THIRD PARTY EVENTS
IN SUPPORT OF DRESS FOR SUCCESS

Do you have creative ideas for raising money for Dress for Success Toronto? Are you able to run a special event or donate funds that help us support programming and raise awareness? If so, why not hold an event on our behalf?

Holding a third party event is a great way to support Dress for Success Toronto, while getting your friends, family, school, community or workplace involved in something fun and rewarding. We are grateful that you chose to support Dress for Success Toronto, third party events are an essential resource for helping to raise funds and awareness that enable us to continue to provide essential services to our community.

What we can help with:
• Provide you with our logo for approved publicity
• Provide our informational one-pager that you can email and/or print to distribute
• Some guidance and suggestions to help your plan your event
• Depending on availability, a DfST staff member in attendance

What we can’t help with:
• Guaranteed attendees at your events
• Provide gaming permits, raffle or liquor licenses
• Provide financial help, access to our sponsors or volunteers

Guidelines
Why guidelines? We want to ensure the success of your event and that it aligns with the mission and visions of Dress for Success Toronto!
• Prior approval to hold a third party event is required. That approval is based on the type, theme, and financial viability of the event.
• Allow at least 10 business days for final approval of your proposal
• Net funds must be submitted no later than 30 days after the event.
• We must approve the use of our name and/or logo on any materials.
• All tax receipt issues must be discussed with Dress for Success Toronto prior to the event and will be issued in accordance with Canada Revenue Agency’s regulations and organizational policies and procedures.
• We cannot issue tax receipts for in-kind or donated services (example: advertising, construction, entertainment, clothing, etc).
• We will not assume any legal or financial liability associated with third party events and we will not be held responsible for any damages or accidents.

Fundraising event ideas:
• Host a party (Dinner party, movie night, costume party, afternoon tea)
• Sporting tournament (Golf, basketball, hockey)
• Host an event (auction, bake sale, clothing sale, garage sale, fashion show, book sale, car wash, chocolate tasting party, dress down day, read-a-thon)
• Donations in lieu of gifts on a special location (birthdays, anniversaries, holidays)
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STEPS TO SUCCESS CHECKLIST:

1. Pre-planning
   ☐ Decide on the type of fundraiser
   ☐ Set date, time and location
   ☐ Draft a budget
   ☐ Fill out a third party application form and wait for approval
   ☐ Identify target audience
   ☐ Develop a timeline
   ☐ Recruit committee and/or volunteers
   ☐ Promote the event
   ☐ Create collateral with approved logos sent from DfST (posters, social media posts, pamphlets)
   ☐ Send emails, make phone calls, post on social media

2. Event
   ☐ Assign volunteers to specific tasks
   ☐ Collection funds from attendees and donors
   ☐ Take pictures and share them on social media (don’t forget to tag us!)
   ☐ Publicly thank guests and volunteers
   ☐ Have fun!

3. Post Event
   ☐ Collect any outstanding pledges from participants and supporters
   ☐ Pay event expenses in full
   ☐ Thank your donors, participants, guests and volunteers
   ☐ Send us photos so we can share them on our platforms
   ☐ Ensure all cash and cheque donations are sent to DfST
   ☐ Celebrate!

Social Media
We love seeing your photos! Don’t forget to tag us:
Instagram: dressforsuccesstoronto
Facebook: DressForSuccessToronto
Twitter: DfSToronto
LinkedIn: dress-for-success-toronto

VISIT OUR BOUTIQUE
Lower Concourse Level
North York Civic Centre
5150 Yonge Street, C31
Toronto, Ontario, M2N 6L8

LET’S CONNECT
Toronto.dressforsuccess.org
info@dressforsuccesstoronto.org
tel: 416.901.6022
@dressforsuccesstoronto