



Habitat
for Humanity®
Edmonton

event kit



Thanks to the tremendous support of Edmontonians and northern Albertans, Habitat for Humanity Edmonton continues to empower families, couples, and individuals through affordable homeownership.

Individuals and groups who organize events in the community and choose to donate the proceeds to Habitat for Humanity have an impact on the long-term stability of those we serve.

This handbook was created to help you plan and organize your community event. You will find ways to get started, helpful tips, and the necessary forms required to partner with us.

Get creative, have fun, and host an event such as a golf tournament, pancake breakfast, bake sale, or community barbeque! No matter if your event is big or small, we are honoured and grateful to be your charity of choice.

We look forward to working with you!



(clickable!)
↙

event application form

hfh.org/get-involved/host-event

Application must be approved by Habitat Edmonton prior to promoting or hosting your event.



about us

Habitat for Humanity Edmonton brings communities together to help families build strength, stability, and self-reliance through affordable homeownership.

our vision

A world where everyone has a decent place to live.

our values:



Habitat builds strength, stability and self-reliance through affordable homeownership.



Strong and stable homes help build strong and stable communities.



Decent shelter is something we all need to thrive.



With a little help, we all have the potential to stand on our own.



Bold actions speak louder than words.



Working together, side by side, promotes understanding and independence.



our impact

883

families, couples, or individuals in need of affordable homeownership have moved into Habitat for Humanity homes **across northern Alberta.**

BuyBack Program

Over half of Habitat homeowners eventually move on, selling their homes back to us. They use the equity for a down payment on a new home or to achieve other life goals. We then renovate or repair the home and sell it to another family, couple, or individual.

3,389 people

have been empowered through affordable homeownership, which serves as the catalyst for a better life, providing improved social and financial stability.

- * 418 single parent households
- * 1,340 adults
- * 2,049 children



\$10 million +

returned in property taxes to municipalities since 2010.

40,000 +

volunteers engaged in the work of Habitat since 2003.



4 Habitat ReStores

divert items from needlessly going to landfills, and all proceeds generated go towards the Habitat program.

the impact

In 2023, ReStore contributed \$1.4 million to Habitat for Humanity and made 3,000+ donation pick-ups from homes and businesses.

your event

steps to plan:

1. Decide what event you would like to hold.
2. Figure out the financials.
3. Complete the required application form, and we will arrange to meet with you to help make your event successful!
4. Appoint an event committee.
5. Determine event logistics.
6. Promote your event.
7. Collect funds.
8. Thank participants.
9. Evaluate.



step 1: decide what event you'd like to hold.



Gather a group of friends to develop an exciting idea for an event. Remember, no event is too small, every dollar raised makes a difference! Below is a list of ideas to help you brainstorm:

- “A-thons” of any kind
- Auctions
- Bake Sale
- Barbeques
- Benefit Concert/Play
- Bottle Drives
- Carnivals
- Community Walk/Runs
- Dinner Parties
- Garage Sales
- Holiday Parties
- Raffles
- Sporting Events/Tournaments

step 2: figure out the financials.



Plan for financial success with your event!

Use the [Community Event Budget Sheet](#) provided in this kit to identify expected income and expenses. It's important to remember that the lower your costs are, the larger your contribution will be.

step 3: complete the online application.



We want to ensure that your event will be successful. Once you know what type of event you want to host and have set your financial goals, notify us through our online [Community Event Application Form](#). After we've reviewed your event form, we'll arrange a meeting to go over the details of the event you've chosen and how we can best assist you.

step 4: appoint an event committee.



Be sure that you have heard from us before you move on this step!

Planning a successful event takes time and effort, so do not be afraid to ask for help! Recruit dedicated volunteers with a variety of skills and abilities to divide the tasks and help organize a great event.

step 5: determine event logistics.



Plan for financial success with your event!

Use the Community Event Budget Sheet provided in this kit to identify expected income and expenses. It is important to remember that the lower your costs are, the larger your contribution will be.

- **Who are you inviting to the event?**
- **What food or entertainment needs to be ordered or booked?**
- **What day and time will the event be held? Do you need a ticket sales deadline?**
- **Where will the event be located?**
- **How many volunteers do you need?**

Please note that we are happy to review your logistics with you!

step 6: promote your event.



Now it is time to create a marketing plan to promote your event to the public! Understand who will support and attend your event and craft your event message specifically for them. Once your initiative has been approved you will have access to resources like templates, pledge forms, online opportunities, and more. Marketing activities may include social media promotion, eye-catching posters, invitations, or other promotional materials.

Please note that any use of the Habitat logo must be approved by Habitat's Marcomm Team. They are delighted to review your marketing materials and assist you in any way possible. They can be contacted at habitatedm@hfh.org.

step 7: collect funds.



Think about how you will collect the funds raised. Make sure there are proper controls and procedures in place to account for the funds you are collecting and that someone is responsible for managing this important area.

To find out what types of tax receipts your event qualifies for, please click [here](#).

step 8: thank your participants.



This is the most important step: let those who attended your event know how much money they helped raise and the impact! Of course, we can assist you with that.

step 9: evaluate.



You can learn a lot from the success of your event. If you plan to rerun the event, schedule debriefs with your committee within a week of the event and pinpoint opportunities for growth. Use the provided Post-Event Report to guide your evaluation and submit your answers to community@hfh.org.

how we can help

providing professional consulting

- Sit down with a professional fundraiser to receive guidance for your event's fundraising strategy and vision.
- Promoting your event through our social media channels
- Advise you regarding permits and gaming licenses that may be required.



donations processing assistance



- Help you obtain a raffle license on your behalf to ensure you are following Alberta Gaming regulations
- Provide charitable tax receipts to participants (subject to receipt guidelines of the Canada Revenue Agency).

additional benefits

- Post your event on our website and use our website for registration, pledges, and creation of personal fundraising pages.
- Support your event through our social media outlets.

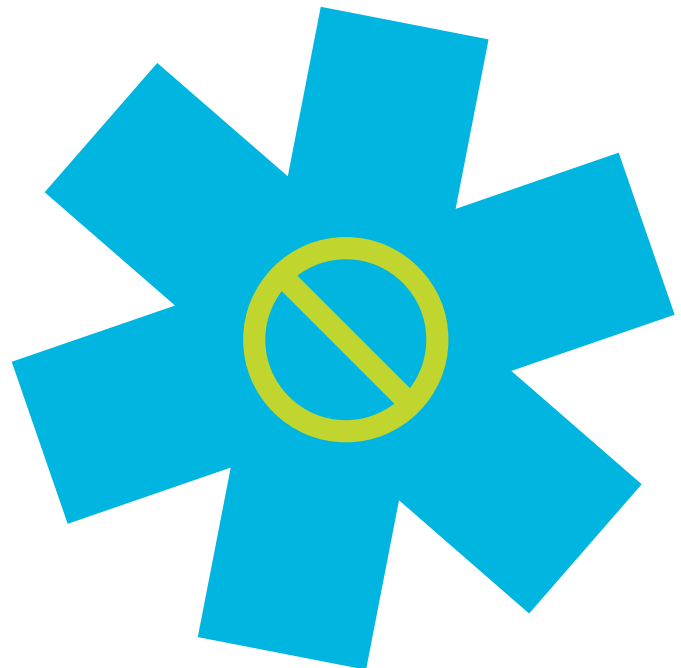
- Provide you with a customized letter of appreciation to acknowledge your sponsors and supporters.
- Assist with planning and advising you regarding silent and live auctions.

other guidelines

- It is your responsibility as the event organizer to communicate to volunteers, sponsors, and participants that Habitat Edmonton is the beneficiary of the event and not conducting the event.
- All publicity should be shared with Habitat Edmonton.
- Habitat Edmonton will not assume any financial or legal liability along with any damages that may incur at the event.
- The event organizer will acquire all essential insurance, permits, and licenses.

unfortunately, we are not able to:

- Reimburse any event expenses.
- Guarantee attendance or volunteers at the event.
- Issue tax receipts for community events, except for monetary donations made to Habitat Edmonton.
- Share our mailing list.
- Solicit corporate partners for sponsorship or any other in kind or monetary gifts.
- Guarantee a lottery license.



FAQ

▶ **Can you mail information about my event to Habitat Edmonton donors?**

We cannot email or mail information about your events to our donors, as this list is confidential. However, we are happy to list your event on our website and share it on social media.

▶ **Can you help me find sponsors for my event?**

We can work with you to help brainstorm a list of appropriate sponsors for your event, but we cannot approach corporations or individuals on your behalf. Our event team has information available for you on how to secure sponsorships, including sample sponsorship packages and ask letters.

▶ **Can you help me get media for my event?**

We cannot promise media will attend or promote your event without you paying them to do so. We do have resources available to you on how to generate media interest for your event as well as a sample press release template you can customize for your event. We can also work together to promote your event on social media platforms.

▶ **I just completed my event. When do I need to send the funds from my event?**

We kindly ask the event organizer to send in the funds within 30-days of the event taking place to ensure proper stewardship of your supporters. Additionally, under Canada Revenue Agency (CRA) guidelines, for funds to be eligible for income tax receipting in any given calendar year, Habitat Edmonton must either have received the gift by the last business day of December (or the gift must be postmarked prior to December 31).

▶ **I want to run a raffle at my event. Do I need a license?**

Gaming and lotteries including bingos, 50/50 draws, gambling, raffles or games of chance often have special considerations that require permits. Please visit [here](#) for more information. AGLC has strict terms and conditions that must be followed, so please ensure that you follow them closely if you are going to hold a raffle. To obtain your AGLC ID, please click [here](#) and fill out the "Eligibility for Raffle License" as well as the "Internet Account Request." You can email or fax your completed form back to AGLC. This process takes between 3-5 business days.

Once your eligibility has been approved, you will be sent a username and password which will allow you to apply for a raffle license online free of charge.

Habitat Edmonton will not endorse/support or accept donations from events that are not able to be licensed, specifically, gaming events such as poker.

▶ **Can I register to raise funds online?**

Yes, Habitat Edmonton can provide an online link to accept donations, provide a receipt, and collect all raised funds together in one fund.

Please note that these funds are not accessible to pay for event expenses.

event budget sheet

Mark down any form of expected event revenue and the expenses you incurred to host this event. If you expect some expenses to be donated, please indicate that. All costs of the event are to come out of event proceeds or to be paid directly by the event organizer.

	revenue	expenses
sponsorship		
registration fees		
ticket sales		
donations		
silent auction, raffle, etc.		
venue rental costs		
printing (tickets, posters, etc.)		
security		
advertising		
license fees		
prizes		
other		
TOTAL		

REVENUE - EXPENSES = PROFIT DONATED TO HABITAT

post-event debrief

Take some time to reflect on your event. What worked? What didn't? Submit your answers to community@hfh.org.

▶ **name of group:**

▶ **date:**

▶ **name of event:**

▶ **number of attendees:**

REVENUE:

▶ **ticket sales (\$):**

▶ **sponsorship (\$):**

▶ **raffle (\$):**

▶ **auction (\$):**

▶ **direct donations (\$):**

▶ **other (\$):**

▶ **other beneficiaries besides Habitat Edmonton:**

▶ **net proceeds to benefit Habitat Edmonton (%):**

▶ **final proceeds to Habitat Edmonton (\$):**

▶ **companies who sponsored your event:**

▶ **was the application/approval process for your event easy to understand? If no, please explain why:**

YES

NO

▶ **do you feel Habitat Edmonton did well to assist you with your questions? If no, please explain why:**

YES

NO

▶ did the event meet your expectations? If no, please explain why:

YES

NO

▶ Were there any media broadcasts or articles about your event? If so, where was your event mentioned? If possible, include a copy. We would love to see it!

YES

NO

▶ **do you plan to organize this event again? if no, please explain why:**

YES

NO