

Top Questions About Community Fundraisers

The BC Cancer Foundation is grateful for the opportunity to collaborate with Community Champions throughout the province to support BC Cancer initiatives in their communities. Together, we will realize a world free from cancer.

We know organizing a fundraiser can be a big undertaking, and we want to make sure you're well supported every step of the way. If your question isn't listed – don't worry! You can [contact us](#) for answers.

1) What's the First Step?

To begin, please [Register Your Fundraiser](#). Provide as many details as possible so our team can get a sense of your needs. From there, we will reach out to you with the next steps and suggestions on how we can support your success.

2) What kinds of activities do you support?

We work with all kinds of fundraisers throughout the province. Most often, people organize fitness-related activities including charity games or tournaments, -athons, or series of classes. These are a great way to engage people in a common activity while supporting the Foundation.

We also work with more intimate events, including hair cuts and head shaves, dinners and pub nights, and personal walks or challenges.

Unique fundraiser suggestions include:

- a neighbourhood fundraising challenge
- cooking classes by donation
- charity gaming stream (find us on [Tiltify](#)!)
- birthday, office, or holiday party with a purpose
- gardening or lawn care by donation

You can make an impact while participating in larger movements, too. We partner with the [BMO Marathon](#), [Vancouver Sun Run](#), [Royal Victoria Marathon](#), [Vancouver Half Marathon](#) and other runs, walks, and rides, and are always on the lookout for opportunities to become the charity of choice for other events.

Pro Tip: The best event to organize is one you will have fun doing, too! Think of the kinds of activities you already like to participate in, and host one of your own.

3) How much money can you put towards my activity?

The BC Cancer Foundation does not support fundraisers financially. All costs are the responsibility of the Community Champion or organizing body.

Community Champions do not receive compensation from the Foundation.

4) What am I responsible for?

Community Champions are responsible for selling tickets and managing all revenue streams for any community fundraiser. You are also responsible for recruiting, organizing, and overseeing volunteers and/or administrative and staffing needs, though we can use our channels to share a call for volunteers.

You are responsible for obtaining any necessary permits or licences, and for providing insurance coverage (if required). Please note that each city or municipality may have a different set of permits or insurance needs, so be sure to familiarize yourself with your local requirements.

If you're wondering whether something is your responsibility or ours, [please ask](#).

Community Champions may not collect fees or other compensation from donations.

Community Champions are not recognized as agents of the BC Cancer Foundation.

5) How do I collect gifts?

We can provide you with an online Personal Fundraising Page where your participants or supporters can make gifts directly to the BC Cancer Foundation. Those gifts will count towards your fundraising goal and will be issued a tax receipt where eligible.

The BC Cancer Foundation will determine which gifts are eligible for tax receipts in accordance with CRA Guidelines. No promises of tax receipts may be made on the Foundation's behalf. [Contact us](#) to chat about tax receipts before promoting your event.

Fundraising Page Features:

- personalize with your own words
- add a photo to show off your event or branding
- we provide a personalized URL (bccancerfoundation.com/YourEventName)
- we provide a QR code so your attendees can simply scan and donate from their phones

Fundraising Pages cannot be used to collect:

- sponsorship payments
- payments for gaming tickets (such as a 50/50 draw)
- other payments that are ineligible for a tax receipt

Depending on the needs of your fundraiser, we can also organize a TeamRaiser – a special kind of online fundraising page that allows participants to register and fundraise as individuals all working towards a larger donation total.

You can also collect gifts by cash or cheque. If you would like to have this option, we can provide you with donation forms for donors to fill out. This will ensure we get the information we need to recognize donors and provide tax receipts.

Unsure if your revenue plan fits CRA Guidelines? [Please ask us!](#) We're here to help.

Pro Tip: Cheques should be made out to the **BC CANCER FOUNDATION** and name your fundraiser in the Memo line to make sure those gifts are counted.

For collecting non-donation revenues, we recommend:

- [32auctions](#) – for online and offline silent auction support
- [Eventbrite](#) – for paid ticket or registration management
- [Race Roster](#) – for runs, walks, and rides of all sizes

6) What do I need to run a gaming activity?

Hosting a 50/50 or prize raffle is a great way to increase fundraising. You will need to apply for a Gaming Licence through BC Gaming with your own L&G File Number. We will provide a letter acknowledging our willingness to accept funds from your gaming activity.

We do not apply for gaming licences on behalf of community events.

Please refer to the [BC Licensed Charitable Gaming Rules](#) to understand the requirements and restrictions for your event and licence, and to make sure you follow the BC Gaming rules. When in doubt, [contact BC Gaming](#) directly for clarity.

To write a Letter of Support for your gaming application, we need:

- your application number
- the date, time, and location (address) of any draws
- the number of tickets available and the cost per ticket
- the type of licence you are applying for

7) Will someone come speak at my fundraiser?

We will consider requests for attendance by Foundation and/or BC Cancer staff – dependent on our resources and schedules. While we deeply appreciate the support of all community events, due to limited capacity, we are often unable to attend community fundraisers.

8) How do I get the word out?

Depending on the scope of your fundraiser, you'll want to use a variety of tools to let folks know you're raising money and to encourage them to support your efforts.

Most people find success by starting with those closest to them. Ask your friends and family to pitch in and support your efforts either by contributing time or money, or by helping to connect you with other supporters.

After your inner circle, reach out to your networks. Lots of workplaces have spaces for sharing employee social opportunities, too, and some employers are willing to support employee-driven initiatives either through matching funds or in-kind support.

Finally, look to the channels you use most often. Social media is a great way to get the word out – and you can tag us for added visibility!

The Foundation's official channels are:

- Facebook - @BCCancerFoundation
- Twitter - @bccancerfdn
- Instagram - @bccancerfdn
- LinkedIn – @BC Cancer Foundation

9) How much should I budget for costs?

We want you to be proud of the impact your fundraising will have on life-saving cancer care and research here in B.C. To that end, **we recommend keeping costs to 30% or less of your gross revenues** to ensure you can make a meaningful contribution to BC Cancer.

Many fundraisers opt to donate the net proceeds from an activity (all funds left over after the expenses have all been paid). If you choose this route, you'll want to keep your costs as low as possible to maximize your contribution.

We recommend planning out a variety of revenue streams in addition to collecting direct donations – including tickets or registration fees, raffles, or cash and in-kind sponsorships. You will need to be sure to clarify and properly track which revenue streams will go towards the BC Cancer Foundation, and which ones will be used to offset fundraising costs. Let us know which revenue streams you plan to leverage so we can better advise you in your planning.

Different fundraisers will have different needs and costs can often add up quickly. When planning your budget, try to imagine what a participant's experience will be and think about each element you will need to provide to realize that experience.

Example event expenses include:

- venue
- entertainment
- audio/visual equipment
- food and beverage costs
- merchandise
- marketing expenses
- shipping fees
- permit or licencing fees
- basic supplies like cups, paper, or pens

Pro Tip: Visit the City of Vancouver's [Accessible Events Checklist](#) for tips and resources to make your event more accessible for a broad audience.

10) Do you have any materials or swag you can send to my event?

We can provide BC Cancer Foundation-branded banners, tents, and similar materials – limited to our stock and availability.

Please complete our [Event Equipment Request Form](#) and we'll be in touch to discuss your request.

We also have a limited stock of giveaway items to support events. Please let us know what materials would be most useful to your event and we will see what we have available – or can make available in the future.

Pro Tip: Sponsors often like to provide branded items for raffles, door-crashers, or other prizes and giveaways. Consider adding this request to your event pitch.

About the BC Cancer Foundation

We are the fundraising partner of BC Cancer, and the largest funder of cancer care and research in B.C. Our purpose is to be a catalyst, powering world class innovation while supporting deeply personal cancer journeys. Every dollar we raise advances research and care across the province at BC Cancer's regional centres and the BC Cancer Research Institute. Our donors fuel hope for the 80,000 people who depend on BC Cancer each year.