

# VIBE ARTS

**fundraising tool kit 2022**

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**We hope that you find this tool kit helpful.**

## **Questions? Reach out!**

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## **Downloadable Attachments:**

Logo Package  
Event Photo Release Form  
Donor Thank You Certificate

# About VIBE ARTS



Established in 1995, VIBE Arts is an award-winning charitable organization committed to providing children and youth in under-resourced communities with high quality community and school based arts education.

**Mission:** *To work collaboratively with partners in under-resourced communities to create a lasting impact on the lives of young people through arts education programming.*

**Vision:** *Vibrant communities where young people express themselves artistically and use their creativity and leadership to engage fully in community.*



## Why We Work

Our programs respond to local needs and priorities of each community and engage with the uniqueness of each space that it enters. We work to acknowledge importance in the lives of our partners & participants.



VIBE Arts provides diversity through artistic discipline to suit the needs and interests of each neighbourhood.

With your support, we continue providing arts education and professional artistic mentorship to the next generation of creatives.

# How can **YOU** support us?



Make a difference by becoming an Impact Partner and raise money for VIBE Arts by donating all or part of the proceeds of your event, business, or other initiatives. As an Impact Partner, you act independently to carry out your Third-Party event, but with VIBE's knowledge and support. Impact Partners are an essential resource for helping raise funds, supplies, and awareness that help us carry out our work in the community.

**1**

## **Come up with your idea!!**

This is the fun part-how do you want to raise money for VIBE?

**2**

## **Fill out the online event request form.**

Our Programming and Development team will get back to you within two business days to chat about your event.

**3**

## **Throw your event!**

Have a blast, raise that cash and snap some pics! Document your fundraiser online and share your efforts with the community!

**4**

## **Report back**

You Rule. Seriously. Now let us know how much money and resources you've earned!



# Fundraising Guidelines



- ✓ All impact partner events must align with VIBE Arts's mission, vision and values.
- ✓ To conduct a fundraising event, we ask that you complete and send in the Impact Partner Event Application Form at least 15 days prior to your event.
- ✓ Prior VIBE approval before hosting a third-party event is required. Every year, many individuals hold events without our knowledge. This notice is important as we track all events & donations to ensure you receive the recognition that you deserve, as well as tax receipts where applicable.
- ✓ The impact partner is responsible for meeting all municipal/provincial or federal standards and fulfill all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event.
- ✓ We (VIBE Arts) must not be party to any liability coverage without prior knowledge. VIBE accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.
- ✓ The impact partner event organizer will be responsible for all costs related to the event and will handle all monies until the official donation is submitted to VIBE Arts.
- ✓ All promotional materials must state that your event is "in support" of VIBE Arts and is not an official VIBE Arts event.
- ✓ In your promotional materials if you are using images representing the recipients of the money or resources you plan on raising, all photographs or images must be respectful and portray a positive message.
- ✓ VIBE must approve all promotional/advertising copy featuring our name and logo.
- ✓ The impact partner event organizer agrees to ensure that all materials borrowed are returned promptly and in the same condition they were received. The organizer agrees to accept responsibility for damage or loss of materials borrowed from VIBE.
- ✓ Involvement of VIBE staff and volunteers will be at our discretion and will be based on availability, location and the nature of the event.
- ✓ VIBE issues official income tax receipts in accordance with Canada Revenue Agency guidelines.
- ✓ If tax receipts are requested, please submit the information within 30 days of your event.
- ✓ Impact Partner event organizers will submit funds to VIBE within 7 days of the event.
- ✓ VIBE Arts does not do door-to-door solicitations and cannot endorse these events.

# How to Donate

## Donate Online

Visit <https://vibearts.ca/donate/>

VIBE is happy to create a custom donation page for your event upon request. Let us know!

## Got Cash?

Deposit the amount raised and mail or drop off a cheque to:

VIBE Arts  
230 - 401 Richmond Street West  
Toronto, ON M5V 3A8



## the Good Vibes!

Let others in your network see the good you are doing! Post about your fundraising on social media! Celebrate!

Use the hashtag **#VIBEarts** and tag **@VIBEArtsTO** to share your fundraising content. This tool kit provides you with a social media cheat-sheet including pre-made posts and materials that you may use.

Please remember that if any of your donors would like a tax receipt, we will need the individual's full legal name, address and contact information.

# Planned Giving



At VIBE Arts, you can make a donations on behalf of or a tribute in memory of a loved one.

A recurring donation to VIBE Arts is a thoughtful way to recognize the memory of a person whose life has been influenced by the arts. This tribute will represent the power of the arts in changing one's life, especially for children and youth in under-resourced communities. The generosity of you, your family and friends will allow the legacy of your loved one to impact the thousands of children and youth we engage every year.



Through planned giving with VIBE Arts, you will receive:

- ♡ A custom link that will track all donations made in honour of your loved one from us upon request
- ♡ Monthly reports of contributions for 3 months following service, extended at the family's request.

Donors will receive:

- ♡ An email from VIBE Arts with the impact of their contribution
- ♡ A charitable tax receipt

# Receiving Tax Receipts

VIBE Arts is happy to issue official receipts for income tax purposes upon request, but all gifts must meet the conditions defined by Canada Revenue Agency (CRA).

Tax receipts will be automatically issued for all donations of \$25 or more. We will issue a receipt for a smaller amount upon request only.

Official receipts require the full name and address of the individual who made the donations.

If a company or business wishes to receive a donation receipt, the receipt will be issued only if the CRA criteria are met.

Tax receipts can only be issued to those who have not received a product or tangible item in return for their donation. The purchase of raffle tickets, admission tickets, green fees, auction items, and performances are a few examples of gifts that are not eligible for a tax receipt.





# FAQ



## **Will VIBE Arts help organize events/provide volunteers?**

Our team is here to help by answering your questions. We have created this Toolkit to guide you through hosting a successful event. It is the responsibility of the event organizers to recruit, train and manage all volunteers.

## **Is VIBE Arts able to support any Impact Partner event expenses?**

VIBE runs strictly on donated money, unfortunately this money is not allocated to supporting impact partner Events. It is the responsibility of the event organizers to create a budget and manage it accordingly for all expenses. Make sure you keep it simple.

## **Do you have flyers and brochures we can hand out?**

Our Media Kit has graphics, templates and logos of VIBE Arts. You are welcome to print anything out and display it at your event. Depending on the size of your event, VIBE may be able to provide brochures if requested.

## **Do you have a banner we can use for our event?**

If you would require any brochures or physical signs at your event, please indicate this information in your Impact Partner Request Form.

## **Who is responsible for all liability and legal risks associated with my event?**

VIBE Arts will not be responsible for any damage or accidents to any persons or property; we will not assume any legal or financial liability caused before, during or after the event. In acquiring insurance for an event, it is the responsibility of the organizer to apply and obtain such documents in the name of the individual, organization or business coordinating the event. It is advisable that you seek guidance and direction from your own insurance broker.

## **Will VIBE Arts help promote impact partner events?**

Definitely! Share any graphics and information with our team and we will share your event on our Social Media channels. Any additional promotion is up to the event organizers.

## **How do I send the proceeds of my event to VIBE Arts?**

Funds raised by an impact partner event should be made payable and turned into VIBE Arts no later than 14 days after the event. Send cheques to:

**VIBE Arts**  
**230-401 Richmond Street West**  
**Toronto, ON M5V 3A8**

# Our Media Kit!



Our Media Kit includes resources that will provide you with printable resources, VIBE Logos and information about branding and marketing your event.

Download the kit for access to:

## Brand Guidelines

- Voice
- Logos

## Social Media Resources

- Cheat Sheet
- Connect with VIBE
- Hashtags

## Printable Attachments

- Donor Thank You Certificates X2
- Event Photo Release Form



# Contact Us!

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203-401 Richmond St. W  
Toronto, ON M5V 3A8

**416-929-9314 | [info@vibearts.ca](mailto:info@vibearts.ca)**

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