



ASSOCIATION FOR CHILDREN  
WITH CANCER

## FUNDRAISING GUIDE

# LEUCAN HUMA CHALLENGE (ADVENTURE IN ECUADOR)

### LEUCAN

5800 Saint-Denis Street, Suite 505  
Montreal (Quebec) H2S 3L5  
Tel.: 514 731-3696 or 1 800 361-9643  
[www.leucan.gc.ca](http://www.leucan.gc.ca)



Don't forget that the following information only applies to the funds you'll raise for Leucan and not to your travel expenses.

- You wish to organize a fundraising activity to benefit your Leucan HUMA Challenge and help others while having fun? There are many ways to do so. You may follow your own preferences and skills, considering the time you have and the people you know. Here are some examples:
  - "O-thons" of all kinds (wash-o-thon, walk-o-thon, ski-o-thon, shave-o-thon, etc.)
  - Tournaments of all kinds (hockey, soccer, golf, etc.)
  - Sales of all kinds (hot-dogs, chocolate, bakery, garage sale, etc.)
  - Theme days or parties
  - Dinner and dancing
  - Cultural events (comedy shows, plays, concerts)
  - Fundraising activities (at work, at school, etc.)
  - And more... Your imagination is the only limit!

#### NEED HELP?

We're here to help you in the organization of your activity. You can discuss of your **Leucan HUMA Challenge** project with Suzie Mailloux at 514 731-3696 or 1 800 731-3696, ext. 211, or at [suzie.mailloux@leucan.qc.ca](mailto:suzie.mailloux@leucan.qc.ca)

#### CONDITIONS AND RESPONSIBILITIES

- The organizer discharges Leucan of any responsibility, of any nature, relating to this fundraising activity and is consequently liable for any legal proceedings which could result from this activity.
- The organizer can't represent Leucan or be identified as its spokesperson in public activities or other activities without obtaining a special authorization from Leucan.
- Leucan doesn't accept door-to-door activities and pyramidal sales. It doesn't make cash advances to help start an activity either.
- The organizer must obtain Leucan's approval before producing any promotional material for the activity.
- The organizer can't carry out expenses on behalf of Leucan. As a result, Leucan can't be responsible for any shortfall or commitment taken by the organizer.
- Leucan isn't responsible for ticket sales.
- The organizer must have Leucan's approval before approaching a public personality to become the spokesperson of the event.

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## PROCEDURE FOR ORGANIZING A BENEFIT ACTIVITY

1. Choose an activity – Define the appropriate type of activity according to your financial objective, and in terms of the availability, aptitudes, network and interests of those helping you.
2. Set a deadline – Clearly identify all the steps and set a realistic deadline.
3. Set a date – Before setting a date, you should list all the activities that will take place in the area where you are planning yours. You certainly don't want to organize a similar event at the same time. People are already extremely solicited.
4. Find human resources – Identify your needs (spokesperson, master of ceremony, enough volunteers to perform all the tasks related to the activity, before and after the event, and people to promote your event and sale tickets, etc.). If you plan to sell tickets, we recommend one salesperson per 10 tickets.
5. List needed material and equipment – What will you need before and during the event (food, specific structure, technical equipment, microphone, lectern, tables, chairs, tablecloths, decorations, first aid kit, tool box, etc.)?
6. Get necessary permits – Will you need a permit? (If there is a raffle or alcohol service).
7. Choose the location – Is it easily accessible? What is the maximum number of people allowed? Is there accessible parking? Make sure that the location respects security measures.
8. Identify your target groups – Prepare your soliciting network. Define those liable to be interested?
9. Plan a budget – Prepare a budget: revenues, expenses, estimated profits. Begin your search early and send Leucan a list of the companies you wish to solicit. Start with local and regional sponsors, it's always easier.
10. Promote your activity – A good visibility brings success. Start early and promote the event within your own network.
11. Collect the money – Set a method for collecting donations. Once your activity is over, the amount raised must be handed over to Leucan within the next 45 days.
12. Say thank you! – It's important to thank everyone who contributed to the success of your fundraising activity. Leucan will thank donors when sending their tax receipts, but don't forget to thank all those who helped out!
13. Tax receipts – Leucan issues tax receipts for donations of 20 \$ and more, based on the policies of the Canada Revenue Agency. Leucan has to be able to provide the Canada Revenue Agency with a complete report (ventilation) of total or partial amounts received as donations, and of tax receipts issued for these amounts. Leucan has to be able to report to the Canada Revenue Agency the value of advantages received by people who participated in the fundraising activity.  
If you believe tax receipts will need to be issued, you'll have to provide us with:
  - A detailed budget of the activity's revenues and expenses to determine the exact value of the tax receipts for each person.
  - A list of donors with their names and full addresses, and the amount of their donations.

If you have questions on the eligibility of donations, please contact the **Leucan HUMA Challenge** coordinator.

### **PLEASE NOTE**

Leucan can help you with communication tools: posters, banners or brochures. Just fill in the appropriate section in the "Fundraising Activity Project" form.



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## REGISTRATION

Fill in, sign and return the "Fundraising Activity Project" form to Leucan. You should receive an answer within one week.

By mail:                      Leucan HUMA Challenge  
                                    Suzie Mailloux, Financial Development  
                                    5800 Saint-Denis, Suite 505  
                                    Montreal (Quebec) H2S 3L5

By fax:                        514 731-2667

**Good luck! We wish you all the best in your project. Thank you for helping Leucan's children!**