



# SOS Fundraising Ideas

Step one is deciding who your audience will be and what type of event you will host. Below are some ideas on events you can organize to help raise money and awareness for SOS – CANADA. These recommendations can be tailored to the audience you are trying to target. Icons are located next to each fundraising idea to help guide you to appropriate opportunities based on your needs as a:



**Community and/or Association**



**School and/or University**



**Workplace**



**Household**

If you need help organizing one of these events, please email [getinvolved@soschildrensvillages.ca](mailto:getinvolved@soschildrensvillages.ca) for more guidance and ideas. **Remember – whatever you do, you're doing it for the children! No effort is too small!**

## Hold a Tournament

This can range from golf, to Karaoke, to Dance Revolution, to Basketball, to – well, you get the idea. Charge a participation fee, ask local restaurants/shops to donate prizes or food, and use the audience to talk about why SOS – CANADA is important to you. Participants will have fun, will learn something new, and some will walk away with bragging rights!

## Information/Donation Booth

Set up a booth at your church, farmers market, student union, or wherever! Hand out brochures and information packets, answer questions, and take donations in a donation box. This is a great way to teach people about issues facing children globally and about the great work SOS – CANADA is doing to address those issues.

## Host a Dinner Party at your House

Host a dinner party and ask for a minimum donation of a certain amount. During the dinner party, provide information about SOS – CANADA.

## Dress Down Day/Jeans Day

Get the office involved by organizing a day when employees are allowed to dress casually to work. Ask employees to contribute one to two dollars to buy “permission” to wear casual clothes.

Harar Village, Ethiopia



Photo Courtesy of Mr. Alan Meier

Consider making it a recurring event every Friday to continue giving, asking your employer if they will consider matching the donations!

## Organize a Fast/Fasting Lock-In

This event is a great way to raise money among a large, primarily young group. Ask participants to recruit sponsors for the event, who will provide them with a donation for every hour they fast. Gather the participants overnight to keep their minds off of food by playing games, learning about child hunger globally, and engaging them in other learning opportunities. Reward the participants with pizza at the end of their fast!

Monaragala Village, Sri Lanka



*Photo Courtesy of Mr. Ravin de Silva*

## Fashion Show

This is a creative activity for universities, especially art or fashion schools. Ask students to donate their talents by designing outfits out of re-cycled materials or ask participants to wear their favorite cultural dress. Advertise the event on campus or within your community, asking for admission donations.

## Trivia Night

Have a trivia night, at school, after work, etc. Trivia can be geared around anything: sports, art,

culture, world events, literature – anything that will get your group engaged! Have all participants contribute an entry fee and offer a small prize for the champions. This is a great way to also engage local businesses by asking them to donate food or space.

## Yard Sale

Clean out your clutter and give back to the SOS – CANADA community by hosting a personal or community yard-sale. Donate all or a percentage of proceeds to SOS – CANADA. Hand out brochures with each purchase.

## Restaurant Night

Contact local restaurants and ask if they would be willing to host your event and donate a percentage of proceeds to your fundraiser. Invite friends, family, campus community, and just about anyone you know to stop by the restaurant for dinner on the agreed upon night. Most restaurants will be more willing to host your group on a weeknight when business is slower.

## Cake Auction

Ask participants to bake a cake/dessert to be auctioned off then invite your community members to come out for a sweet deal. Start the auction at \$5 per cake.

## Guess the Number

This is an easy game to play at the office. Set out a jar with jellybeans, pennies, gumballs, etc. and ask each staff member to guess the number of items in the jar. Each staff member can pay a small donation for an entry fee, and a small prize could be offered to the winner. Don't forget to count the items in the jar before you ask colleagues to participate.

## Participate in a Race 🏃🎓🏠

Participate in a running/biking/swimming (or all three) race. Ask friends and family to donate for every kilometer, mile, etc.! Run on your own or with your college, community association, or workplace.

## A Cappella Concert/Talent Show 🎤🎓

Ask local a cappella groups to perform at a concert. Charge an entrance fee, take donations and hand out packets. Considering showing an SOS – CANADA video during intermission.

## Host a Benefit Concert, Open-Mic Night, or Battle of the Bands 🎤🎓

Ask local musicians to attend an open-mic night or play a benefit concert to support orphaned and abandoned children. Charge admissions to the show and make profit off the concessions. Many bands may also bring merchandise; don't be afraid to ask if they would consider donating a portion of proceeds to SOS – CANADA.

Another to “battle” bands is to recruit a panel of judges to award the best band! Charge bands an entry fee if you intend to reward the winner with a cut of the profit.

## Film Night 🎥🎓🏠

Host your own film night, you can even get creative with themes.

## Facebook Fundraising

Use Facebook fundraising tools on your social media posts.

## Rent-A-Puppy 🐶🎓

*Can't have pets in the dorm? Do you love puppies? Come Rent-A-Puppy for 30 minutes!* Ask people within in your local community to donate their dog's time on your college campus, where many out-of-town students are surely missing their hometown mutts. Ask for a license or ID before renting, and make sure to bring lots of chew toys!

## Favorite Photos Fundraising 📷🏠

Tap into your colleague's creativity by asking them to bring a copy of the best photo they've ever taken. Display photos in a public place and ask your workplace to vote for their favorite by adding coins or dollar bills into respective jars. Count the total money in each jar at the end of the judging period. Display the winner in the office permanently!

Kutaisi Village, Georgia



Photo Courtesy of Ms. Katerina Ilievska

## Online Tools

**Invitations:** When inviting and organizing your guests list, always be sure to set up a Facebook event – this will be one of the first places your guests will look for event information. You can also choose to go beyond a simple Facebook invite for added emphasis: *Eventbrite*, and *through your SOS Children's Villages Fundraising web page* are three solid solutions for inviting guests that offer RSVPing and customization features. Whichever online invitation method you choose, make sure all other accounts are linked to that event page for consistency.



**Blogging:** We suggest setting up a blog to help organize and keep everyone up to date on the event. WordPress and Drupal are good blogging sites which allow you to create and post updates for free.

**Other Tools:** Promotion is the key to any successful gathering. There are several levels of promotion and dozens of social media tools available. Be sure to have as many distribution channels available as possible. Your potential guests or attendees must be able to easily find you on *Facebook*, *Twitter*, *Flickr*, *YouTube*, and *LinkedIn*. Twitter and Facebook should be your primary promotional tools – they are built for spreading a message.

On Facebook, be sure to set up a Facebook “page” – they are better than “groups” because you can appear in newsfeeds every time you update the page’s status. Creating a Facebook “event” is also key, as well as having guests and members update their own status with links to the event. Twitter’s key is retweeting, and hashtags be sure to create an event hashtag and promote it, and ask for retweets of the most important information.

## Post-Event

There’s still more to do to make sure the event leaves a lasting impression, especially if you intend to have future or annual events.

**Thank your donors:** First, be sure to continue communication with all the attendees. Send personalized thank-you’s from your fundraising web page, updates on fundraising, and additional information.

**Share your event:** Share photos, videos, and details of the success of the event through your social media and other tools you used for online promotion. Upload photos to a Flickr account and post videos on YouTube.

Always link to SOS –  
Canada’s **Twitter** &  
**Facebook** pages to  
help give your event  
validity & increase  
awareness of our  
cause!



**SOS CHILDREN'S  
VILLAGES**

A loving home for every child

## About SOS & Talking Points

### About SOS Children's Villages

SOS Children's Villages creates stable, loving families for orphaned and abandoned children. We provide mothers who give individual attention and guidance to each child until they become an independent adult. We are raising 82,000 children in over 540 villages across 134 countries, including Canada. Through our outreach programs we impact over 1 million people each year.

We provide loving homes by providing a family environment for children who have no one. They are nurtured by an SOS Mother who is from the local community and professionally trained to form family ties with each child. Each family additionally has between four and ten brothers and sisters. We keep biological siblings together so that biological and surrogate families build lifelong emotional bonds.

Qodsaya Village, Syria



*Photo Courtesy of Ms. Carole Alfarah*

We provide stability by supporting each child individually until they become an independent young adult. If there are no adequate education opportunities in the community, we build our own preschools, kindergarten, elementary and high schools. Our Youth Centers help young people make the transition to become independent, self-sufficient adults. Our Vocational training Centers help young people make the transition to become independent, self-sufficient adults.

We are the largest NGO organization supporting orphaned and abandoned children. Our success in numbers:

- 222 Kindergartens, 182 Hermann Gmeiner Schools & 54 Vocational Training Centers globally
- 624 SOS Social Centers & 74 Medical Centers
- 1,147 families and youth programs, reaching 32,200 children & young people
- SOS family strengthening programs are reaching 84,300 children & adults
- 16 Emergency relief programs, depending on need

Basse Village, Gambia



*Photo Courtesy of Mr. Christian Lesske*

## Our Mission (What We Do):

We build families for children in need, we help them shape their own futures and we share in the development of their communities.

## Our Vision (What We Want for the World's Children):

Every child belongs to a *family* and grows with *love*, *respect* and *security*.

### *Every child belongs to a family*

Family is the heart of society. Within a family each child is protected and enjoys a sense of belonging. Here, children learn values, share responsibilities and form life-long relationships. A family environment gives them a solid foundation on which to build their lives.

### *Every child grows with love*

Through love and acceptance, emotional wounds are healed, and confidence is built. Children learn to trust and believe in themselves and others. With this self-assurance each child can recognize and fulfill his or her potential.

### *Every child grows with respect*

Each child's voice is heard and taken seriously. Children participate in making decisions that affect their lives and are guided to take a leading role in their own development. The child grows with respect and dignity as a cherished member of his or her family and society.

### *Every child grows with security*

Children are protected from abuse, neglect and exploitation and are kept safe during natural disaster and war. Children have shelter, food, health care and education. These are the basic requirements for the sound development of all children.

## Other Resources:

- To find videos to share during your event, please visit:
  - <https://www.youtube.com/user/soscanada1>
- To find SOS Children's Villages Canada News, please visit:
  - <http://www.soschildrensvillages.ca/newsroom>

Morelia Village, Mexico



Photo Courtesy of Ms. S. Streeck

Canadian charity #13824 7259 RR000



## THE ALPHABET OF FUNDRAISING IDEAS

Fundraising ideas for the whole family. Listed in alphabetical order, here are some creative ideas for school fundraising, online fundraising, team fundraising, plus many more...

Want to help fundraise for SOS Children's Villages Canada or have additional ideas we could include? Contact us here: [getinvolved@soschildrensvillages.ca](mailto:getinvolved@soschildrensvillages.ca) (<mailto:getinvolved@soschildrensvillages.ca>)

A	Auction	Auction off various items or services, a portion of sales goes to the charity
	Arts and Crafts Sale	Host an arts and crafts sale, exhibitors agree to donate a portion of sales to charity
	Aerobics Class	Host aerobics classes at lunch, the fee of the class goes to charity
	Amazing Race	City/neighborhood race using a map and compass to navigate between checkpoints along an unfamiliar course.
	Air Conditioner	How much does it cost to run the air conditioner in your office? Could you go a day, a week, a month without air conditioning and donate the money you saved to charity?
B	Baseball	Host a baseball tournament, attend a local game, host a managers vs. employees game
	Basketball	Host a tournament, attend a local game, host a managers vs. employees game
	Bowling Night	Hold a bowling night, portion of ticket sales goes to charity
	Bottle Drive	Collect used bottles and donate the refund to charity
	Badminton Tournament	Host a round robin tournament for staff, suppliers everyone donates to participate
	Bake Sale	Not much explanation needed
	Bad Tie Day	Pay two dollars to enter, employee with the worst tie wins half the pot the other half goes to charity
	Barbeque	Pick a nice day and have a barbeque for employees, portion of tickets goes to charity
	Bingo or Themed Bingo	Not much explanation needed
	Beer Festival	Sample local or rare beers, ticket sales cover the cost of the event and support the charity. Drink responsibly
	Boat Cruise	A portion of ticket sales goes to charity
	Buy a day	Want an extra long weekend. Pay to leave early or take the whole day. Proceeds go to charity
	C	Cake Decorating Competition and Sale
Car Wash		Have your car washed while you're at the office
Cocktail Party		Host a cocktail party after work, serve drinks that traditional in different parts of the work
Coffee Pool		Buy into an office coffee pool, portion of your daily coffee goes to charity
Comedy Night		Host an evening at a local comedy club, portion of ticket sales goes to charity

	Concert	Host a concert featuring local bands, ticket sales go to charity
	Craft Sale	Not much explanation needed
	Costume Contest	Is it Halloween? Who has the best costume?
	Chocolate Sale	Sell chocolates at the office to raise funds for charity
	Cycling Event	Ride for charity, sponsor a employees for a local ride or host your own
D	Dress Down Day or Week	Donate to charity so you don't have to dress up for work
	Dodge Ball Tournament	Host a round robin tournament for staff, suppliers everyone donates to participate
	Day in the Life	
	Darts Tournament	Host a round robin tournament for staff, suppliers everyone donates to participate
E	Easter Egg Hunt	Hide Easter eggs and prizes around the office to participate you have to donate to charity
	Email Signature	Include a message about SOS in your email signature
	Employee Challenge	Challenge employees to reach a work related target the reward is a donation to charity
	Electricity Outage	How much does it cost to keep the lights on in your office in the evening? Could you reduce energy consumption and donation the saved money to charity?
	Emergency Drills	Does your office do emergency drills? Reward the group that performs the best with a donation to charity
F	Fairtrade Showcase	Bring vendors in to showcase their fairtrade products. A portion of sales goes to charity
	Film Night	Host your own film night, you can even get creative with themes.
	Fairtrade Fashion Show	Bring vendors in to showcase their fairtrade products. A portion of sales goes to charity
	Football Tournament	Host a round robin tournament for staff, suppliers everyone donates to participate
	Funny Hat Day	Best hat wins and splits the money with charity
	Facebook fundraising	Use Facebook fundraising tools on your social media posts.
	Flower Sale	A portion of sales goes to charity. Good event for mother's day and valentine's day
G	Garage Sale	A portion of sales goes to charity.
	Gift Card Giveaway	Buy tickets for a chance to win a gift card to your favorite store, portion of ticket sales go to charity
	Garden Party	A portion of ticket sales goes to charity
	Golf Tournament	A portion of sales goes to charity
	Gala	Host a charity gala for employees, suppliers, etc... Ticket sales go to charity
	Guest Speaker	
	Games Night	Split the prize money with charity
	Getaway Giveaway	The employee who raises the most for charity wins a trip
H	Holiday Party	Host a party for employees around the holidays, a portion of ticket sales goes to charity
	Halloween Party	Another excuse to dress up and party. Charge entrance fees and raise money trick or treating.
	Head or Beard Shave	Managers shave their head or beards for charity
	Hockey Tournament	Host a round robin tournament for staff, suppliers everyone donates to participate
	Hawaiian Shirt Day	The employee with the tackiest shirt wins half the prize money the rest goes to charity
I	International Women's Day Event	Recognize the day and funds donated to charity will help support girls and women in need
	International Children's Day	Recognize the day and funds donated to charity will help children in need



	Ice Cream Fridays	Portion of sales goes to charity
	In Memoriam Gifts	Make a donation to remember someone important within the company
J	Jewelry Sale	Sell gently used jewelry, portion of sales goes to charity
	Jersey Day	Donate to wear your teams colors to work
	Jingle all the way	Decorate your cubical for the holidays, awards for the best and worst decorations
K	Knitting Workshop	Host a knitting workshop during lunch or after work. Portion of workshop fee goes to charity.
L	Lunch and Learn	Host a lunch and learn on a wide variety of topics ranging from yoga to SOS Children's Villages.
	Lunch for SOS Children's Villages	
	Lunch Money	Donate your lunch money to charity
	Lego Competition	Miss playing with toys? Team up with your kids to build the best Lego project
M	Marathon or Half-marathon	Sponsor employees to run in a local run for SOS Children's Villages or host your own event
	Mini-Olympics	Invite everyone you know to compete in traditional & silly sports. Charge entry.
N	New Year's Party	Host a New Year's Party, ticket sales go to charity
O	Over and Above	Reward employees that go over and above the call of duty, make a donation in their name
	Office Sports Pool	Organize a NFL, NBA, NHL, NCAA, or MLB pool, half the prize money goes to the winner the other half to charity
	Open House	If a tour of your company would be of interest to the local community, hold an open house and ask for small donations to charity
	Office Competition	Which office can raise the most?
P	Paint ball	Hold a paint ball tournament, the staff team the wins gets a prize
	Photography Sale	Any artists in the office have them donate some of their favorite prints and sell them for charity
	Plant Sale	Its spring time! Bring in a vendor to sell potted plants
	Pub Crawl	Not much explanation needed
	Picnic	Pick a nice day and have a barbeque for employees, portion of tickets goes to charity
	Poker Tournament	Not much explanation needed
Q	Quizzes	Not much explanation needed
R	Refreshment Cart	Sell light refreshments on Friday afternoons, portion of sales goes to charity
	Royal Treatment	Buy tickets to win a spa day
	Raffle	Organize an office raffle, get the prizes donated and all ticket sales can go to charity
	Recipe Book	Publish favourite recipes from local restaurants and chefs.
S	Sports Day	Host a sports day for employees,
	Spelling Bee	Not much explanation needed
	Treasure Hunt	Search the office of prizes, donate to enter

T	Twenty Four Hour Famine	Get sponsored to go 24 hours without food
	Tug of War	A competition between employee groups. Winning group takes half the prize money the other half goes to charity
	Themed Lunch	Host a lunch the features food from the region you company supports
U	Used Things Sale	Books, Movies, Video Games, Board Games, Etc...
V	Volleyball Tournament	Host a round robin tournament for staff, suppliers everyone donates to participate
	Vacation Giveaway	The employee who raises the most wins a weekend getaway
W	Walk for Children	Not much explanation needed
	Wine Tasting	Not much explanation needed
Y	Yoga classes	Donate to participate
Z	Zumba Fitness Class	Donate to participate