



**Toolkit**  
**for Third-Party**  
**Fundraisers**



Thanks again for choosing to support The 519 and the LGBTQ2S communities we serve. This toolkit aims to guide the online and offline promotional strategies for your event.

Please note that to host a fundraiser you must already have a formal agreement with The 519. To request an agreement, visit:

[https://the519.formstack.com/forms/third\\_party\\_event\\_application](https://the519.formstack.com/forms/third_party_event_application)

For any questions regarding third-party fundraisers, contact:

Rafael Glass Machado (he/him) [RGlassMachado@The519.org](mailto:RGlassMachado@The519.org)



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## Part I: Fundraiser Promotion

### 1. Promoting your Fundraiser on Social Media:

We encourage you to promote your third-party fundraising event on all your social media platforms. Some best practices for promotions on Facebook, Twitter, and Instagram:

#### A) Facebook:

- a. **Events:** A Facebook event helps your audience RSVP and set reminders if they are interested. You can also answer their questions in the event's 'discussion' section.
- b. **Posts:** Provide all event details in your post (name, description, venue, time), and mention that it is a third-party fundraiser for The 519.
- c. If you are uploading a poster or image with important event information, please transcribe the details in the image word-for-word in the [image description](#) section for it to be accessible on screen readers. If you are using The 519's logo in your poster, refer to *The 519 Logo Usage*: section in this document.
- d. **Stories:** You can also use the stories feature to spread word closer to the event.

#### B) Twitter:

- a. Provide all the basic details in your post. Use 2-3 appropriate hashtags to increase chances of your post being noticed.
- b. When you upload an image with your post, please add [alt text](#) for accessibility.

#### C) Instagram:

- a. This is a platform for visuals, so posters and 60-second videos could be good options. Add all poster descriptions in the image caption for accessibility. 11+ relevant hashtags could get your post more attention.
- b. On Instagram too, stories are a good way to promote the event and post updates.

Tag us "@The519" in all your social media posts.

### 2. Language Tips for your Posts:

- A) Keep your posts concise, but provide all basic details. Have a clear contact or call to action.
- B) Always use language that is simple and inclusive. For more tips, download our [Reference Guide to Discussing Trans and Gender-diverse People](https://www.the519.org/media/download/3555) (<https://www.the519.org/media/download/3555>) and our [Media Tip Sheet](https://www.the519.org/media/download/3556) (<https://www.the519.org/media/download/3556>).

- C) The 519 uses the acronym “LGBTQ2S” in our communication.  
 D) In verbal communications, The 519 is known as “The Five Nineteen” (not The Five One Nine).

### 3. Getting The 519 to Share your Social Media Posts:

#### A) Facebook and Twitter:

- For third-party fundraisers, The 519 can only **re-share** a post or event that you have already created. Fundraisers are encouraged to create their own posts so that we can re-share them. See examples 1, 2, and 3 (page 6).
- The post copy would need to mention your fundraiser being in support of The 519.
- Please tag us (@The519) in your posts so that we know when they are up and can be re-shared.

B) **Instagram:** The 519 can only re-share stories about third-party fundraiser events. When you post a story about the event, tag us (@The519) in your story. See example 4 on page 6.



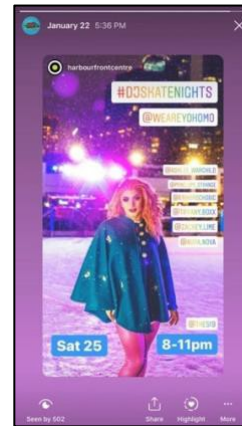
Ex. 1: Re-sharing an original video



Ex. 2: Re-sharing a Facebook event



Ex. 3: Sharing of event on Twitter



Ex. 4: Re-sharing of original Instagram stories

#### 4. The 519 Logo Usage:

- If you are creating any visual designs using our logo for your promotions, our [brand and logo tips](https://www.the519.org/public/img/press/the-519-logo.zip) (<https://www.the519.org/public/img/press/the-519-logo.zip>) can help you.
- You will also find high-resolution .eps and .png versions of our primary, black, and white logos ready for use.



Snapshot of our logo and brand tips



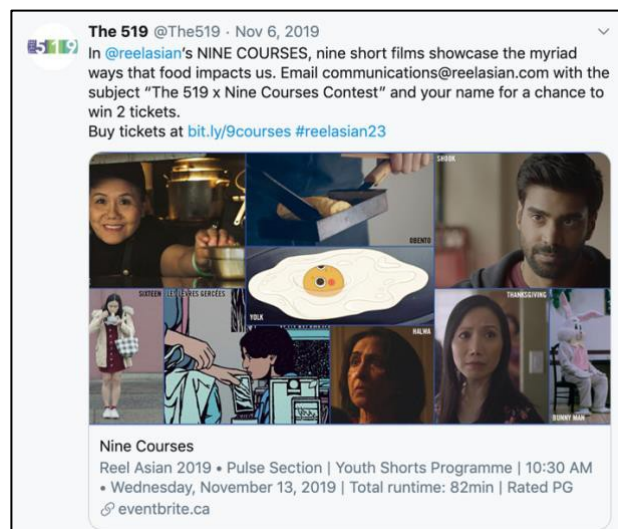
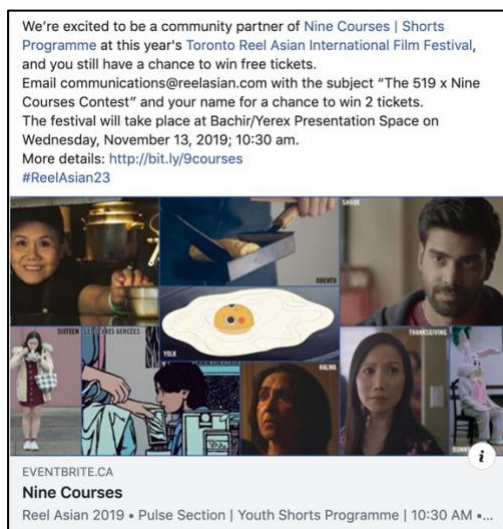
Our primary, black, and white logos

## 5. Offline Promotions: Posters and Flyers:

- A) Just like your social media posts or events, posters and flyers need to have all the basic event details – name, day, date, time, venue, and appropriate visuals. It is a good idea to think about representation and diversity in selecting images. A free stock photo resource for LGBTQ2S communities is: <https://genderphotos.vice.com/>
- B) These [tips](#) will help you create accessible poster/graphic designs.
- C) Email the poster to [RGlassMachado@The519.org](mailto:RGlassMachado@The519.org) for review and approval.
- D) You can also put up your third-party fundraiser poster on The 519's community notice board by submitting a hard copy at the Front Desk.

## 6. Important to Note:

- The 519 reserves the right to not re-share third-party fundraiser original posts in case of a conflict of interest or other consideration(s).
- If you are collecting any (related) personal information of individuals prior, during, or after your event, you would not be doing so on behalf of The 519.
- Any press releases/media advisories/media engagement about your event that mentions The 519 need pre-approval from our Director, Strategic Communications and Executive Planning ([Media@The519.org](mailto:Media@The519.org)).
- The 519 does not run third-party contests. Contests would have to be conducted by the fundraiser. We can at most re-share details about the contest. See examples on the next page.



Examples of how we share third-party contest details on Facebook and Twitter



## 7. Resources:

- [Media Tip Sheet \(https://www.the519.org/media/download/3556\)](https://www.the519.org/media/download/3556)
- [Discussing Trans and Gender-diverse People \(https://www.the519.org/media/download/3555\)](https://www.the519.org/media/download/3555)
- If you need images of The 519 for your event promotional material, high-resolution pictures are available for download at: <https://www.the519.org/about/media>
- High-resolution logos of The 519 are available for download at: <https://www.the519.org/public/img/press/the-519-logo.zip>

For any other questions related to promoting your event on social media and offline, contact [Communications@The519.org](mailto:Communications@The519.org).



## Part II: Charitable Tax Receipts

The 519 is a Canadian registered charity, and as so, we can issue tax receipts for donations made directly to The 519. Depending on the type of fundraiser event you are holding, this will affect the tax receipt eligibility and the way to donate the funds.

### 1. Corporate Fundraising via Sales of Products or Services

#### A) Overview

When organizations donate the full amount or a portion of the funds raised via sales of products or services, The 519 can issue a charitable tax receipt for the amount donated.

#### B) Ways to donate

- Make an online donation on our [secure portal](https://The519.org/donate) (The519.org/donate)
- Mail a cheque to The 519

ATTN: Lili Rathgeb, Coordinator, Philanthropy & Donor Relations  
519 Church Street, Toronto, ON M4Y 2C9

- Do an Electronic Funds Transfer (EFT) - EFT information available upon request.  
Contact Rafael: [RGlassMachado@The519.org](mailto:RGlassMachado@The519.org)

### 2. Donation Raised by a Group of People at an In-person Fundraising Event

#### A) Overview

If you are donating funds that have been collected from multiple individuals at an in-person event, please inform us if each individual requires a charitable tax receipt. If yes, please inform us prior to the event date and we will provide you with a template of the information you are required to collect from each person donating. The 519 cannot issue charitable tax receipts to the organization/person donating the collected funds. All donations of 20 CAD or more are eligible for a tax receipt.

#### B) Ways to donate

- Mail a cheque to The 519

ATTN: Lili Rathgeb, Coordinator, Philanthropy & Donor Relations  
519 Church Street, Toronto, ON M4Y 2C9



- Do an Electronic Funds Transfer (EFT) - EFT information available upon request. Contact Rafael: [RGlassMachado@The519.org](mailto:RGlassMachado@The519.org)

### 3. Donation Raised by a Group of People at a Virtual Fundraising Event

#### A) Overview

For virtual fundraising events, there are many options for folks to solicit and gather donations. Please note that donations made through external platforms, such as Facebook, Canada Helps, or AKA Raising, are not eligible for a charitable tax receipt from The 519.

#### B) Ways to Donate via Virtual Fundraising Events

- Direct individuals to The 519's secured online portal or request The 519 to create a personalized fundraising event page for your organization or event (see sample image example below). All online donations of 20 CAD made directly to The 519 or more will immediately receive an electronic tax receipt to the email they provided at the time of their donation.
- Create a Giving Page on an external platform (Canada Helps, AKA raising, Facebook, Luminate Online, etc.) and collect donations. These platforms may or may not be able to issue a charitable tax receipt. We encourage you to contact [Giving@The519.org](mailto:Giving@The519.org) two weeks before you launch your campaign.



Goal: **\$15,000**  
 Raised: **\$15,160**  
 Sponsors: **34**

**101%** of goal achieved

Share this cause:



## Moving Beyond the "L" & "G"

ORG NAME was started in 2018 with the mission to create an environment where everyone feels welcome and has a safe space to be their authentic selves.

This year, we were honoured to be welcomed during Pride Month by members of The 519 who helped us continue our journey by discussing some of the unique issues faced by members of the trans community.

ORG NAME employees have a long history of giving back to the communities where we live and work, so we ask that you please consider making a donation to The 519. Your support goes a long way helping them provide programming and support services that makes a difference to so many members of the LGBTQ2SIA community.

Thank you for showing your support.



## 4. Auctions Hosted by External Fundraiser(s)

### A) Overview

When it comes to tax receipts, auctions can be quite complex. You are strongly encouraged to contact us at [Giving@The519.org](mailto:Giving@The519.org) for our guidance. Below is a basic overview of receipting information as it pertains to auction events – auction organizer/fundraisers, auction suppliers, and winning bidder.

- Auction Organizer/Fundraiser - The 519 cannot issue charitable tax receipts to the organization/person donating the collected funds from the Auction Event.
- Auction Suppliers – These are the organizations that provide items for the auction you are hosting. Organizations providing items for your Auction Event are not eligible for a charitable tax receipt.
- Winning Bidder – These are individuals who make a winning bid on an auction item. Charitable tax receipts for these individuals are based on the Fair Market Value (FMV) of the item they won at the auction. The tax receipt is calculated as the difference between the FMV (advantage) and the winning bid amount.
- Fair Market Value (FMV) is what a consumer would pay if the gift is bought in the open market.
- The winning bid must meet the intention to make a gift threshold: the posted FMV of the lot item cannot exceed 80% of the winning bid. This means that a winning bid that is over 80% of the posted FMV is not eligible for a charitable tax receipt.

### **Example: Bike Bought at Auction**

The FMV of the bike posted at the auction is declared to be 400 CAD. The winning bid for the bike at the auction is 550 CAD.

#### Calculation of eligible amount for tax receipt:

- Winning bid of 550 CAD less the FMV (advantage to donor) of 400 CAD = Eligible tax receipt amount of 150 CAD
- However, if the FMV of the bike was not made known to bidders in advance of the auction, a receipt could not be issued to the winning bidder.

### B) Ways to Donate Proceeds of Your Auction

These are the ways that the Auction Organizer/Fundraiser can donate the funds collected:

- Mail a cheque to The 519  
ATTN: Lili Rathgeb, Coordinator, Philanthropy & Donor Relations  
519 Church Street, Toronto, ON M4Y 2C9
- Do an Electronic Funds Transfer (EFT) - EFT information available upon request.  
Contact Rafael: [RGlassMachado@The519.org](mailto:RGlassMachado@The519.org)