

How to Plan a Successful Special Event in support of



A safe place to turn when there seems to be no hope
Compassionate volunteers who save lives
Empowering troubled people to see their strengths and options
An award-winning organization that is ready to do even more

What is a Special Event?

A special event is any initiative brought forward by volunteers, individuals, community groups, service clubs or businesses who wish to raise money for the Crisis Intervention & Suicide Prevention Centre of BC. The event is planned and hosted by the volunteer organizing committee.

How do Special Events support the Crisis Centre?

The Crisis Centre relies on ordinary people with extraordinary hearts, corporations investing in their community, foundations that build healthy communities, and suicide survivors who understand the importance of what we do.

By organizing a fundraising event, you can help the Crisis Centre meet the needs of thousands of troubled people. Our resources are stretched as the demand for our services increases and becomes more complex. But with your support, we can offer more to those who reach out for help. We can help prevent suffering that result when personal crisis escalates to tragedy.

Can you save a life? Yes.

- \$50** provides 3 adult callers the immediate lifesaving and immediate support they need.
- \$5,000** provides hope to 290 youth through the online support of YouthInBC.com.
- \$75,000** empowers 3,750 students to break the silence that typically surrounds the subject of suicide.

Who needs the Crisis Centre? We all do.

At some point in our lives, each of us faces a crisis. Depression, loneliness, work-stress, addiction, relationship problems or worrying about someone else can leave us feeling helpless—or worse. Sometimes a supportive network of family and friends is enough to prevent a crisis from escalating. But what about those who have no support? Or whose problems are too complex for the people around them to handle? We are a volunteer-based organization committed to helping people help themselves and others deal with crisis. We believe in building a compassionate community.

Suicide. Every loss affects many lives.

- Did you know that every week about 10 people in British Columbia kill themselves?
- Suicide is a leading cause of death for Canadians aged 10 to 49 and as many as one out of 10 youth in British Columbia attempt suicide. It crosses all cultural, economic and social boundaries and ends more lives worldwide than war.
- Eighty percent of those who die by suicide give warnings to those around them although few make a direct plea for help.
- The Crisis Centre is always listening, 24 hours a day, every day. We also teach others to watch for signs and reach out to people in pain. Our 255+ volunteers, ten full-time and eight part-time staff directly affect more than 44,200 lives each year.

“two weeks ago I was in crisis. I called, desperate for a voice, an ear, a shoulder to cry on. Mary gave me all of those things and listened to me patiently. when we hung up, I was exhausted. but I was hopeful and inspired. over the next few days, I reached out for more help and called friends and family. that was two weeks ago. I'm now back on my feet, smiling, loving and feeling loved. depression is a devastating disease. It robs us of our humanity, intimacy and draws a dark, lonely shell around us. Happiness Is worth fighting for! thank you! I can think of nothing more valuable than the work you do. two weeks ago I planned to kill myself. Thank you for being there for me. I will never forget you.”

—Larry

Support the Crisis Intervention and Suicide Prevention Centre of BC.



Please make your investment in:

People
Compassion
Hope
Life

The ABCs of a Successful Event

A PLAN IS KEY TO YOUR SUCCESS

Get others to help you

- Motivated and talented volunteers will help share the work and make planning the event more fun

Come up with a theme or idea (we can help!)

- Think about the things you like to do and come up with a creative event idea that you can get excited about

Build a plan

- Determine who your target audience is
- Choose a date, time and location
- Develop a timeline
- Determine admission prices or participation fees

Set goals

- Calculate your estimated revenue and expenses
- Estimate participation numbers

Create a budget

- Ensure that all expenses associated with your event come out of your proceeds
- Try to get as many materials and supplies as possible donated

Meet with Crisis Centre staff

- Meet with us to go over your plan and work through how we can help you achieve your goals

BUILD MOMENTUM AND KEEP IT GOING

Promote your event

- Make personal phone calls, send emails or hand out invitations, flyers, or posters
- Make sure your local newspaper, radio and TV stations know about your event
- Promote your association with the Crisis Centre by using our materials, placing a link to the www.crisiscentre.bc.ca on your website, etc. (all materials must be approved by Crisis Centre)

Follow your timeline

- Make sure your committee members understand their roles
- Ensure that all tasks are completed on time
- Create a detailed day-of event schedule

CELEBRATE YOUR ACHIEVEMENTS

Have fun

- You have worked hard to get to event day - take time to enjoy your success

Hand in or send in your contributions

- The sooner we receive your contribution, the sooner it can be put to work helping youth and adults in distress across BC

Remember to say thank you

- Be sure to thank all volunteers, sponsors, committee members, participants, donors and anyone else who contributed to your success
- By thanking supporters promptly and properly, promotion has already begun for next year
- People will also be pleased to hear how much money was raised and what that means for the Crisis Centre

Do a quick evaluation

- Determine what worked well and what needs improvement
- Think of new ideas for next year
- Don't forget to congratulate yourself on a job well done

Tax Receipts

The Crisis Centre is happy to issue income tax receipts provided:

- Canada Revenue Agency guidelines are followed
- Crisis Centre has the information needed prior to the event

General conditions:

- Crisis Centre requires a record of the fair market value of goods and services that the donor or participant will receive, including goods and services that have been donated to the event as a whole
- If a tax receipt can be issued, it can only be issued to the true donor of the gift, it cannot be assigned to someone else
- Sponsors of your event cannot receive tax receipts
- A tax receipt can only be issued provided the donor has not received any benefit as a result of the donation, that is, the donor has not received any promotional benefit, product or rights
- Purchases of raffle tickets, auction items, admission tickets, green fees, etc. are not eligible for tax receipts
- Total proceeds given to Crisis Centre must not be less than the total amount for which you have requested receipts
- Crisis Centre cannot issue tax receipts for gift certificates, loaned property (such as vacation property or rental space), or for donated services (such as entertainment or accounting services)



Special Event Proposal Form

Date: _____

CONTACT INFORMATION

Name of group/company planning the event: _____

Name of primary contact: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Bus. Tel: _____ Home Tel: _____ Fax: _____

Email Address: _____

EVENT INFORMATION

Name of Proposed Event: _____

Date: _____ Location: _____

Address: _____

Please describe the proposed event and how the funds will be raised: _____

Expected attendance: _____

Estimated Revenue: \$ _____

Estimated Expenses: \$ _____

Net Revenue to the Crisis Centre: \$ _____

Does the planning group understand and agree that all publicity and promotional material for the proposed event must be approved by the Crisis Centre prior to being printed and released?

Yes No

Please complete and return the event proposal form to:
Kaman Ng
CRISIS INTERVENTION & SUICIDE PREVENTION CENTRE of BC
763 East Broadway, Vancouver, BC V5T 1X8
Telephone: 604.872.1811 Fax: 604.879.6216
Email: kng@crisiscentre.bc.ca

We will contact you shortly and we look forward to working with you!