

Tim Hortons.
Foundation Camps

Community Events Fundraising Toolkit

Your support today means a different tomorrow for our campers.



A Letter from the President

Thank you for choosing Tim Hortons® Foundation Camps as the beneficiary of your fundraising event.

Since 1974, we have worked with more than 300,000 young people, using camp experiences to develop social and emotional skills and learning and innovation skills. More than just canoe trips and wilderness adventures, Tims Camps programs are centered around teamwork, problem-solving, creative thinking and expanding emotional intelligence, while building positive relationships and confidence.

Our mission has always been about providing youth with more than just a fun trip away from home. It's about critical life skills - like resilience, responsibility and leadership - through a multi-year, camp based program designed to help kids cope with challenging circumstances and achieve their potential. We believe that investing in youth living in priority neighbourhoods is the most valuable way to support our communities.

This toolkit provides you with a step-by-step guide full of tips and tools to help you plan your special event and raise critical funds to help us send even more youth to camp! We couldn't do it without our community and individuals like YOU!

Thank you for helping kids change their stories.

Sincerely,

Graham Oliver
President
Tim Hortons® Foundation Camps

A photograph of a person in a canoe on a river, surrounded by lush green trees and a mountain in the background. The person is wearing a yellow life vest and a blue hat. The water is calm, and the sky is overcast.

Tim Hortons
Foundation Camps

Why Your Support Matters

Tim Hortons® Foundation Camps relies on the generous support of Tim Hortons Restaurant Owners, guests, and businesses and local communities to offer our programs to youth across North America at our seven inspiring camps, at no cost to our campers and their families.

A better future starts with opportunities for youth!

We're equipping young people with the skills they need to reach their potential. That is our north star.

Young people are problem solvers—all they need is opportunity. At Tims Camps, we help them develop the resilience, strength, and social and emotional skills they need to achieve throughout their lives. A leading non-profit, our multi-year leadership programming expands the horizon of what is possible for youth aged 12 to 16.

Our Programs

Supporting youth every way we can

We're known for our camps. And for good reason. But our impact isn't tied to the mountains of Kananaskis or the shores of Quyon. We make a difference in the lives of young people through our intentional programming, focused on developing critical skills, abilities, and perspectives in youth right when they need them most. Wherever we work – and whatever the world looks like – we show up for youth in our communities.



Summer Program

Youth ages 12-16
(9-days)

LEARN MORE



School Program

Grades 6-8
(Two, 3-day camp visits)

LEARN MORE



Tims eCamp

Ages 12-16
Live daily programming
for youth

LEARN MORE

Fundraise for Tims Camps



Thank you for your interest in hosting your own fundraising event in support of Tim Hortons® Foundation Camps! Whether in person or virtual, the funds you raise will help ensure thousands of young people have the opportunity to discover their true potential through a life-changing, Tims Camps experience.

We want your fundraising efforts to be easy, fun and successful from start to finish, which is why we are here to help you through your planning process. We have included some useful tips and tricks in this toolkit and a step-by-step process to get you started.

If you do have any questions, please let us know how we can help you by sending us an email at events@timscamps.com.

Ways to Fundraise

From golf tournaments, to workplace barbecues, bake sales to walk-a-thons, every dollar you raise helps make a difference in the lives of youth in your community!



There's twice the reason to celebrate when you host a birthday party fundraiser in support of Tims Camps!

Your birthday party fundraiser can make a meaningful difference and can give the gift of a Tims Camps experience to kids from low-income communities. Ask friends and family members to forgo birthday gifts and donate to your fundraiser instead.

So grab your party hat and let's get this party started!

Host a fundraiser in honour of a special occasion or loved one

Celebrating an important occasion or milestone in your life like a wedding or graduation becomes extra memorable when it changes the life of someone else too. Consider setting up a fundraising page and collecting donations in lieu of gifts. This special moment in your journey can change the story for one of our campers too.



Get creative and host your own fundraiser or fundraising event

There are many different ways to raise funds for Tims Camps including lemonade stands, golf tournaments, bike rides and galas - the possibilities are endless! Whatever you chose, each dollar you raise will help youth access programs and opportunities enabling them to reach their potential. We can't think of a better way to give back to your community than that!



Event Planning Checklist

We want your event to be a success and are available to help you along the way!

Here are your five steps to creating a successful event:



Step #1: Create An Event Plan

Determine what type of event you are going to host.

Examples of successful events include but are not limited to:

“A-thons” of any kind, BBQs, bake sales, lemonade stands, golf tournaments, garage sales, car washes, workplace campaigns, special occasions including birthday party fundraisers, etc.

- Determine the event date and location
- Determine your financial goal for the event
- How will you raise money? Ticket sales, auctions, draws, sponsorships, etc.
- Do you need help? Consider an event committee to help share the work
- Does your event require any licenses? Alcohol, Raffle, etc.
- How are you going to promote your event? Posters, social media, etc.



Step #2: Develop Your Budget

Creating a budget to track event expenses can help ensure that your event stays on track to meet your fundraising goals.

*Please note, that all event expenses need to be covered by the event organizer. Knowing your budget is also important for tax receipting purposes. See Tax Receipting Guidelines on page 7.



Step #3: Register Your Event

Complete the Tim Hortons® Foundation Camps Community Event Form online at www.timscampsevents.com. Once registered, a member of the Community & Special Events team will be in touch to further discuss your event and answer any questions you may have.



Step #4: Promote Your Event



Create a personalized online fundraising page to promote your event and collect donations by visiting www.timscampsevents.com

Don't forget social media channels like Facebook, Twitter, YouTube and more to promote your event and celebrate your success with others. Remember to tag us in all your posts!

Please remember to have any promotional materials containing the Tim Hortons® Foundation Camps name or logo approved prior to release to the public. Approval requests can be sent to events@timscamps.com



Step #5: Collecting Donations

Depending on the type of fundraising event you plan to host, you can create an online fundraising page customized for your event needs.

If you are fundraising offline, Tim Hortons® Foundation Camps can provide you with pledge forms that capture the donor data needed to provide tax receipts.

Remember to submit proceeds and donations to the Tim Hortons® Foundation Camps Home Office within 30 days of your event for timely processing.



Post Event

- Please share photos and event updates with us:
Send email to events@timscamps.com with "Community Event Photos" in the subject line
- Schedule a time to come to the Home Office (St. George, ON) for a cheque presentation.
Contact events@timscamps.com to set up a date and time.
- Remember to thank your participants, sponsors and donors.
- Start planning for next year!

Funds can be addressed to
Tim Hortons® Foundation Camps and mailed or dropped off at:

Attention: Community Events
Tim Hortons® Foundation Camps
R.R. #2, 264 Glen Morris Road East
St. George, Ontario N0E 1N0

Every donation counts towards making a difference in the lives of youth in your community!

How Tim Hortons® Foundation Camps Can Support Your Event

Resources Available:

- Dedicated staff member to answer questions and provide event support
- Fundraising tools including pledge forms and online fundraising pages
- Communications tools including a letter of support, use of the Tim Hortons® Foundation Camps proud supporter logo (to access logos, your event must be registered online and approved by the Community & Special Events team)
- Post-event support including thank you letter for supporters and tax receipting, where applicable

Standards & Guidelines:

It is my responsibility to communicate to the event audience that Tim Hortons® Foundation Camps is the beneficiary of the event and is not the event organizer.

All promotional materials for the event must be submitted for approval to the Community & Special Events Team via email at events@timscamps.com before being printed or released to the public. Tim Hortons® Foundation Camps reserves at any time the right to withdraw the use of its name and logo.

It is my responsibility to obtain all necessary permits, licenses and insurance for the event. Tim Hortons® Foundation Camps assumes no legal or financial liability at a third party event and is not responsible for any damage, accidents to persons or property at such an event.

Tim Hortons® Foundation Camps retains the right to review the financial statements and internal controls of the event prior to issuing tax receipts* and Tim Hortons® Foundation Camps auditors may request verification of revenue from events being run on its behalf.

Tim Hortons® Foundation Camps must pre-approve the granting of all events that will involve the issuing of tax receipts and all tax receipts must be issued according to Canada Revenue Agency guidelines.

The Community Events Registration Form must be completed and approved each year that I host an event in support of Tim Hortons® Foundation Camps. This form can be accessed at www.timscampsevents.com.

All funds raised must be submitted to Tim Hortons® Foundation Camps within 30 days of the event.

Tax Receipting Guidelines:

As a registered charitable organization, Tim Hortons® Foundation Camps must follow the rules and regulations of the Canadian Revenue Agency (CRA) and the Internal Revenue Service (IRS) respectively. It is important to remember that the rules for charitable receipts are set forth by the federal taxation authorities. The final decision on issuance of charitable receipts and the value of those receipts will be at the discretion of Tim Hortons® Foundation Camps.

There is no legal obligation to issue charitable receipts and is entirely at the discretion of the charity. It is also important to note that, if you collect donations, charitable receipts cannot be issued until Tim Hortons® Foundation Camps has received the funds.

Any questions regarding charitable receipts, should be directed to the Tim Hortons® Foundation Camps Home Office or to the CRA/IRS.

Tax Receipting Eligibility:

Eligible:

- The money is received directly by the Foundation. Tim Hortons® Foundation Camps issues tax receipts for donations of \$25.00 or greater. The full name, address, and amount must be submitted.
- The money or pledge is collected by the event organizer and no benefit was received by the donor. The amount received must be recorded on a pledge form with all information complete.
- All funds and information is received within 30 days of the event.

Ineligible:

- The purchase of event admission, golf fees, raffle tickets or where any benefit was received by the donor.
- The purchase of a live or silent auction item.
- In-kind goods and services donated to the event.

Event Sponsorship:

Please discuss with your Tim Hortons® Foundation Camps representative if you are considering sponsorship. Event sponsors may qualify for a gift acknowledgment.

For more information about tax receipting please call or visit

Canada Revenue Agency (CRA)
1-800-267-2384
www.cra-arc.gc.ca

Internal Revenue Service (IRS)
1-800-829-1040
www.irs.gov

Thank you for your support of Tim Hortons® Foundation Camps!

Tim Hortons.
Foundation Camps

R.R. #2, 264 Glen Morris Road East
St. George, Ontario N0E 1N0
Tel: 519-448-1248
Fax: 519-448-1415
www.timscamps.com

Charitable No. Canada: 11926 4885 RR0001
USA: (501(c)) 31-1681446