people in your network and community know why you are supporting Jack.org and the impact their support will have.

- Why is youth mental health important to you? Is there a story you can share to engage others and get them invested in this cause?
- It's not always easy sharing stories vulnerably and safely. We encourage you to read our [Safe Storytelling resource](#) to ensure you and your audience are comfortable and safe when discussing mental health.



STEP 6



Promote and Raise Funds.

It's time to spread the word about your fundraising event and get people involved.

Email is key! A direct request will always be most effective. You can also ask your friends and family to promote your fundraiser within their own circles.

Make sure to always include the link to your donation page.


Share through social media. Tag us @jackdotorg.

[Make posters with Canva](#) and post them online and/or in your local community hot spots (coffee shops, community centres, school).

Remember to send reminders! People have busy schedules and often appreciate friendly reminders — especially when it's for a cause you care about.



FINAL STEP!

 **Wrap up and thank your donors.** You did it! You achieved your goal and did something epic for youth mental health. You and all those involved in your fundraiser are directly supporting peer-to-peer mental health programming and giving youth the tools they need to look out for their mental health and those around them.

- Celebrate what you have achieved and share it with those who donated, your team members, friends and family. Remind all those involved how their support has positively impacted you and the Jack.org community.
- Thank everyone that supported you, whether they were a donor, sponsor, or participant. Get creative and write your own personalized thank you cards or emails or use our [thank you templates](#).
- Submit any donations you may have received offline to Jack.org. Please email donate@jack.org to organize the submission of the funds you raised offline.

 **THANKS TO EVERYONE!** 

RESOURCES

Templates and Additional Resources.

1. [Communications Resource](#)
2. [How to Tell a Story Safely](#)
3. [In Support of Jack.org Logos](#)
4. [Event Budget Template](#)
5. [Donation Request Template](#)
6. [Sponsorship Request Template](#)
7. [Thank You Letter Template](#)
8. [Tax Receipt Guidelines](#)
9. [Offline Donation Form](#)
10. [Social Media Guide](#)
11. [About Jack.org: Social Media Assets](#)
12. Shareable Videos - You can re-share videos from our Jack.org Youtube channel to help promote your fundraising activity:
[Jack.org Well Own That Feeling](#)
[Jack.org - Our hopes for the future](#)
[Jack.org - This Is What We Do](#)



FAQ



WILL MY DONORS RECEIVE TAX RECEIPTS?

Yes! Individuals who donate \$10+ CAD to your Jack.org fundraising page will automatically receive a tax-receipt for the amount of their donation. Offline donations in the form of cash, cheque or e-transfer of \$10+ are eligible for a tax receipt, if we have the donors first and last name, mailing address, and email or phone number. Here is a simple [tax receipt collection template](#). For more details on our tax receipting process and CRA guidelines, see our [tax receipt guidelines document](#).

CAN I ADD CASH OR CHEQUE DONATIONS TO MY FUNDRAISING PAGE?

Yes! You can do this by logging in to your participant centre. Go to the donations tab and click “add offline donations”. Here you can enter the donation amount, payment type, and tax receipt information if required.

CAN I INCLUDE A RAFFLE?

We recommend holding a promotional draw! Gaming and lotteries including raffles, 50/50 draws, gambling, bingo or games of chance often require [licenses](#). You can run a promotional draw without acquiring a license, but you must offer the tickets for a suggested minimum donation instead of a fixed amount and allow the option for free entry to the draw.

FAQ



CAN I DO AN AUCTION?

Yes, but keep in mind there are [CRA guidelines](#) around the ability to give tax receipts to the donor as well as the winning bid.

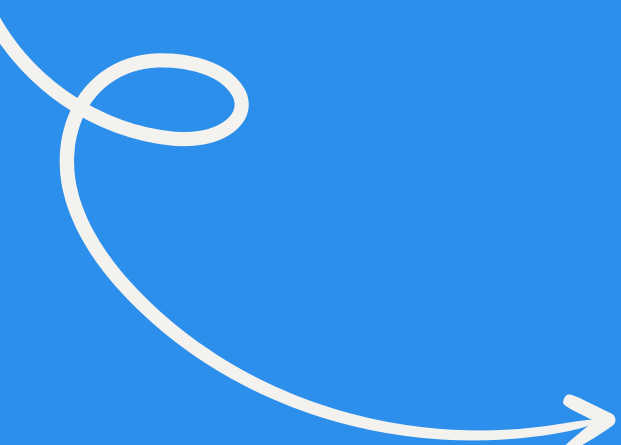
WILL JACK.ORG HELP ME PROMOTE MY EVENT?

You can tag us on social media by using [@jackdotorg](#) and we will show you some love. Depending on timing and capacity, Jack.org may re-share your posts on our channels. Jack.org will not promote any products or events to our email list.

CAN SOMEONE FROM JACK.ORG ATTEND OR SPEAK AT OUR EVENT?

A Jack.org speaker/representative is not possible in-person, but we have amazing videos that you can share with your event attendees to illustrate the impact of their support.

THANK YOU!



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