



**NOT FAR
FROM
THE TREE**



A project of

MakeWay

THIRD-PARTY FUNDRAISING

HOW YOU CAN MAKE AN IMPACT





HOW CAN YOU HELP

If you're looking for a new way to give back to your community and support Not Far From The Tree, consider planning a 3rd Party Fundraising event!

WHAT IS THIRD PARTY FUNDRAISING?

Unlike traditional fundraising events which are organized and hosted by the charity organization, third-party fundraisers are planned and executed by volunteer individuals, businesses, or community groups who are passionate about supporting a non-profit.



Why host a third party fundraising event?

- You'd like additional ways to get involved
- Your community is looking for ways to protect food security
- To celebrate or honour a member of your community

Third party fundraising events can be hosted in-person or virtually. Some common examples of third-party fundraisers include:

- Challenge events like runs, walks, or sporting events
 - You can ask people to donate to your cause, or set up a team and ask for a minimum fundraising amount. Other creative challenge ideas can be biking to work or school for a month, or a local food challenge
- Community events like bake sales, craft sales, car washes, art exhibitions, talent shows, and more
 - These events fundraise for a good cause while bringing your community together for a fun time
- Personal milestones like birthdays, anniversaries, weddings, graduations or other special occasions
 - Instead of asking for gifts, ask loved ones to make a donation in your name

WHAT
KIND OF
EVENTS
CAN I
HOST?

Third party fundraising events can be hosted in-person or virtually. Some common examples of third-party fundraisers include con't:

- Memorials or tributes
 - To celebrate or honour a loved one, you can create a fundraising page or host an event to support their passion for local food and our urban orchard
- Holidays
 - Seasonal or religious holidays are a popular time to reflect on our privileges and be grateful. Take this opportunity to encouraging giving back to non profits
- Corporate or school events
 - Engage students, teachers, coworkers, or employees to give back to our community. Any of the ideas for third party fundraising can be applied in a corporate or educational setting and provide the opportunity for fun and to educate people about our cause.

WHAT
KIND OF
EVENTS
CAN I
HOST?

HOW WE CAN HELP

Not Far From The Tree can provide support for you to plan and execute a third party fundraiser.

These include:

- Logos and images for use in email promotions or on social media
- Event To Do checklist
- Directions on how to set up a fundraising page
- Social Media or Email Communication Templates
- Key Messages and Impact Metrics about NFFTT



A FEW THINGS THAT NOT FAR FROM THE TREE CANNOT HELP WITH

- Access to donor or member contact information.
- Fund or reimburse any expenses incurred throughout the planning and execution of the event or apply for any licenses for your event.
- If the event is cancelled, the event organizer agrees to contact the NFFTT at least one day prior to the event
- NFFTT cannot assume legal or financial liability for third-party events
- NFFTT is not responsible for any damage or accidents to persons or property

HOW WILL YOUR SUPPORT HELP?



\$35

Your gift will support:

- PPE to keep everyone safe and healthy
- Purchasing new picking pole heads, tarps, etc.
- Replacing lost bike keys & bike locks
- Repairing equipment



\$50

Your gift will support:

- Covering the cost of 5 agency clients' memberships
- Supporting any Torontonians that would like to participate but doesn't have the financial means to do so



\$150

Your gift will support:

- Covering the fees for nutritionists, chefs, and arborists for educational workshops
- Hosting appreciation events for our members



\$250

Your gift will support:

- Repairing bike tires and brake cables
- Replacing steering columns, cargo boxes and seat posts
- Providing the funds to purchase necessary parts and complete major repairs on our cargo bike fleet



\$250+

Your gift will support:

- Expansion plans to the east and west of our current picking boundary
- Further online Portal development
 - Improving user experience
 - Fixing scheduling glitches
 - Increasing web accessibility
 - Extra admin. capabilities
 - Data tracking & reporting

HOW TO COLLECT FUNDING

ONLINE FUNDRAISING

Set-up a fundraising webpage through CanadaHelps! This is an easy and flexible way to collect funds remotely from your donors.

IN-PERSON COLLECTION

Collect cash or cheques (made to MakeWay Charitable Society – Not Far From The Tree) to be remitted to NFFTT. Remember to track the name and email of each donor.

What is NFFTT?

We're Toronto's fruit-picking and sharing project. Did you know Toronto is home to a massive urban orchard? Over 1.5 million pounds of fruit grows right here in the city every year. We work to connect generous tree registrants with excess fruit to volunteers in their community who are willing to pick and share it. No good fruit should fall to waste when so many people can use it!

Why do you need my help?

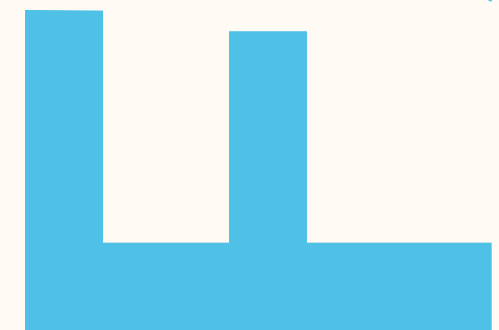
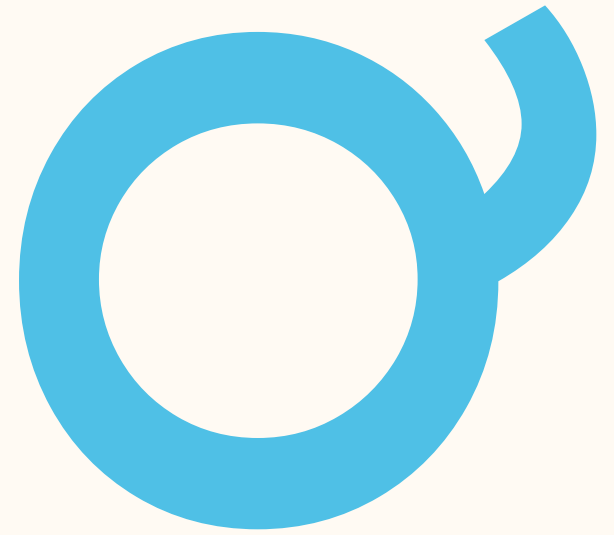
Your gift ensures the long-term sustainability of our programming by allowing us to host more picks, engage more volunteers, serve more partner agencies, and ultimately provide more people in Toronto with access to fresh, local fruit while diverting waste from landfills. Your gift will provide the funds to purchase the necessary parts and complete major repairs on our cargo bike fleet, maintain our Picking Portal, and more!

Where do you get funding from?

The bulk of NFFTT's funding comes directly from community members like you! Volunteers memberships and monthly donors, along with charitable grants and subsidies make up Not Far From the Tree's annual funding.

Where do the fundraised dollars go?

The funds raised by you through your fundraising event will be used to support Not Far From The Tree's Picking Program, MakeWay Core Supports Allocations and operations. Your support not only provides much-needed financial support to sustain our harvest program but also represents a belief in our mission and buy-in to the sustainable community we are building together in Toronto.



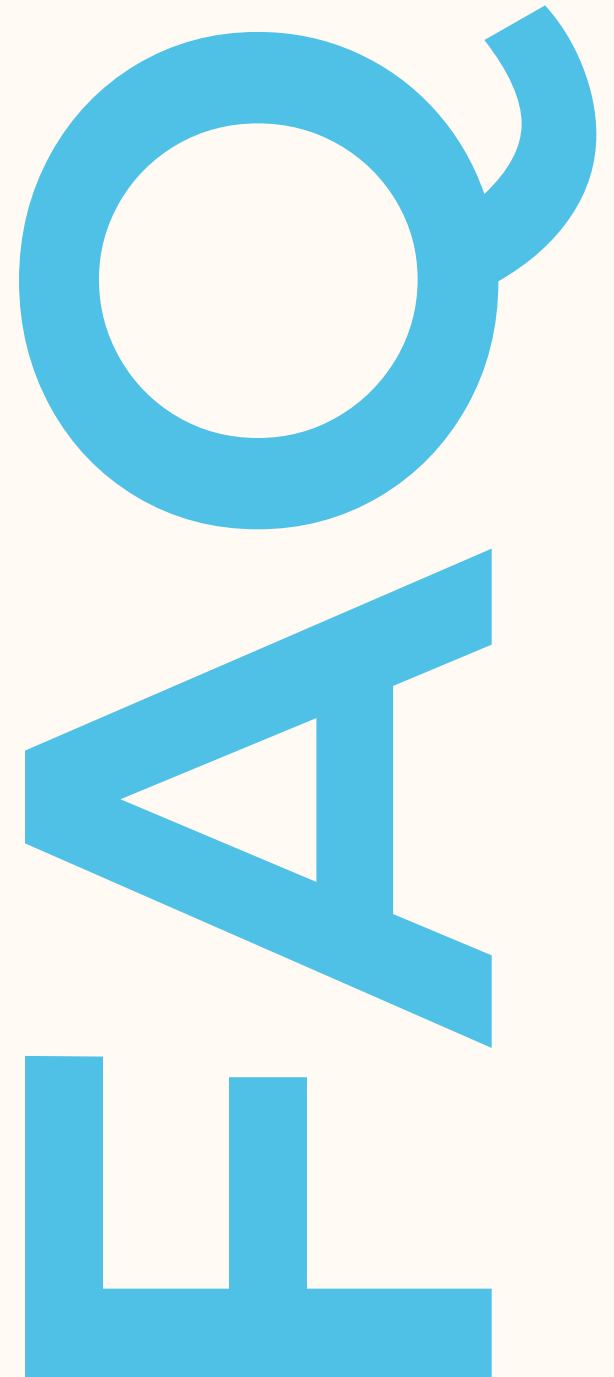
Who is MakeWay Charitable Society?

MakeWay is a national Canadian charity dedicated to a healthy environment, social equity, and economic prosperity. MakeWay builds partnerships and solutions to help nature and communities thrive together.

Why does NFFTT mention MakeWay all the time?

NFFTT is a project on MakeWay's shared platform, which provides operational support, governance, and charitable expertise for the staff and Steering Committee. The shared platform enables more time and money to go towards achieving our impact. With the shared platform, MakeWay projects benefit from the support of a mission-aligned community, charitable expertise, and shared administrative resources including governance, compliance, financial management, human resources, risk management and grants administration. MakeWay has full fiduciary and governance responsibility for NFFTT.

Visit MakeWay's website for more information.



How do I make a donation?

We accept online or in-kind donations!

Online donations can be made through MakeWay:
<https://makewaygifts.secure.force.com/donate/?id=a3061000002oeCO>

Cheques can be made out to MakeWay Charitable Society – Not Far From The Tree

And sent via mail to the following address:

Not Far From the Tree
c/o MakeWay Charitable Society
163 West Hastings St.
Suite 400
Vancouver
BC V6B 1H5

Are the funds I raise tax deductible?

Any funds over \$10 will receive a tax receipt!

However, sponsorships are not eligible for charitable tax receipts, as the sponsor receives advertising, marketing or promotional value and therefore the payment is not a gift. Instead, sponsors can receive a business acknowledgement letter for the value of their sponsorship which can be used to support business expenses. Gifts of artwork, wine, collectables, or items of a unique nature must be accompanied by a recent independent appraisal, regardless of value. Gifts of art donated by artists and art dealers are seen as dispositions from their inventory and therefore are not eligible for tax receipts.



**IF A THIRD PARTY
FUNDRAISER
SOUNDS LIKE THE
RIGHT FIT FOR
YOU, REACH OUT
TO FOR MORE
INFORMATION
AND TO GET
STARTED!**



notfarfromthetree.org



info@notfarfromthetree.com



[linkedin.com/company
/not-far-from-the-tree/](https://linkedin.com/company/not-far-from-the-tree/)



[@NFFTT](https://www.instagram.com/NFFTT)



facebook.com/NFFTT



[@NFFTT](https://twitter.com/NFFTT)