



GUELPH
HUMANE SOCIETY

HOPE.
CARE.
COMPASSION.

DIY Fundraising Toolkit

Your guide to raising funds for
vulnerable animals in Guelph &
Wellington County



Contents

Introduction	3
Our Focus	4
The Power of YOUR Support	5
How to Get Started	6
How we Support YOU	7
Event Checklists	8
Fun ways to FUN-draise	9
Youth Fundraising	10
GHS Event & Fundraising Guidelines	11
Use of GHS Name & Logo	12
Tax Receipts & Guidelines	13
Ready to Take Action?	14



Banana & Pineapple,
adopted 2025

Help Bring Hope to Animals Who Need It Most



Thank you so much for choosing to support the Guelph Humane Society (GHS)! If you love animals and are looking for a fun, flexible, and rewarding way to give back to your community, hosting an event or fundraiser in support of the GHS is a perfect opportunity.

Thanks to dedicated community members like you, we are able to provide hope, care and compassion to more than **3,000** animals in need each year.

About our Toolkit:

This toolkit will help guide you every step of the way, from planning and organizing to bringing your fundraiser to life. Whether you're planning a bake sale, a dog walk, dinner party, work fundraiser - or a creative community event, your efforts have a meaningful impact and help the vulnerable animals in our community.

Gerald, adopted 2025

**REGISTER YOUR
FUNDRAISER HERE**

Need Help? Contact:

Cameron Lynk

Manager, Events & Fundraising

events@guelphhumane.ca

519-824-3091



@guelphhumane

www.guelphhumane.ca



About the Guelph Humane Society (GHS)

As one of the oldest Humane Societies in Canada, operating for 130 years, GHS supports approximately 3,000 animals in Guelph and Wellington County every year, fostering connections between people and pets.

Without government funding, we rely on donations and private support to provide vital services, including sheltering, adoption, veterinary care, and programs for stray, injured, and orphaned animals each year.

Our Focus

1. HOPE

Every animal who arrives at the Guelph Humane Society deserves the chance for a new beginning. Through adoption, foster care, and rehabilitation, animals who once faced uncertainty are given the opportunity to heal and find loving homes.

2. CARE

Care is the foundation of everything we do. Animals receive safe shelter, enrichment, nutritious food, and basic primary veterinary care including vaccines, microchipping, grooming, and spay/neuter surgery.

3. COMPASSION

Compassion extends beyond the shelter into the community we serve. Through partnerships, outreach, and humane education, we support people and their pets during difficult times and help families stay together.

The Impact of your Fundraiser

Every fundraiser in support of the Guelph Humane Society helps create hope, provide care, and inspire compassion. By bringing people together to support animals, you help ensure vulnerable animals receive the protection, care, and second chances they deserve.

Lilith, adopted 2024



The Power of YOUR Support

901 Happy Tails

in 2025, 901 animals found their new families - 619 cats, 148 dogs, 102 small animals and 32 farm animals.

17,454 lbs of Pet Food

in 2025 GHS provided 17,454 pounds of pet food through 6 food bank partner locations across Guelph and Wellington County.

1,555 Days of no-cost boarding

in 2025, GHS provided 1,555 days of no-cost boarding to 112 pets through the GHS Cares program.

1,160 Total # children in programs

in 2025 1,160 children and youth participated in GHS Humane Education programs, discovering the importance of caring for animals.

\$337,000

in primary and emergency veterinary care

In 2025, primary and emergency veterinary costs were more than \$337,000.

2,146 Total # of wildlife

in 2025, 2,146 wildlife found help at GHS, caring and rescuing over 61 different species in Guelph and Wellington County.

Oates, adopted 2024

Your Fundraising @work

\$100

Provides funds for toys, enrichment, training and activities for 1 litter of puppies.



\$500

Supplies 338 cups of food, providing 6 dogs with 2 nutritious meals per day for 1 month.



\$1,000

Provides approximately 30 days of care for 1 animal. In 2025 GHS provided care for 1,391 companion animals.

\$750

Provides funding to deliver essential vaccines to 50 cats, which offers protection against infectious diseases.



How to Get Started!

1. DEVELOP YOUR PLAN

Create an event or fundraising concept that sparks your excitement! Set your fundraising goal and plan for any expenses. **Pro Tip:** Think outside the box to increase your success.

2. REGISTER YOUR EVENT

Be sure to register your event with us online and a member of our team will reach out to you! You can register your event here: guelphhumane.ca *Register at least 14 days before your event date to ensure that we can best support you*.

3. PROMOTE YOUR EVENT

Be sure to share your event online! Get creative and don't forget to tag GHS. You can find us on Facebook and Instagram @guelphhumane. We are also happy to help promote your event and ensure it's a huge success!

4. COLLECT DONATIONS OR RAISE FUNDS

Now it's time to gather support! Set up easy ways for people to donate or sign up for your event, whether through online donations, event tickets, items sold or day-of donations.

5. CELEBRATE AND THANK SUPPORTERS

Don't forget to thank your generous donors along the way! If someone went above and beyond to support your fundraiser, let us know so we can give them a special thank you too.

6. SUBMIT YOUR FUNDS RAISED

Once your event or fundraiser is over, please make sure all donations are sent to GHS within 14 days of your event. You can submit funds through our website, by mailing a cheque or dropping them off at the Guelph Humane Society, located at 190 Hanlon Creek Blvd, Guelph, ON, N1C 0A1.

We'd love to meet you in person to congratulate and thank you! Set up a meeting with us for a special cheque presentation, and you'll have the chance to meet some of the animals whose lives you've helped with your dedication and generosity. Please reach out to events@guelphhumane.ca, and we'll be happy to arrange a time that works best for you.

Pro Tip: When Promoting your event, use hashtags such as #GHSDIYfundraiser #SupportGHSpets or #GHSFUNdraiser





How we Support YOU

As you start to think about, plan, and execute your event - we are here to support you every step of the way, offering resources, guidance, and encouragement to ensure your fundraiser is a success.

WE CAN HELP YOU BY:

1. Providing our logo and information about GHS for promotional materials.
2. Ensuring access to a dedicated staff member to help answer any questions, provide tips, advice, and support.
3. Helping promote your event through social media and through the GHS network.
4. Providing fundraising tools (donation forms, online fundraising pages etc.).

Because we receive so many wonderful fundraiser requests, we can't always guarantee that a GHS representative will be available to attend your event. Please know that we truly appreciate your support and will do our very best to be involved whenever we can.

To ensure the safety and well-being of our animals, we're also unable to guarantee that an animal will be available to join your event. We love opportunities to connect our animals with the community, but their health, comfort, and care must always come first.

Even if a GHS representative or animal visit isn't possible, we're still excited to support you! We're happy to provide resources, signage, and social media promotion to help spread the word about your fundraiser and celebrate the difference you're making.

Event Check Lists

Single Day Fundraiser Check List:

- Choose your idea
- Pick a date or timeframe
- Register your fundraiser with GHS
- Set a goal
- Promote your fundraiser
- Thank your supporters
- Submit funds to GHS and celebrate your impact!

Event Suggestions:

bake sale, bottle drive, lemonade stand, etc.



Elle, adopted 2025

Multi-day Fundraiser Check List:

- Choose a theme or concept
- Select a date, time, and location
- Build your planning team
- Create a detailed budget and fundraising goal
- Register your fundraiser with GHS
- Develop an action plan and timeline
- Identify and approach sponsors
- Secure venues, vendors, and services
- Plan rentals, food, beverages, and entertainment
- Review GHS tax receipting rules and regulations
- Promote your event and send invitations
- Secure permits and insurance, if required
- Create a "day-of" schedule and volunteer roles
- Host your event
- Thank sponsors, donors, and volunteers
- Wrap up finances and submit proceeds to GHS
- Meet with your team to reflect and improve
- Register again for next year



Razzle & Dazzle, adopted 2025

Event Suggestions:

Gaming marathon, wellness challenge, raffle, etc.

Ways to FUN-draise

IN THE COMMUNITY

Engage your community, neighborhood, or social circle to raise funds with these fun ideas:

- Community BBQ
- Garage Sales
- Bake Sale
- Paint Night
- Car Wash
- Yoga Class



CELEBRATIONS

Celebrate a milestone or honor someone special by fundraising in their name, adding meaning to the occasion:

- Birthdays
- Weddings
- Graduations

SKILL SHARE

Bring your coworkers together to fundraise with fun team activities, challenges, and creative events:

- Knitting or crochet
- Drawing
- Sewing

CHALLENGE OTHERS

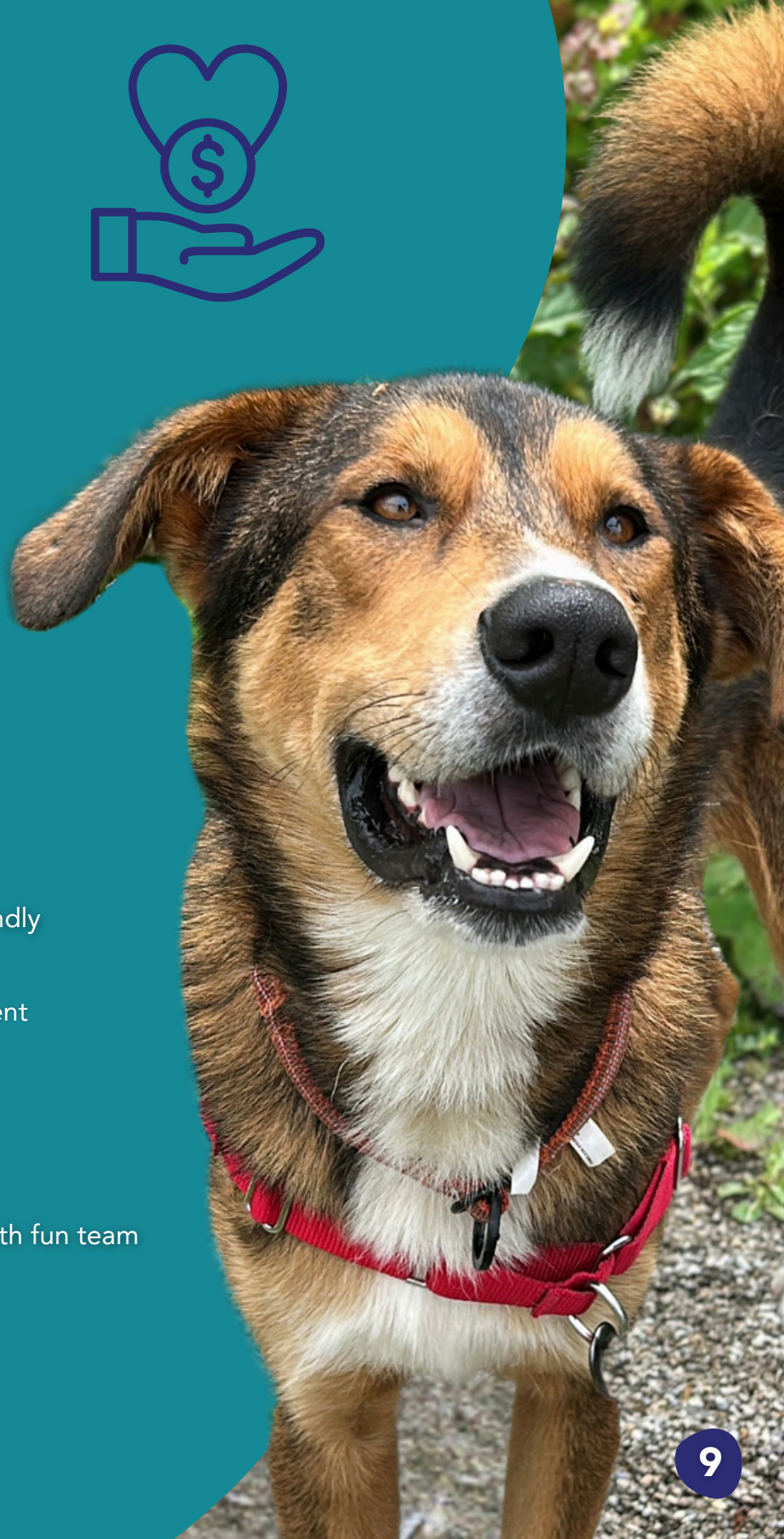
Challenge others to get involved through friendly competitions or group activities:

- Video Game / Table Top Game Tournament
- Fitness Challenge
- Battle of the Bands
- Hiking or Running Group

AT THE OFFICE

Bring your coworkers together to fundraise with fun team activities, challenges, and creative events:

- Employee Happy Hour
- Potluck Lunch or Barbecue
- Step Challenge or Wellness Challenge
- Office Raffle or Prize Draw
- Office Competitions



Children & Youth Fundraising

Young leaders who are passionate about animal welfare have an incredible ability to create change. Through school and youth-led fundraisers you can come together to support vulnerable animals while learning compassion, teamwork, and community responsibility.

Whether it is a classroom initiative, school-wide campaign, or youth group project - funds raised help the Guelph Humane Society care for animals in need, keep pets and families together, and build a stronger, more compassionate community. Our team is here to support educators, parents, and youth leaders every step of the way.

EXAMPLES OF FUNDRAISERS CAN BE:

- Talent show or school dance
- Book sale
- Bake sale
- Lemonade stand
- Car wash
- Sticker sale
- Pizza day
- Walk-a-thons
- Sporting events
- Birthday fundraisers
- Pet food drive
- And more!



GHS Event & Fundraising Guidelines

To help you build trust and confidence with your supporters and donors, the Guelph Humane Society (GHS) has provided the following guidelines. Each event or activity is reviewed individually to ensure it's set up for success. We're truly grateful for your partnership, and to protect everyone involved, GHS may decline participation or withdraw association if the guidelines aren't met before, during, or after the event.

Responsibility of Event Organizers

- We kindly ask that you let us know before hosting a DIY event on our behalf. Each year, many generous supporters organize fundraisers without our knowledge. By notifying us in advance, we can properly support your event, and ensure you receive the recognition you deserve, and issue tax receipts where applicable.
- As the event organizer, you'll be responsible for clearly sharing with sponsors, participants, and the public that GHS is the beneficiary of the fundraiser and is not hosting or managing the event.
- To support branding, we kindly ask that all promotional materials be submitted to GHS for approval before they're printed or shared publicly. We're happy to review them promptly and support you in putting your best foot forward! Marketing materials are reviewed within 2 business days.
- The acronym "GHS" may be used after the first mention of the organization's full name.
- Event organizers are responsible for meeting all municipal, provincial, and federal regulations, including obtaining all necessary permits, licenses, and insurance. GHS cannot assume legal or financial liability for third-party events or fundraisers and is not responsible for any damage or accidents to persons or property during such events.
- The GHS encourages events that align with our mission, values, and vision. We reserve the right to withhold the use of our name and logo for any event, initiative, or presentation deemed inappropriate.
- All costs associated with hosting the event are the responsibility of the organizer. Any expenses must be deducted before submitting the final donation to GHS. Taking commission on funds raised as part of a DIY event is strictly prohibited by the Canadian Revenue Agency.

Please be aware that GHS is not able to:

- Provide funding or reimbursement for event expenses.
- Apply for gaming or liquor licenses (e.g., bingos, raffles) or insurance on behalf of DIY fundraisers/ organizations.
- Provide donor, client, sponsorship, volunteer, or staff contacts to support your fundraiser.

Use of the GHS Name & Logo

To keep messaging clear and consistent, we kindly ask that any use of the Guelph Humane Society's name or logo receive prior approval. Materials should describe your event as "In Support of" the Guelph Humane Society rather than as an official Guelph Humane Society event.

If you'd like to use our logo, please submit your request at least 7 days before the promotion of your event so we can review and provide everything you need in plenty of time.

All photographs depicting images of animals or images related to animal welfare to promote or raise funds for GHS, must depict animals in a positive, and favorable manner (such as outside their enclosures). GHS reserves the right to ask the organizer to discontinue the use of any images deemed inappropriate.

Pro Tip: Make sure to tag us @guelphhumane in any event promotion and we will reshare it on our social media pages!



Sample:
In support of



Tax Receipts & Guidelines

As a registered charitable organization, the Guelph Humane Society (GHS) follows all Canada Revenue Agency (CRA) rules and regulations. As an event organizer, part of your responsibility is to communicate the tax receipting policies to participants at your fundraiser if applicable.

Please review GHS's tax receipting policies and feel free to reach out to our office with any questions or concerns you may have. For more information, visit the CRA website at <https://www.canada.ca/en/revenue-agency.html>.

Tax receipts can be issued for community fundraising events for donations of \$25 and over if:

1. No benefit has been received for the value of the donation (benefits include tickets, services, dinner, alcohol, entertainment, auction, parking, etc.).
2. GHS receives a statement showing all revenue and expenses from the community event.
3. Funds, along with a complete list of donor names, addresses, and donation amounts, are received within 60 days of the event.
4. Funds are received by December 31st of the same calendar year the event was held.

GHS cannot issue tax receipts for:

- Purchase of admission tickets or green fees.
- Purchase of auction or draw items or prizes.
- In-kind goods and services donated to an event.
- Sponsorship, when a tangible benefit (such as advertising and promotion) is received in return for payment.
- An individual who has received donations from another party.

Please feel free to contact us at events@guelphhumane.ca if you have any questions about tax receipting guidelines



READY TO TAKE ACTION?

**REGISTER YOUR
FUNDRAISER HERE**

Have Questions?

Please contact:
Cameron Lynk
Event and Fundraising Manager
events@guelphhumane.ca
226-780-7203



Thank you for standing with the Guelph Humane Society this year. Thank you for your generosity, your kindness, and your unwavering belief that every animal deserves care, dignity, and love. You provide hope to animals when they need it most, and we could not do this work without you.

