



## FAQ – COMMUNITY / THIRD-PARTY FUNDRAISERS

### **I want to hold a fundraising event to benefit the West Island Cancer Wellness Centre, but I'm not sure where to start.**

If you don't know what kind of fundraiser to hold, click [HERE](#) are a few ideas. If you have decided on an event, the next step is to submit your idea. Click [HERE](#) to download, complete and return the event proposal form.

### **Can you promote my event through your mailing list, social media accounts and website?**

We would be happy to post your event details on our website calendar and link to your own fundraising or ticket page where applicable. If you are creating an event page or Facebook post, please tag us and we will do our best to engage with you online ([www.facebook.com/wicwc](http://www.facebook.com/wicwc)). Unfortunately, we cannot mail or email event information to existing donors on your behalf.

### **My event needs sponsors, can you help find some?**

We can provide you with a sample sponsorship letter to use when approaching potential sponsors as well as a letter confirming that you are fundraising for the WICWC. Unfortunately, we cannot approach corporations on your behalf. The best place to look for sponsors is in your own network.

### **I want media at my event, can you ask them to come out?**

A sample press release is provided in the "Helpful Forms" section of the Community Fundraiser web page that you may customize for your event. However, we cannot issue press releases or pitch media on your behalf.

### **Can I have your logo to put on my event promotion material?**

Once your event is approved we will be happy to provide you with our logo to use on your promotional materials. Your fundraising coach must approve all drafts before publishing online or printing.

For more information contact Maggie Costa: [maggie@wicwc.org](mailto:maggie@wicwc.org).