



kelowna,
women's
SHELTER

ENDING ABUSE. **BUILDING HOPE.**

Event Guidelines Package



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Building Hope

Thank you for your interest in becoming a community partner of the Kelowna Women's Shelter. Our organization values the caring individuals who contribute their time, energy and talents to raise money and collect donations to support our programs and services. Community contributions are essential to our ability to help women and children to rebuild their lives in a safe and nurturing environment. Please accept our heartfelt gratitude for your commitment to providing for the needs of our clients.

The Kelowna Women's Shelter is a leader in promoting healthy relationships and preventing violence in our community. One of our main goals is to ensure that women in our community know about our services and how to reach out for help if they experience relationship abuse. One of the most effective ways that we can achieve this goal is by fostering community partnerships that allow us to provide information to more people.

The following organizational information and guidelines have been provided to assist you while representing and promoting the Kelowna Women's Shelter in the community.

Please complete an **Event Application Form**, found in the Appendices section of this guide, for approval of your event. As you learn about us, we would like to learn about you too.

Organization Background

Since 1980, the Kelowna Women's Shelter has provided accommodation and a wide range of support services to women and children who have been impacted by family violence.

In the 2015-2016 fiscal year, **201 women and children** stayed in the Kelowna Women's Shelter for a total of **4300 bed stays**. **Over 1576 individuals made contact** with our other (non-residential) support services, children's programs, violence prevention programs and community awareness activities. **Over 13,000 meals were provided.**

Our Mission

The Kelowna Women's Shelter envisions a community in which everyone treats each other with dignity, respect, acceptance and compassion.

Working toward that vision, we assist women and children during and after abuse crisis, through transitional housing, support services, and prevention education.

Programs and Services

- **Crisis Phone Line** - fully staffed 24 hours/day, 7 days/week
- **Transition House Program** (short-term)
- **WISH - 2nd Stage Home** (long-term)
- **'Super Nova' Children Who Witness Abuse Program** - individual and group counseling for children and teens age 3-18 who have experienced abuse in the family
- **Inside/Out Violence Prevention Program** for children and teens in the community
- **Outreach Program** - supportive counselling and advocacy services for women
- **Support and Educational Groups for Women**
- **Childcare** for Shelter residents using other services such as counselling or support groups
- **Client transportation and accompaniment to appointments and court**
- **Volunteers, Community Awareness and Events Program**

Event Guidelines

Use of Logo Materials

The logo of the Shelter is available for use on promotional materials. Please contact the Resource Development Coordinator at community@kelownawomensshelter.ca for the electronic version of the logo. Please do not attempt to copy the logo off our website as the quality will not be adequate. Please do not make any changes to the logo without permission or distort the logo by stretching it taller or wider.

Collecting and Delivering Goods to the Shelter and Thrift Store

Our society owns and operates the **Kelowna Women's Shelter Thrift Store**, located at **#6-368 Industrial Avenue** in downtown Kelowna. **Phone: 250-762- 8561**. The staff and volunteers at the Thrift Store appreciate a phone call before gently used, in-season donations are dropped off to ensure that there is space for the donation. We regret that we are usually unable to pick up donations. **Please deliver goods between 10am and 2pm on Mondays Wednesdays and Fridays** when we have additional volunteers helping out. Thanks!

We are in need of many types of new and gently used donations. Second hand items that are needed at the Shelter will be picked up at the Thrift Store by our staff.

Due to the volume of donations we receive, regulations we must adhere to and space limitations, we have established the following guidelines on appropriate donations that may be accepted at our Thrift Store. **All items must be in "salable" condition and in manageable quantities.**

Item Classification	Descriptions
Clothing and Linen	<ul style="list-style-type: none"> ➤ New and gently used ➤ Clean and free from stains ➤ Free from damage ➤ Reasonably current or desirably retro
Dishes / Glasses	<ul style="list-style-type: none"> ➤ Free from damage – chips, cracks, stains, etc.
Plastic Items	<ul style="list-style-type: none"> ➤ Complete containers – containers with lids, no missing parts ➤ Free from damage
Cookware	<ul style="list-style-type: none"> ➤ Complete with lids, handles, etc.
Electrical	<ul style="list-style-type: none"> ➤ Lamps ➤ Small appliances ➤ Safe and functioning properly
Toys	<ul style="list-style-type: none"> ➤ Clean ➤ Complete pieces ➤ Free from damage
Books / Magazines	<ul style="list-style-type: none"> ➤ Clean ➤ With covers ➤ Free from damage ➤ Not too large of a quantity at once
CANNOT ACCEPT	<ul style="list-style-type: none"> ➤ Mattresses and box springs ➤ Large appliances ➤ Old electronics – TV's, computers, microwaves, typewriters, stereos ➤ Baskets ➤ Sewing and craft items

Note – Baby items such as cribs and mattresses, highchairs, swings, car seats, strollers cannot be accepted by the Thrift Store. However, the Shelter sometimes has clients in need of these items. Please call 778-478-7774 to check with our Shelter staff about current need.

The Kelowna Women's Shelter Thrift Store benefits our clients and community in the following ways:

- By providing clothing and household necessities to women and children who have been impacted by family violence, completely free of charge.
- By increasing the capacity of the Shelter to store and manage donations without taking up limited space in the Shelter itself.
- By incorporating essential skills training and creating jobs.
- By offering a clean change of clothes to persons living on the street in downtown Kelowna.
- By raising awareness about family violence and creating a way for the public to easily access information about the Shelter and our services.
- By promoting a practical way for members of the community to make a real difference (through donating and volunteering).
- By initiating opportunities to re-use and recycle items that would otherwise end up in the local landfill.
- By generating revenue from sales which resources the programs and services of the Shelter that do not receive sustained government funding.

Media Relations

For major events, we are sometimes able to draft and send out a media release to help create public awareness. In other cases, the event sponsor prefers to issue their own media release and we can help by including information about our organization, quotes, and contact information.

We can help you to decide whether it is more beneficial to send a media release before an event (to generate public interest and encourage attendance) or after the event (to create awareness). As well, we usually bring a camera to any events that we attend and can supply other organizational photos as needed.

Public Image

We respectfully request that any promotions or events done on behalf of our organization be in keeping with our family-oriented public image. It is essential that any individuals or groups who are planning to represent us in the community contact us beforehand, so that we are aware of their plans and can respond to any community inquiries.

Sponsors, donors and the general public are encouraged to discuss any questions or concerns around the specifics of an event or project with our management team.

Shelter Participation at Events

Participating in community events is one of the key ways that we raise awareness about our organization. For some large-scale events (such as dinners and golf tournaments), we may be able to:

- Send a speaker to any events that are being held on our behalf
- Make our short informational video or PowerPoint presentations available. Our organization is fortunate to own a projector, laptop computer and projection screen that we can bring with us.
- Set up an informational display with handouts
- Help with greeting guests and answering questions
- Provide pens, brochures or other awareness materials ahead of time for participant "take home" bags/packages
- Take photos at the event

Please contact the Resource Development Coordinator to make arrangements. If you are planning to request that attendees bring donation items to an event for pick up by Shelter staff, please ensure that prior arrangements are made with the Shelter. We want to work with you to ensure that the items meet an existing need and that Shelter staff have the capacity to transport and store the quantity of items expected. We can provide you with our Wish List of items that are currently needed. In the case of second hand clothing, it is more practical to provide guests with our guidelines for delivering items to our Thrift Store.

The following participation matrix outlines what the Kelowna Women's Shelter is able to provide, based on the amount of fundraising achieved from your event. Sections highlighted in pink, indicate what can be provided.

Shelter Support options	>\$5,000 Raised	>\$2,500 Raised	>\$1,000 Raised	>\$500 Raised
Attend committee planning meetings if requested				
Attend in active role				
The shelter website will direct people to your event website if requested				
Attend in support role if requested				
Attend cheque presentations				
Event materials loaned & build online fundraising page				

Tax Receipts

As a registered charity, we are able to issue tax receipts for financial donations and certain donations of goods. It is our usual practice to mail tax receipts out with an acknowledgement, within 2 weeks of receiving the donation.

In general, donated items for which tax receipts are issued must be:

1. In new condition
2. Assessed at a fair value (with documentation)
3. Able to be used within the organization (not passed on to clients)

Our Resource Development Coordinator is able to discuss your specific donation with you and explain which types of donations are eligible for a tax receipt under Canada Revenue guidelines and in keeping with our accounting practices.

Online Donations

We are registered to receive online credit card donations through:

<http://www.canadahelps.org>



This is a convenient way for some groups who want to fundraise for the Shelter to collect donations, as you will not have to handle the funds at all. Donors can locate us under "**Kelowna Women's Shelter.**"

Expenses and Tasks Related to the Event

It is acceptable practice for individuals and groups that fundraise on behalf of a cause to deduct related expenses from the funds they collect. We ask that you keep a record and receipts from all such expenses and submit them with your donation, so that we have this information on file. This information helps us to be accountable to our donors and to the community.

For some large-scale events (such as dinners and golf tournaments), we may be able to provide some assistance with:

- Collection of donations
- Payment of bills (out of revenues generated by the fundraiser)
- Sponsor/donor acknowledgements
- Issuing of tax receipts to donors

Please contact our Resource Development Coordinator for more information or to set up a meeting to discuss these issues in more detail.

Allocation of Donations

Where support is most needed

At this time, our organization has many programs and services that do not receive sustained funding, and are therefore dependent on community support. These include:

- **WISH (2nd Stage Home)**
- **Women's Outreach Program**
- **Inside/Out Violence Prevention Program**
- **Children Who Witness Abuse Program**
- **Community Awareness Program**
- **Childcare and Transportation**

Contributions from the community are allocated to the area in most need of support at the time the donation is made, with consideration for the wishes of the donor.

**On behalf of the Kelowna Women's Shelter and those utilizing the resources,
we thank you for your support of our organization!**

Appendices

Event Application Form

The Kelowna Women's Shelter thanks you for your support and dedication to making a difference in the community. If you, or your organization, wish to host an event or fundraiser in the name of the Kelowna Women's Shelter, we request you to submit this completed application form for our approval.

Upon approval, a signed copy of the application form will be provided for your records. If you have any questions about the application process or any concerns moving forward with the event, please call the Kelowna Women's Shelter at **778-478-7774**.

Contact Information

First Name _____ Last Name _____
 Address _____ City _____ Prov _____ PC _____
 Phone _____ E-mail _____

Event Information

Event Name _____

Event Category (Please select the option that best describes you):

Corporation School Community Club Individual

Event Date _____

Event Location _____

Target Audience (Who's attending the event)

Students Family/Friends Club Members Customers General Public

Event Description

Required Signatures

Sponsor _____ Date _____

Kelowna Women's Shelter _____ Date _____

Please send an electronic copy of the signed application form to:

community@kelownawomensshelter.ca

Pledge Form

Event Information

Name of Fundraising Event: _____

Date: _____ Contact: _____

Donor Information

- Donor's Name and address must be complete in order to receive a tax receipt
- Charitable tax receipts will be issued for any gift of \$10 or greater
- Make cheques payable to Kelowna Women's Shelter

First Name _____ Last Name _____

This gift is Personal Corporate Business Name _____

Address _____ City _____ Prov ____ PC _____

Phone _____ E-mail _____

Cash Chq Card Credit Card # _____ Exp ____ / ____

Cardholder Name _____ Signature _____

Donation Amount (\$) _____

First Name _____ Last Name _____

This gift is Personal Corporate Business Name _____

Address _____ City _____ Prov ____ PC _____

Phone _____ E-mail _____

Cash Chq Card Credit Card # _____ Exp ____ / ____

Cardholder Name _____ Signature _____

Donation Amount (\$) _____

First Name _____ Last Name _____

This gift is Personal Corporate Business Name _____

Address _____ City _____ Prov ____ PC _____

Phone _____ E-mail _____

Cash Chq Card Credit Card # _____ Exp ____ / ____

Cardholder Name _____ Signature _____

Donation Amount (\$) _____

Total Donation (\$) _____

Cash Tracker

Organization Name:		Name of Event/Fundraiser:	
Contact Name:	Phone:	Email:	
Address:	City:	Province:	Postal Code:

Denomination (\$)	Quantity	Amount (\$)
Bills		
100.00		
50.00		
20.00		
10.00		
5.00		
Sub-Total		\$ _____
Coins		
2.00		
1.00		
0.25		
0.10		
0.5		
Sub-Total		\$ _____
Cheques		
Business		
Citizen		
Sub-Total		\$ _____
Total Amount		\$ _____

Counted by:	Date:
Signature:	
Witness:	Date:
Signature:	