



kelowna,  
women's

**SHELTER**

ENDING ABUSE. BUILDING HOPE.

# Event Guidelines Package



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## Thank You

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Thank you for your interest in becoming a community partner of 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 rebuild their lives in a safe and nurturing environment.

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 women in our community know about our services and how to reach out for help if they experience intimate partner violence. One of the most effective ways we can achieve this goal is by fostering community partnerships that allow us to distribute information to more people.

The following organizational information and guidelines will help you represent and promote Kelowna Women's Shelter in the community.

Please complete the **Event Application Form** at the end of this package and return it to [community@kelownawomensshelter.ca](mailto:community@kelownawomensshelter.ca) so we can review and approve your event. Please note, this application must be submitted at least two weeks prior to the event in order to be considered for approval.

Thank you in advance and we look forward to receiving your application!

## About Kelowna Women's Shelter

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Since 1980, Kelowna Women's Shelter has provided accommodation and a wide range of support services to women and children who have experienced intimate partner violence and abuse.

In the 2017-2018 fiscal year, **243 women and children** stayed at Kelowna Women's Shelter for a total of **5,851 bed stays**. **Nearly 1,600 individuals** benefitted from our other (non-residential) support services, children's programs, violence prevention programs, and community awareness activities. In excess of **17,000 meals were provided**.

### Our Mission

End abuse. Build hope.

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

Our valuable programs and services are designed to support women and their children as they move forward into a new life free of abuse.

- **Crisis Phone Line** - fully staffed 24 hours a day.
- **Emergency & Transitional Housing** (short-term)
- **WISH (Women's Interim Supportive Home) – Second Stage Housing**
- **Outreach Program** - supportive counselling, advocacy services, and support groups for women
- **PEACE (Prevention, Education, Advocacy, Counselling and Empowerment) Program** - individual and group counseling for children and teens age 3-18 who have experienced conflict, change or abuse
- **Inside/Out Violence Prevention Program for Youth** - a community-based, interactive program which teaches young people about healthy relationships
- **Thrift Store** - Profits go back into the Shelter and support our many services; we also offer vouchers so our clients, and others in need in the community, can shop at the Store for free
- **Volunteers, Community Awareness, and Events Program**

## Event Guidelines

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### Use of Logo Materials

Kelowna Women's Shelter's logo is available for use on promotional materials for your fundraising event. Please contact the resource development coordinator at: [community@kelownawomensshelter.ca](mailto:community@kelownawomensshelter.ca) for a high quality electronic version of the logo.

**IMPORTANT:** 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 from the resource development coordinator; this includes, but is not limited to, altering the colour or orientation, adding a tagline, or stretching the image.

### Media Relations

For major events, the resource development coordinator can assist in drafting and sending out a media release to help create public awareness. In other cases, the event sponsor may prefer to issue their own media release, and we can help by including information about our organization, statistics, quotes, and contact information.

We can help you 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 are prepared to take photos at any events we attend, and can supply other organizational photos as needed.

### Public Image

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

### Solicitation

Kelowna Women's Shelter does not support, nor participate in, any form of door-to-door solicitation.

## Shelter Participation at Events

Participating in community events is one of the key ways to raise awareness about our organization. For some large-scale events (50+ attendees), we *may* be able to:

- Send a representative from Kelowna Women’s Shelter to speak at the event
- Provide a short informational video or PowerPoint presentation
  - We can also share a projector, laptop and projection screen if needed
- Set up a display with informational handouts detailing our programs and services
- Send a representative to greet guests and answer questions
- Provide pens, brochures, or other awareness materials ahead of time for participant "take home" bags/packages
- Take photos at the event to share with media (as outlined above) and on social media

Please contact the resource development coordinator to make participation arrangements.

**IMPORTANT:** If you are planning to request attendees bring donation items to an event for pick up by Shelter staff, please ensure 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 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 with a checkmark indicate what can be provided at each fundraising level.

Shelter Support Options	\$5,000+ raised	\$2,500+ Raised	\$1,000+ Raised	\$500+ Raised
Attend committee planning meetings	✓			
Attend event in an active role: - Provide a speaker on behalf of Kelowna Women’s Shelter - Provide support volunteer/staff to work at event	✓			
Liaise with media to promote event	✓	✓		
Assist with donation processing & tax receipting	✓	✓		
Promotion of event on Kelowna Women’s Shelter Social Media & Website	✓	✓	✓	✓
Attend cheque presentations with sponsors & donors	✓	✓	✓	✓
Event materials loaned (i.e. banners)	✓	✓	✓	✓
Assistance with online fundraising	✓	✓	✓	✓

## Processing Donations

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### 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 email tax receipts out with an acknowledgement, within three 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; i.e. receipt or invoice)
3. Able to be used within the organization (not given 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 Agency guidelines and in keeping with our accounting practices.

### Online Donations

You and your supporters can make donations by credit card at <https://kelownawomensshelter.ca/give-help/donate-now/>

This is a convenient way for those who want to fundraise on behalf of the Shelter to collect donations, as you will not have to handle the funds directly. Additionally, we can create an option for donors to support your specific event through our online donation platform.

### 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 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, we may be able to provide some assistance with:

- Creation of pledge tracking form
- Collection of donations
- 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 (Women's Interim Supportive Home)**
- **Outreach Program**
- **Inside/Out Violence Prevention Program for Youth**
- **Childminding & 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 Kelowna Women's Shelter staff, board, and clients, thank you for your support!**



## Event Application Form

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 Kelowna Women's Shelter, we request you submit this completed application form for our approval. Upon approval, a signed copy of the application form will be provided for your records.

### Contact Information

Organization: \_\_\_\_\_ Province: \_\_\_\_\_  
 First Name: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
 Last Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Address: \_\_\_\_\_ Email: \_\_\_\_\_  
 City: \_\_\_\_\_

### Event Information

Event Name \_\_\_\_\_

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

Individual       Corporation       School       Community Group       Club

Event Date \_\_\_\_\_

Event Location \_\_\_\_\_

Target Audience (Who's attending the event)

Students       Family/Friends       Club Members       Customers       General Public

Event Description

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

### Required Signatures

Organizer \_\_\_\_\_ Date \_\_\_\_\_

Kelowna Women's Shelter \_\_\_\_\_ Date \_\_\_\_\_

Please send an electronic copy of the signed application form to: [community@kelownawomensshelter.ca](mailto:community@kelownawomensshelter.ca)