



Our heroes served and put their lives on the line. Now, it is our time to serve them.

# Challenge Events Fundraising Pack

How you can help us make a difference for homeless Veterans



## OUR MISSION

Helping homeless Veterans build a better future by providing permanent, affordable and supportive housing

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### Housing

Provide stable and permanent housing for homeless Veterans

### Relationships

Assist in restoring overall quality of life, including helping to repair fractured family relationships

### Mental Health

Provide support programs for the treatment of mental health, health and addiction-related issues, as well as transition-related challenges

### Physical Health

Provide rehabilitation programs for the treatment of chronic physical health conditions

### Employment

Engage with on-site employment program

# Why fundraise for Veterans' House Canada?

By participating in exciting challenges such as running events, skydiving, bungee jumping, or ziplining, you will be helping those who have served for us.

**01** Together, we can work towards ending Veteran homelessness.

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**02** Your support can help raise the profile of Veterans' House Canada and the need for affordable Veterans housing, get the word out about who we are, what we do, and the change we want to see in the world.

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**03** You will create an opportunity to engage your friends and family, club or organization supporting an amazing cause.

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**04** You are demonstrating that you are committed to making a difference to the lives of homeless Veterans.







## Here are a few examples of how you can raise funds for your Challenge Event!

### **You Say It's Your Birthday?**

For your birthday ask for donations instead of gifts. This is a very simple way to raise money and it'll be a lot easier for your friends and family to write you a check instead of spending hours trying to shop for you!

### **Wedding Anniversary**

Same situation as the birthday scenario! If you've got a wedding anniversary coming up, ask your loved ones to skip gift shopping and instead make a donation in support of Veterans' House Canada.

### **Theme Party/Dinner**

Hold a theme/costume party with your friends on Zoom. Award prizes for the best costumes. Ask guests to donate to Veterans' House Canada as a virtual admission fee.

### **Mow-a-thon**

Ask your neighbours if you can mow their lawn for a \$50 donation. Create flyers advertising this and letting them know a set weekend you will be doing this along with your name and email/phone. Even better, if you have (or know) teenagers who are willing to help, get them involved too!

### **Storefront Collections**

Ask your local grocery store, retailer or bank if you can spend a day asking patrons to support your efforts. Don't forget to ask the store if they have a policy of matching funds raised – this will double your efforts!

### **Inspirational Bookmarks**

Create your own inspirational bookmarks and sell them to your friends, family and neighbours.



### **Snow Shoveling Service**

Is your schedule flexible enough that you can start shovelling at the drop of a hat (or, more specifically, at the drop of a snowflake)? Let your neighbourhood know you'll be offering snow shovelling service on demand this winter, with all proceeds going to Veterans' House Canada.

### **Happy Hour**

Talk to your local bar manager about hosting a gathering at their bar by inviting your friends and family (and their friends & family...) Get the manager to give you a set rate for all you can drink for an hour and then add \$10 to that which you keep for your fundraising.

### **Book Sale**

Have your coworkers donate books they have read, then sell them to other coworkers to make a profit. Most everyone has some pre-read books and would be glad to contribute. A variant might be CDs or videos/DVDs. You can also sell them to customers if you are in a retail environment.

### **Dress-down Day**

Ask your workplace to allow an official dress-down day. For the privilege of dressing down, employees donate \$20 towards your fundraising efforts.

### **Wine & Cheese Party**

Host a party at a local restaurant and ask the owner to donate the wine and cheese.

### **Karaoke Night**

Who cares if you can't carry a tune? Spend a Friday night at a Karaoke Bar and sing your guts out! Have the announcer tell the crowd that you're singing for pledges! (Or collecting pledges to stop singing!)

### **Board Game Night**

Get out those board games, invite your friends, break out the snacks, separate into teams, and let the fun begin! Ask guests to make a donation in support of Veterans' House Canada.



# How we have got you covered.

## Sign up to fundraise using CanadaHelps!

You won't need to worry about banking your money as it will come to us automatically.

Visit [www.canadahelps.org](http://www.canadahelps.org) to set up your page!

If you need any support email Angella at [fund.development@veteranshousecanada.ca](mailto:fund.development@veteranshousecanada.ca)



To get an idea of how the money you are raising supports Veterans' House Canada, get in touch with the team to book on a virtual tour or to visit our Andy Carswell Building.  
[fund.development@veteranshousecanada.ca](mailto:fund.development@veteranshousecanada.ca)

## **Carry that sponsor form**

Let the whole world know what you're up to! Don't be afraid to ask folks to sponsor you

## **Give a shoutout**

to your awesome sponsors and donors! Keep them in the loop about the total funds raised and the impact it will create

## **Get going pronto!**

The sooner you kick things off, the bigger the bucks you'll drum up for Veterans' House Canada

## **Set-up a Canada Helps page**

[www.canadahelps.org](http://www.canadahelps.org)  
It makes it so much easier to gain sponsors, allowing you to reach friends & family quickly

## **Ask your workplace**

if they'll double the cash you bring in. Many companies are in on the game of matching every dime you raise

## **Share your stories**

Don't forget to share your fundraising stories with us at Veterans' House Canada we will use them in our social media and newsletters

## **Spread the word**

Share your fundraising efforts in your workplace newsletter, on the intranet, within any groups you belong to, and by posting on Facebook and Instagram

# **Boost Your Fundraising Mojo**

# Banking your money

Please be sure to keep us informed about your fundraising!  
Do try to promptly deposit any fundraising sums with us.

## Ways to transfer your sponsorship to Veterans' House Canada:

### Pay It Online

Visit [www.veteranshousecanada.ca](http://www.veteranshousecanada.ca)  
Please make sure you leave your details and your fundraising details.

### Post Us A Cheque

Please send us a cheque made payable to; Veterans' House Canada to 404 McArthur Avenue, Suite 208, Ottawa, ON, K1K 1G8.

Remember to put your name and event on the reverse of the cheque.

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If you have  
a roof over your  
head, everything  
else is possible.

Bill Beaton

VETERANS' HOUSE TENANT

”

ANY QUESTIONS CONTACT ANGELLA

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