

# CALGARY MEALS ON WHEELS PROPOSAL FOR FUNDRAISING AND EVENTS

## OUR VISION AND MISSION

### Our Vision

Offer nutrition and caring support to Calgarians.

### Our Mission

To build a stronger, caring community, Calgary Meals on Wheels promotes health and independence by providing quality, nutritious and affordable meals to people in need of our services.

## WHY SUPPORT US

Since 1965 Calgary Meals on Wheels has been providing healthy and nutritious meals to those in need. In 2014 we produced over 375,000 meals, provided over 62,000 bowls of soup to vulnerable school children and over 53,000 sandwiches to the working homeless. Our clients all have one thing in common, they have difficulty accessing proper nutrition for one reason or another. For some it may be lack of income for others they are homebound, regardless the reason, we are here to help.

*"Since I started on this program I am eating more variety of foods, trying new ones and find the food very healthy. Since I am home bound and can't cook for myself the Wheels are a blessed help for me. I don't know if I could live without these meals at my door. I thank God at every meal for all involved in this program, including the happy faces of the volunteers. God bless you all. Thanks a lot." – Calgary Meals on Wheels Client*

In 2014 83% of our core clients received subsidy from Calgary Meals on Wheels and 100% of the Hot Soup Program recipients received meals completely free of charge. This would not be possible if not for our generous supporters.

## HOW YOU CAN HELP

As part of our annual fund development Calgary Meals on Wheels actively seeks individuals and organizations to host a fundraiser on our behalf. Looking for some ideas? We have some suggestions to get you started.

### Corporate

Jeans Day  
Raffle a "Paid Day Off"  
Charity exercise class  
Photo Contest  
Auctions  
Tournaments (street hockey/poker)

### Friends & Family

Birthdays (donations in lieu of gifts)  
Car wash  
Potluck  
Bake Sales  
Dinner party/Games night  
Car show

**We are always seeking new ideas so contact us if you have something in mind!**

## HOW WE HELP YOU

Calgary Meals on Wheels has an Event Coordinator who help make your event as success! They can assist you with any questions you may have on volunteer recruitment, budget building, planning, execution, and more. We can also:

- Provide letters of endorsement to potential sponsors, contributors and partners;
- Arrange for a Calgary Meals on Wheels representative to attend/speak at your event;
- Market your event on our website and through social media;
- Verify Calgary Meals on Wheels brand standards;
- Provide charitable tax receipts to your event participants in accordance with the Canada Revenue Agency.

If requested, we may also be able to provide volunteer and event support. Due to the busy schedules of our volunteers and staff please contact our Events Coordinator as soon as possible if you feel these may be requirements. Calgary Meals on Wheels does not share the names of our current donors/sponsors.

## WHERE YOUR DONATION GOES

All the funds raised through your event will go to support the thousands of Calgarians which are served each year through our six unique programs. For more information on our programs visit our website at [www.mealsonwheels.com](http://www.mealsonwheels.com).

## **BENEFITS FOR YOU**

As supporter of Calgary Meals on Wheels you will have the satisfaction of knowing you are supporting a cause where 100% of your donation stays within your community.

We value individuals and organizations who have similar values and we like to thank you in many ways. Calgary Meals on Wheels has several forms of recognition through our website, social media, annual report and more.

In addition to this you will receive a tax receipt for the full amount of your donation\*.

## **CONCLUSION**

Please complete the attached Host an Event Application below and send it to:

**Calgary Meals on Wheels**

**Attn: Ashlee Smith**

**Email:**

events@mealsonwheels.com

**Fax:**

(403) 243-8438

**Mail:**

5759 – 80 Avenue SE, Calgary, AB T2C 4S6

For further information please contact Ashlee Smith, Events Coordinator:

Phone: (403) 243-2834

Email: events@mealsonwheels.com

# HOST AN EVENT APPLICATION

## Contact Information

Primary Contact: \_\_\_\_\_

Company Name (if applicable): \_\_\_\_\_

Home/Cell Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Province: \_\_\_\_\_ PC: \_\_\_\_\_

Email: \_\_\_\_\_

Website Address (if applicable): \_\_\_\_\_

Secondary Contact: \_\_\_\_\_

Company Name (if applicable): \_\_\_\_\_

Home/Cell Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Province: \_\_\_\_\_ PC: \_\_\_\_\_

Email: \_\_\_\_\_

Website Address (if applicable): \_\_\_\_\_

## Event Information

Name of Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Location of Event: \_\_\_\_\_

Do you request a Calgary Meals on Wheels representative present? Yes No

If so, please specify requirements

\_\_\_\_\_  
\_\_\_\_\_

Frequency of Event: One time Monthly Annually On-going

Briefly describe the event, how funds will be raised and how many people will attend:

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How do you plan to publicize and promote the event? If using radio, television or newsprint please specify company name(s):

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All event hosts must understand and agree that all promotional materials (brochures, flyers, advertisements, and public and media communications) for the above noted proposed event must be have final signed approval from Calgary Meals on Wheels as per [Third Party Events Policy FD604](#).

By checking the box below you are indicating you understand and agree.

Understand and agree

Will other charitable organizations benefit from this event? Yes No

If so, please list: \_\_\_\_\_

How can Calgary Meals on Wheels provide assistance?

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### Suggested Budget Plan

#### Revenue

|                              |          |
|------------------------------|----------|
| Sponsorship                  | \$ _____ |
| Registration Fee             | \$ _____ |
| Ticket Sales                 | \$ _____ |
| Donations                    | \$ _____ |
| Sub-event (raffle, auctions) | \$ _____ |
| Other                        | \$ _____ |
| TOTAL Revenue                | \$ _____ |

Expenses\*\*

|                 |          |
|-----------------|----------|
| Venue           | \$ _____ |
| Marketing/Print | \$ _____ |
| License Fee     | \$ _____ |
| Food/Beverage   | \$ _____ |
| Other           | \$ _____ |
| TOTAL Expenses  | \$ _____ |

\*\*Expenses are the responsibility of the event holder and not Calgary Meals on Wheels

\*We thank you for choosing Calgary Meals on Wheels as the charity of choice for your event. Calgary Meals on Wheels encourages all event planners to read our [Third Party Events Policy FD604](#) before submitting this application. Calgary Meals on Wheels may provide receipts for income tax purposes, for donations incurred through the event, and for which documentation has been provided and only if the donation is deemed receiptable by Canada Revenue Agency <http://www.cra-arc.gc.ca/chrts-gvng/chrts/prtng/rcpts/menu-eng.html>. Calgary Meals on Wheels reserves the right to issue, or not issue any receipts at its sole discretion.