



FUNDRAISE WITH  
**WEST COAST**  
Environmental Law



Peer-to-Peer  
Fundraising Toolkit



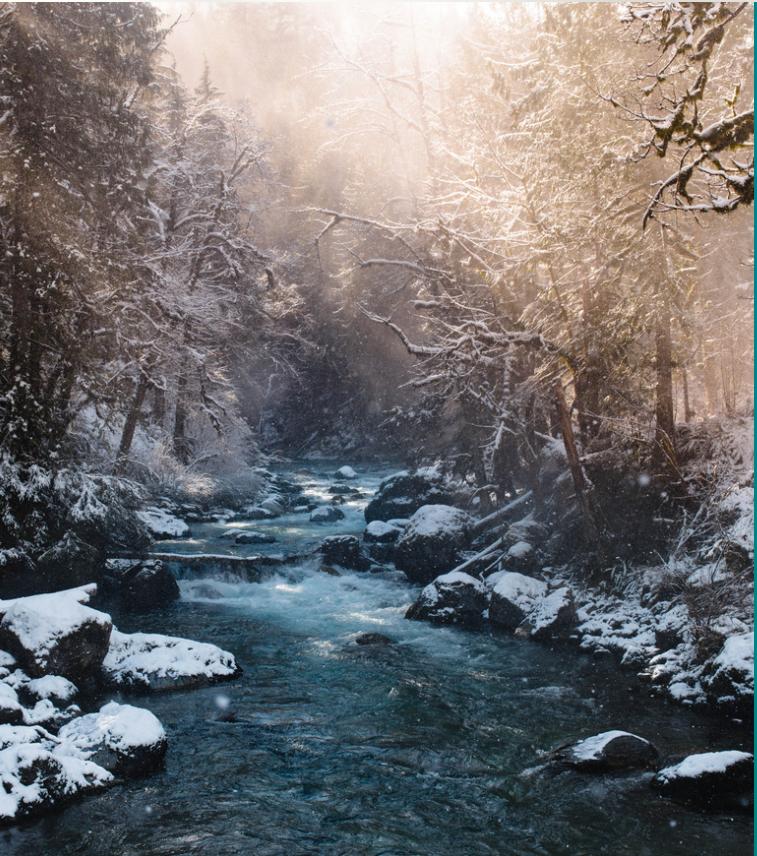
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# About peer-to-peer fundraising



The Peer-to-Peer fundraising program at West Coast Environmental Law allows volunteer individuals, students, businesses and community groups like you who are passionate about protecting the environment through law to raise funds to support our work. The responsibility of developing fundraising plans, organizing, managing and financing the fundraiser is assumed by you or your group, while West Coast will provide you with general support, guidance and a fundraising platform.

Have a look at this fundraising toolkit we prepared for you.

**Before getting started, you will need to reach out to us at [donations@wcel.org](mailto:donations@wcel.org) in order to receive a 'letter of support' that validates your fundraiser.**

# Fund allocation guide

You can choose to dedicate your funds to support the following branches of West Coast Environmental Law. Before you start fundraising, please contact us for your letter of support and let us know your choice of fund allocation.

## **(1) West Coast Environmental Law Research Foundation**

Supports our work producing in-depth legal research and educating the public about strong environmental laws, climate change, marine protection, green communities and more. Tax receipts for donors may be provided through this option.

## **(2) West Coast Environmental Law Association**

Helps us provide legal services to communities, and supports key advocacy initiatives to strengthen environmental laws. Tax receipts for donors are not provided through this option and all collected funds must be mailed in the form of a cheque.



# How to start an online fundraiser

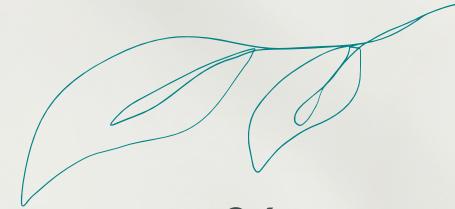
1. Create your personal online fundraising page on [CanadaHelps](#) or [Facebook Fundraiser](#). Select West Coast Environmental Law Research Foundation as the organization you'd like to fundraise for.
2. The system will walk you through setting up your fundraising profile for West Coast Environmental Law Research Foundation as the organization of choice.
3. Create your fundraiser and start telling your story, set your fundraising goal and add pictures or videos.
4. Share your fundraiser with your supporters via email, social media, etc.



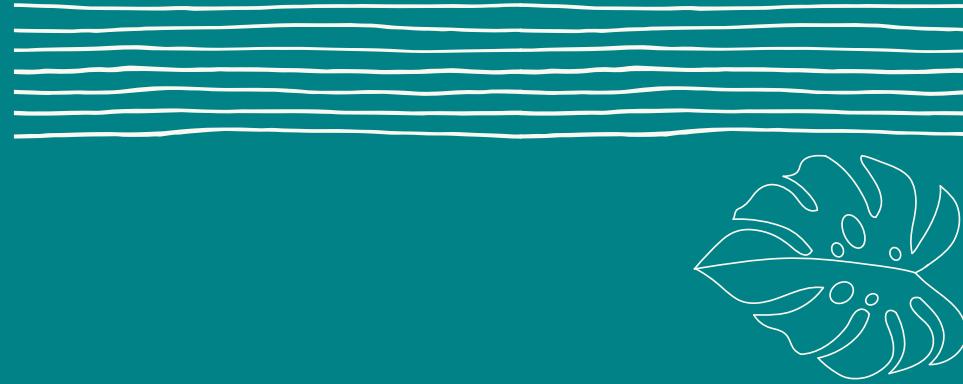
## How to start an online fundraiser

The online fundraising platform has you covered – from getting started and setting up your fundraiser, right through to encouraging your family, friends and community to support you.

Donors who make gifts through your online fundraising page (on CanadaHelps or Facebook fundraising) will automatically receive a tax receipt.



# How to start an in-person (offline) fundraiser



## Prefer to keep your fundraiser offline?

If you aren't collecting donations online, you may send us a cheque made out to *West Coast Environmental Law Research Foundation* or *West Coast Environmental Law Association* – just be sure to include a note stating this donation is from a fundraiser you hosted.

Due to Canada Revenue Agency regulations, we cannot issue tax receipts in your name since this payment will be collected from various donors. Tax receipts may only be issued to individual donors if their gift amounts are tracked and submitted to us along with their contact information.

# How to start an in-person (offline) fundraiser



In most cases, you can send us the collected donations through a cheque. Mail or fax our [\*\*printable donation form\*\*](#) to the contact information provided.

If you prefer to make the gift online to West Coast Environmental Law Research Foundation, please do so through our [\*\*fundraising event donation submission page\*\*](#).

If you are fundraising offline, remember that you must let us know ahead of time by contacting [\*\*donations@wcel.org\*\*](mailto:donations@wcel.org) and receiving a letter of support – that way we can stay updated on your progress and get you the help you need!

# What we can help you with

## West Coast is here to provide you with...

Your very own online fundraising webpage – set it up on [CanadaHelps](#) or [Facebook Fundraiser](#).

A signed *letter of support* indicating West Coast Environmental Law has authorized your fundraiser. You need this letter in order to validate your fundraiser.

Printable West Coast Environmental Law event invitations

Printable West Coast Environmental Law [donation forms](#)

A West Coast Environmental Law Certificate of Recognition for fundraisers over \$100

Approval of the use of the West Coast Environmental Law logo

*With the exception of using printed West Coast donation forms, any other use of our logo must be approved in writing in advance. The standard approval also requires the group to delete/not retain any electronic file of the logo after their fundraiser is complete. Please reach out to us for permission at [donations@wcel.org](mailto:donations@wcel.org).*

# What we **cannot** help you with

## **West Coast cannot...**

Guarantee that a West Coast staff member will attend your event (but please contact us first and we'll try our best!)

Provide funding for events

Arrange media coverage for your event (e.g. television, radio, web stories)

Provide any insurance coverage for your event or assume any liability in relation to your event

Share our donor or subscriber contact information

Apply for gaming or liquor licenses on your behalf



# Fundraising ideas to help you get started



## Host a gathering with family and friends –

- Throw a birthday party
- Host a games night or movie night
- Have a talent competition



## Start moving and get active –

- Run, walk or cycle and pledge funds for every km travelled
- Hold a sports tournament at school
- Lead a dance/exercise class



## Make some sales –

- Organize a bake sale at work or school
- Declutter by hosting a garage sale
- Set up a lemonade stand (works well with kids!)
- Set up a coffee stand at school during exam season
- Sell your drawings and paintings online or at an exhibition



## Big event ideas –

- Host a community barbecue
- Hold an auction of valuables
- Throw a dinner/gala
- Request donations in honour of your wedding
- Collect donations in memory of a loved one



# A planning **checklist** for fundraising events **(before)**

## Before your fundraiser:

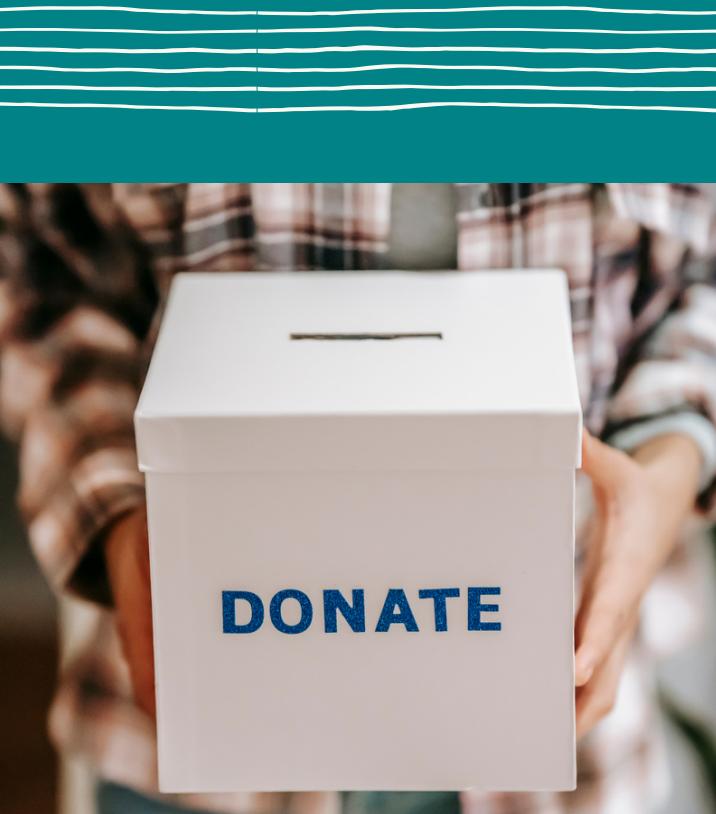
- Get in touch with us and let us know about your fundraiser!
- Brainstorm – refer to other examples of community fundraising events to get inspired
- Determine a date and a location for your fundraiser
- Make a list of the supplies needed for your event
- Reach out to friends and family to ask them to donate on your fundraising webpage
- Approach vendors or businesses about donations or sponsorship
- Update your social media accounts – promote your event, sell tickets, ask for donations, share updates
- Create a team of volunteers to help with the planning and execution of your event – and make sure you assign everyone with specific roles
- Make sure all your materials that contain the West Coast Environmental Law logo are approved by contacting us first at [donations@wcel.org](mailto:donations@wcel.org)



# A planning checklist for fundraising events (during)

## During your fundraiser:

- Ask your family, friends and colleagues to make a donation on your fundraising webpage, share your fundraiser with their own networks, or hand out West Coast Environmental Law donation forms
- For online fundraisers: Remind your donors that their donations are tax deductible
- For offline events and cash fundraisers: Keep in mind that we can only issue tax receipts if individual donation amounts are tracked along with the donor's contact information
- Post your fundraiser on your social media pages (tag us at **@WCELaw**)
- Thank everyone for supporting you!



# A planning checklist for fundraising events (after)

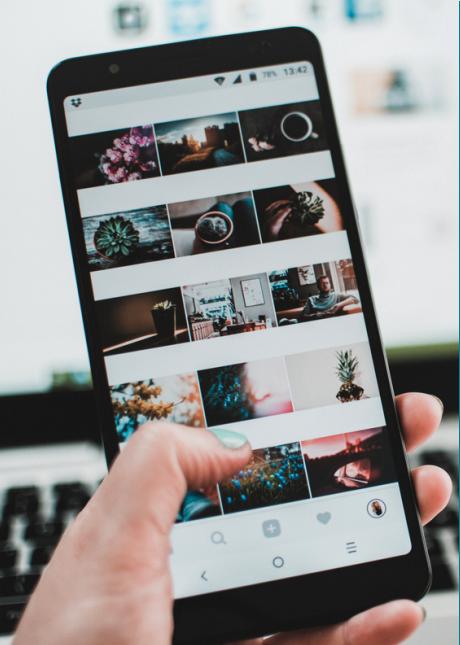
## After your fundraiser:

- Send thank you letters to your donors and volunteers (see our sample letters on page 16 and 17)
- If funds raised are in cash, make out a cheque to *West Coast Environmental Law Research Foundation* or *West Coast Environmental Law Association* mail it to our office.
- If funds are raised using donation forms, mail the completed donation forms with your donors' information along with any cash, which we will process on our end.
- Share your photos from the event with us so we can promote it and thank you on our website and social media pages
- Let us know how your fundraiser went – we'd love to stay connected!
- Feel great about taking action to protect the environment! Be proud of your accomplishment!

# Social media guide

Social media is a free and easy way to promote your fundraiser.

Below are some sample posts that you can use or adapt to promote your efforts!



- Save the date! We're setting up a coffee stand on campus in the Law School Building on October 27. All proceeds will be donated to West Coast Environmental Law – Details here: [Insert URL]
- Bring your empties to (location) this Friday! Tell your neighbours, tell your friends, and tell everyone on your Facebook/Instagram feed! All bottle drive proceeds will go towards West Coast Environmental Law. [Insert URL]
- Last chance to take advantage of early bird rates for our concert on April 5! Join us at the Rec Centre for an awesome night of music and dancing and help West Coast Environmental Law transform the legal landscape! More information here: [Insert URL]



@WCELaw



@WCELaw



@WCELaw



West Coast Environmental Law

# Sample thank you letter for thanking your donors

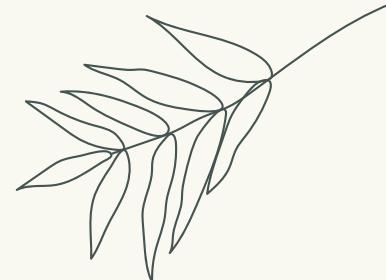
Dear Jane,

Thank you so much for attending my fundraiser for West Coast Environmental Law. Your contribution helped me to meet my goal of raising \$500, and I couldn't have it done it without you! All of the funds will help the organization continue their work to develop legal solutions for nature and local communities.

Every year, West Coast Environmental Law develops cutting-edge solutions to protect and defend the environment through law, including strengthening environmental laws, revitalizing and holding up Indigenous laws, offering legal analysis and research, shaping key legislation, and so much more! Thank you for helping to make this work possible. If you'd like to learn more about the important work West Coast Environmental Law does, please visit <https://www.wcel.org>.

Thank you again for your generous support—it really does make a difference in transforming the legal landscape for a healthier environment!

Sincerely,  
Sarah



# Sample thank you letter for thanking your volunteers

Dear John,

Thank you so much for helping us put together our very first gala for West Coast Environmental Law. We couldn't have done it without your support! In total, we raised more than \$1,000. This money will help the organization continue its work to develop legal solutions for nature and local communities.

Every year, West Coast Environmental Law works to protect and defend the environment through law, including strengthening environmental laws, revitalizing and holding up Indigenous laws, offering legal analysis and research, shaping key legislation, and so much more!

As a member of our event team, you've helped to make this work possible. We deeply appreciate all that you did to ensure that our fundraiser ran smoothly. People who attended the gala have been telling us how much they enjoyed it, and we're already thinking about how to make next year's event even better. We hope that you'll join us again. If you have any questions or feedback that you'd like to share with us, we'd be happy to hear from you.

Thank you again for all of your help supporting this important cause! If you'd like to learn more about the important work West Coast Environmental Law does, please visit <https://www.wcel.org>.

Sincerely,

Jane and Sarah



# Frequently Asked Questions (FAQ)



## How will my donors receive their tax receipt?

If your donors make their gifts on your fundraising webpage on Facebook Fundraisers or CanadaHelps, they will receive a tax receipt through the platform. If your donors make their donation by cash and ask you to provide them with their tax receipt, please collect their full name, address, phone number, email and the amount they have given in Canadian Dollars. Once you send us all the collected funds, send us the list of donors who want their tax receipts and we will manually send them.

## Can my university start a West Coast Environmental Law student club on campus?

Unfortunately, at this time, West Coast Environmental Law does not have the capacity to monitor WCEL chapters at universities across British Columbia. Therefore, we cannot allow students to run official clubs under our organization's name. Students are, however, allowed to host as many fundraisers as they wish and are allowed to use the West Coast Environmental Law logo upon approval. Keep your eye on our website for student volunteer and employment opportunities.

## I hosted a fundraising event and only collected cash donations. How can I send them to you?

For cash donations, we suggest sending a cheque for the total amount, made out to *West Coast Environmental Law Research Foundation* or *West Coast Environmental Law Association*. Please write a short note stating this cheque is from a fundraiser. Another option is to make an online donation in your name on our website with the funds you have collected. Be sure to reach out to us and we can help you process the collected funds online. Please remember that tax receipts can only be sent **for fundraisers directed to West Coast Environmental Law Research Foundation**, and for individual cash donors if donations are properly tracked along with donor contact information.

# Certificate of recognition



For fundraisers over \$100, West Coast will award you with a signed Certificate of Recognition for your hard work and dedication for raising funds to protect the environment through the law.



# Legal responsibilities of fundraising for WCEL

Your fundraiser needs to be safe and legal. By fundraising on behalf of West Coast Environmental Law, you acknowledge that the organization is not responsible for any costs associated with running your fundraiser.

All fundraising on behalf of West Coast Environmental Law must follow municipal, provincial and federal laws. Please make sure to check on the rules about gambling, liquor, competition and raffles – which may require a license.



Information on how licensing may be obtained through the B.C. Gaming Policy and Enforcement Branch can be found at [www.gaming.gov.bc.ca](http://www.gaming.gov.bc.ca). Please check with the Liquor Control and Licensing Branch in your city for special event and liquor licensing.

West Coast Environmental Law is not responsible for providing any licensing. As a West Coast fundraiser, you must reach out to [donations@wcel.org](mailto:donations@wcel.org) in order to receive a signed 'letter of support' that validates your fundraiser.

# Contact information

Need more information, ideas or have any questions about starting your fundraiser?

Please don't hesitate to get in touch with us, we're here for you!

Peer-to-Peer Fundraising Contact: Faria Bhuiyan

 West Coast Environmental Law

#700 – 509 Richards Street

Vancouver, BC | V6B 2Z6

xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) &

səl̓ilwətaʔɬ (Tsleil-Waututh) Territories

 donations@wcel.org

 1-800-330-WCEL (9235)

