



Canadian Mental
Health Association
Calgary
Mental health for all



COMMUNITY EVENTS IDEAS, TIPS AND GUIDELINES



FUNDRAISING EVENT IDEAS

THANK YOU FOR CHOOSING CMHA -
CALGARY REGION FOR YOUR COMMUNITY
EVENT. IF YOU WOULD LIKE SOME HELP

DECIDING WHAT AMAZING FUNDRAISER YOU'RE GOING TO HOST,
WE'RE EXCITED TO HELP YOU GET STARTED. WE HOPE THE LIST OF
GREAT IDEAS BELOW OFFERS SOME INSPIRATION.

Host an Event:



A black tie dinner, concert, art show, BBQ, dance, celebrity luncheon, silent auction or talent show. Ask guests to buy a ticket with proceeds going to CMHA - Calgary Region.

Challenge Events



Get creative! Whether you promise to eat a cookie for every dollar donated or wear a silly costume for a week if you reach your \$1,000 goal, this is an incredibly fun way to fundraise!

A-thons:



Collect pledges to support participants as they walk/run, dance, climb, knit, read, bike or any other activity for a specified amount of time or distance.

This is a great activity because it allows for a number of participants and fundraisers.

Sporting Events and Tournaments:



Encourage your family, friends and co-workers to put together teams for a hockey game, football game, golf tournament, pool/billiards/darts tournament, yoga class, or soccer tournament. Include a registration fee for each team and offer an awesome prize for the winner!

Team Builder:



Engage with others and help your community with a day of volunteering, hosting a sporting event, jeans day/week at the office, hosting a gala or a fitness challenge.

Other Fun Ideas:

Host a bake sale, pancake breakfast, lemonade stand, car or pet wash, loonie/toonie drive or create your own unique and special event!



GUIDELINES

IN ORDER TO HELP IT RUN SMOOTHLY,
WE ARE PROVIDING YOU WITH SOME
GUIDELINES TO SUPPORT YOUR SUCCESS:

WHAT CMHA – CALGARY REGION ASKS OF COMMUNITY EVENT ORGANIZERS:

- Contact CMHA - Calgary Region to let us know about your event. It is important that we are aware of all events in support of our programs. Make sure to complete the Fundraising Event Application online (cmha.calgary.ab.ca/get-involved-2/donate-ways-to-give).
- It is the event organizer's responsibility to communicate to sponsors, participants and the general public that CMHA - Calgary Region is not hosting the event, but is the chosen beneficiary of the event.
- Complete the Fundraising Agreement.

WHAT CMHA – CALGARY REGION CAN PROVIDE COMMUNITY EVENT ORGANIZERS:

- A letter of support authenticating the event.
- Informational pieces including brochures, bookmarks, etc.
- Attendance of a CMHA Ambassador or staff member if available.
- Social media promotion.

WHAT CMHA – CALGARY REGION CANNOT PROVIDE:

- Funding or reimbursement for event expenses.
- Donor or sponsor lists.
- Application for gaming licenses.
- Prizes, auction items, awards.
- Tax receipts for cash or in-kind goods that were not directly received by CMHA - Calgary Region.

STEPS TO RUN A SUCCESSFUL EVENT

1

Choose an event idea.

2

Set an event date and timeline. Book a venue.

3

Recruit friends to help. What roles do you need to fill?

4

Set goals and create a budget. How much do you want to raise?
What expenses will you have?

5

Promote your event. Create Posters. Post on Facebook.
Email your friends and family.

6

Use CMHA resources. Materials, banners, guest
speakers, website and social media.

7

Ask for donations. Reach out to your network.

8

Attend and enjoy your event.

9

Share with CMHA – Calgary Region your
successes and accomplishments.

Canadian Mental Health Association - Calgary Region creates awareness, and provides education, advocacy and support for individuals and families living with mental illness, addiction or a loss by suicide. We provide over 15 community-based programs, including supportive and independent living, homeless outreach, aboriginal outreach, suicide bereavement and peer support for families and individuals. We work closely with other community organizations to bridge gaps in the mental health care system and facilitate access to important services and resources.



**Canadian Mental
Health Association**
Calgary
Mental health for all

Contact us for more information:

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