



Workplace Fundraising

Habitat for Humanity
Manitoba





About Habitat

Habitat for Humanity Manitoba is the local affiliate of an international non-profit registered charity committed to eliminating poverty housing and dedicated to making safe, decent housing a matter of conscience and action. Since 1976, Habitat for Humanity International has built over 500,000 homes in over 80 countries.

Habitat for Humanity Manitoba, founded in 1987, has built over 200 homes offering our partner families a hand up, not a hand out. Families are able to purchase their homes with no down payment, and no interest, allowing them to build equity in their home.

Monthly mortgage payments received from homeowners are used to purchase new land and to service debt on previous land purchases allowing donations to keep on giving - building more homes in our community in future years.

When people have access to affordable housing, their hopes and dreams can be renewed. Families plant roots and become proud, connected members of a community. Children can grow in a stable environment, opening a door to a brighter future. Every family that becomes a homeowner helps to build the foundation of a better Winnipeg.

Each year Habitat for Humanity Manitoba determines how many families it can help based on the financial support received from the community. We are thankful for the many sponsors and donors who support Habitat for Humanity Manitoba's transformational work – changing lives, changing neighborhoods, and changing our important little part of the world.

Families Thrive. Communities Prosper. Everyone Wins.

Why Give

Workplace fundraising is a fun and rewarding way to motivate and build camaraderie on your team. Not only will you be helping Habitat build safe, decent, and affordable housing for low-income working families, your support will generate pride in your team and company.

Benefits to Habitat for Humanity Fundraising include:

- Enhancing team skills such as communication, collaboration, project management, creative thinking, accountability, goal-setting, cross-functional teaming, and information sharing
- Improving team spirit and office morale
- Increasing employee motivation and retention
- Increase goodwill and visibility for your company
- Encouraging involvement in the community
- Helping a local family move into a new home that:
 - provides stability for their children,
 - allows a sense of dignity and pride to grow,
 - improves physical safety and security,
 - improves educational and job prospects,
 - improves the health of the family, and
 - creates wealth through equity in their home.

100% of any funds raised will go towards building a Habitat home in Winnipeg or one of our chapter communities to benefit a family in need.

Thank you for improving the lives of local families, and especially opening a door to a brighter future for their children.



Fundraising Ideas

Have a BBQ

The BBQ can be for your customers and the public at large, or can be for your own employees. Charge money or ask for donations for the food and beverages. Incorporate another fundraiser such as a putting contest, a dunk tank, hennas or temporary tattoos.

Golf Tournament

Turn your staff and customer appreciation golf days into fundraisers for Habitat for Humanity Manitoba.

Casual work day or other dress days

Charge a fee for employees who participate in special “dress days” eg. casual day, crazy sock day, crazy hat day, crazy hair day, sports team day etc.

Adopt-a-Day Challenge

Habitat for Humanity needs groups to help build homes for families in need. Our Adopt-a-Day Challenge is a perfect way to celebrate the milestones in your organization’s history, or to build stronger employee teams, all the while effectively promoting your corporate responsibility through association with our internationally recognized brand. A minimum donation of \$200 is required for each volunteer. Please download more information on the Adopt-a-Day Challenge from our website.

Departmental or company social event

What would your employees like to do together socially? You could coordinate a bingo bowl, a pool tournament, a sleigh ride, or if you want to think bigger, a bud, spud and steak night. If you would prefer to keep your event within office hours, you could arrange either an eat-in, or delivery luncheon. Given that your event is a fundraiser, you may be able to negotiate a better price with whatever establishment you are working with eg. bowling alley, restaurant, etc.



Fundraising Ideas Continued

Disappearing Tie Contest

This contest would only be suitable for larger companies. Employees who donate to the campaign can cut an inch off of their favorite executive's tie. The goal for each executive is to have the shortest tie at the end of the day. You can award prizes for the executive with the shortest tie, ugliest tie, etc.

Children's Art Contest

In larger companies, you can distribute photographs of company top executives to all employees for their children to draw/paint/mold. Charge a \$5 entry fee per child. You can create different age categories. Employees vote for the best artwork and pay \$1 per vote. The winning art could then be displayed as part of the organizations art collection.

Gingerbread House Construction Contest

Encourage your employees and their families to create gingerbread houses to enter into a contest. Charge a \$5 entry fee and have employees vote for the best "house" with their donations. The families can take their houses home, or if you have an upcoming holiday party, they would make great center pieces!

Lego House Design Contest

Have each department work on creating a home made out of Lego. Employees (and customers) vote on the best home and pay \$1 per vote. You should have a prize for the winning department eg. the president will cook breakfast.

Departmental coin collection contest

Have each department collect coins in an old water bottle. You can designate one type of coin eg. dimes as sabotage so that competing departments can donate that coin to a different department's jug. At the end of the contest, the coins are counted by department subtracting the sabotage money. You should have a prize for the winning department eg. the president will cook breakfast.



Fundraising Ideas Continued

Cream Pie Fundraiser

Have staff pay money to have a pie thrown in someone's face. The intended recipient can pay money to redirect the pie, or they can pay more to stop the pie completely.

Involve your Customers:

Product/Service Promotions

Does your company sell product or services that you could create a Habitat for Humanity promotion around? For example, for this month/week/day, every product/service you sell, you would donate \$x to Habitat for Humanity Manitoba. This would work well for restaurants that could feature a particular menu item, for car dealerships, for travel agencies, etc.

Round-up Purchase program

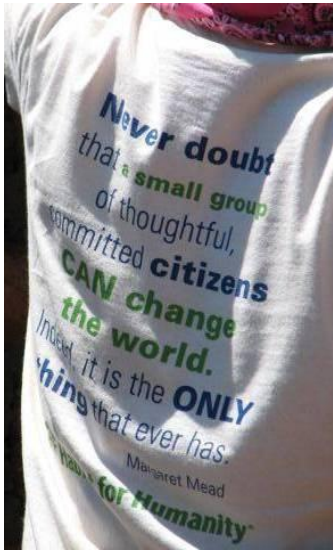
If your Point of Sale system supports such a program, you can ask your customers to round-up their purchase total to the nearest dollar to help build Habitat homes for their partner families to purchase.

Build a Paper Home

Does your business have retail/service customers? This fundraiser might be for you. Assemble a home or a street out of paper components on a wall by asking employees and customers to buy paper bricks, windows, door, roof, etc. Habitat has home kits available for you to borrow. Each home measures 192cm high by 126cm wide (75.5 inches by 49.5 inches) once assembled.



How to Get Started



Thank you for choosing to fundraise for Habitat for Humanity Manitoba! Organizing a fundraiser is a fun and rewarding way to contribute to our community. We want to encourage your efforts and provide support so that you may achieve your fundraising objectives. Please use this guide to help you plan a successful fundraising campaign.

Tips for success:

- Form a fundraising committee, assign a Chair and assign specific roles eg. Marketing/Promotion, Logistics, etc.
- Set a goal for your campaign.
- Consider Habitat for Humanity's fundraising ideas and brainstorm new ideas.
- Consider if your fundraiser would benefit most from individual or team participation. How about an interdepartmental challenge?
- Decide on a fundraiser, and set a timeline for your campaign.
- Complete the Fundraising for Habitat for Humanity Manitoba Agreement. Approved campaigns will have access to Habitat for Humanity resources such as logos, brochures, speakers, videos, and other supplies as they become available.
- Create a budget to reflect your revenues and expenses.
- Determine your volunteer requirements and start recruiting.
- Consider a team building kickoff to your campaign such as a group BBQ or a pancake breakfast.
- Solicit sponsorship/donations through your workplace to offset expenses.
- Use Habitat for Humanity Manitoba's Pledge Form to track any donations of \$20 or more so that tax receipts can be issued.
- Promote and publicize your campaign.
- Determine if your company has a matching gifts program.
- Consider having your team volunteer at the Habitat for Humanity ReStore or participate in the Adopt-a-Day Challenge to create team spirit and provide a deeper awareness of Habitat for Humanity.
- Execute your event and have fun.
- Thank participants, sponsors, donors, volunteers, and supervisors/management after the campaign.
- Celebrate your achievement at the end of your campaign.
- Contact Kim Wilson at (204)233-5160 Ext. 215 if you have any questions.



Careful planning, creative thinking and attention to detail will help you generate a level of support that can really make a difference.

Matching Gifts Program

Many organizations are matching the charitable gifts of their employees. Speak to your Human Resources or Finance Department about your company's ability to match employee fundraising for this campaign. This will certainly augment your workplace fundraising efforts!

Tax Receipts

Financial donation

Habitat for Humanity Manitoba (HFHM) will issue a charitable donation income tax receipt for any cash, cheque or credit card donation of \$20 or more. If an individual has made a donation, the receipt will be issued in the name of that individual at their home address. If a corporation has made the donation, and if a tax receipt is requested, the receipt will be issued in the company name at their corporate address. An individual or corporation cannot receive a tax receipt for money that was donated by another party (e.g. an individual cannot receive a tax receipt for monies raised through a casual day event).

Tax receipts cannot be provided if the donor received a benefit in return for the donation, for example an opportunity to win a prize, or a benefit included in the price of admission such as dinner or golf. In the latter example, receipts could be provided for any amount that is over and above the fair market value of the benefits received assuming the value of the benefits does not exceed 80% of the price of admission.

Any individual or business donors requiring tax receipts should have their donor details and donation amount included on a HFHM donor form.

Monthly donations, whether made directly with Habitat for Humanity Manitoba, or through payroll deductions, will be receipted annually.

In-Kind Donations (i.e. prizes, product)

A tax receipt can be issued for donations in-kind equal to the fair market value of the property donated. To process in-kind donations, HFHM needs a written invoice or other supporting documents that could ascertain the fair market value of the in-kind donation. Gift certificates and services are not eligible for tax receipts unless a cheque exchange is conducted.

Sponsors

Corporations or businesses that agree to sponsor an event will receive an invoice or thank you letter from HFHM enabling them to claim the full amount of their sponsorship as a marketing expense.



Remitting Funds

When your fundraising is complete, please remit your funds within 30 days to:

Habitat for Humanity Manitoba
60 Archibald Street
Winnipeg, Manitoba
R2J 0V8

All cheques must be made payable to Habitat for Humanity Manitoba.

When remitting funds, please include the following information:

- A cover letter detailing your fundraising campaign/event;
- Contact details of the organizer at the company (company name, address, contact name, email address, and phone number);
- A breakdown of your event expenses and profits, if admission was charged at your event and you wish for Habitat for Humanity Manitoba to provide tax receipts for the donation portion;
- Completed donor form(s) if any tax receipts are desired.

Recognition

Habitat for Humanity Manitoba appreciates all of the fundraising and support that we receive from workplaces across Winnipeg and elsewhere. Thank you for your interest in organizing a fundraising campaign on our behalf! Your efforts will truly make a difference – another family will be able to move into a safe, decent, affordable home thanks to you.

We hope that your campaign is a fun and rewarding experience. Please let us know how we can help you to be successful.

After funds have been remitted, we will send you a thank you card. We may also highlight your company's fundraising efforts in our electronic newsletter.

Thank you for your generous support!

