



# 2019 FUNDRAISING TOOLKIT

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THANK YOU!	2
ABOUT US	2
APPROVAL PROCESS	3
GUIDELINES FOR FUNDRAISING IN SUPPORT OF MUSICOUNTS	4-5
HOW TO TALK ABOUT MUSICOUNTS	6
SUGGESTIONS FOR A SUCCESSFUL FUNDRAISER	7-8
FUNDRAISING IDEAS	9

## FORMS:

MUSICOUNTS 3RD PARTY FUNDRAISING LETTER OF AGREEMENT	10
STILL PHOTOGRAPH/LOGO LICENSE AGREEMENT	11-12

# 2019 FUNDRAISING TOOLKIT

## THANK YOU!

Thank you for thinking of MusiCounts and hosting a fundraising initiative or event in your community! We are touched that you want to help ensure that children in Canada will have access to a music program through their school or community. This toolkit will provide guidance during the planning and execution of your event or initiative to help make it the best it can be.

## ABOUT US:

MusiCounts, Canada's music education charity associated with the JUNO Awards, is helping to keep music alive in schools and communities across Canada. MusiCounts' mission is to ensure that children in Canada have access to a music program through their school or community. MusiCounts achieves its mission via our Band Aid Program, the MusiCounts TD Community Music Program, the MusiCounts Teacher of the Year Award, the Fred Sherratt Awards, Scholarships, the MusiCounts Inspired Minds Ambassador Award and other music education initiatives.

Since 1989, CARAS has been awarding annual scholarships to exceptional graduates enrolled in post-secondary Music Industry Arts Programs. In 1997, CARAS instituted the Band Aid grant program from CARAS's share of the proceeds of the sale of the 25th Anniversary JUNO Awards commemorative CD box set "Oh What A Feeling." These first musical instrument grants provided the foundation for MusiCounts as a charity.

By 2005, the charity grew to include the MusiCounts Teacher of the Year Award. This annual award recognizes the hard work and dedication of music teachers in keeping music education available to young Canadians. In 2008, the MusiCounts Fred Sherratt Awards were established in partnership with Bell Media. Named after broadcasting pioneer Fred Sherratt, this annual scholarship is awarded to 12 post-secondary graduates of Canadian music programs.

In 2013 MusiCounts, with the support of TD Bank Group, further expanded its programming specifically to create opportunities for youth outside of school in underserved communities across Canada. The MusiCounts TD Community Music Program provides musical instruments and equipment to community centres, after-school programs and other community non-profit organizations serving local communities. We continue to increase our annual impact on music education from coast to coast.

In 2017, MusiCounts and the Canadian Scholarship Trust Foundation presented the MusiCounts Inspired Minds Ambassador Award. This award recognizes an individual

who has had an extraordinary impact on education and the charity over the course of its 21 year history.

Since MusiCounts' establishment in 1997, over \$11,000,000 has been awarded in support of music education in Canada. These funds have impacted over 1000 schools and communities from coast to coast, supported over 380 post-secondary music program graduates, honoured 13 extraordinary music teachers through the MusiCounts Teacher of the Year Award and celebrated two MusiCounts Inspired Minds Ambassador Award winners.

## APPROVAL PROCESS:

MusiCounts is always excited about fundraising activities but when they are conducted on our behalf, we require that you complete an application to fundraise on our behalf. Applications can be submitted through this link: [Letter of Agreement](#) or by email.

We ask that you do not use the MusiCounts name or logo until you have received confirmation and approval from a MusiCounts representative to raise funds on our behalf.

A staff member will respond to your request as soon as possible, but please leave at least a week or two before your event to make sure there is enough time to get approval.

## GUIDELINES FOR FUNDRAISING IN SUPPORT OF MUSICOUNTS:

We have developed the following guidelines and materials to assist you with your event planning/fundraising initiative.

1. MusiCounts reserves the right to decline approval of an event or initiative or cancel an agreement if organizers and their event-related activities undermine, misrepresent MusiCounts or do not align with MusiCounts' mission.
2. You are responsible for ensuring that your fundraising activity is in compliance with all federal, provincial, and city laws and regulations.
  - i. You are responsible for obtaining all necessary permits, permissions and authorizations for your fundraiser and fundraising activities.
3. Any and all use of MusiCounts name and logo must be submitted to us PRIOR to production / posting on your website, etc., for approval and authorization by Olivia Cummings, [olivia@musiccounts.ca](mailto:olivia@musiccounts.ca) / 647 362 4499.
4. All promotional materials / website must clearly state that you have chosen to donate "All" OR "A portion of" proceeds raised at your event or through your initiative to MusiCounts. As a registered charity, MusiCounts cannot be referenced as a sponsor, partner or organizer of the event. Please refer to the *How to Talk About MusiCounts* section below.
5. As a charity, MusiCounts aims to keep costs as low as possible, and to keep our staff efforts focused on getting instruments into the hands of children across Canada. As a result, we cannot:
  - a. Guarantee official representatives will attend your event
  - b. Assist with Artist participation. All Artist requests must be handled entirely by your team and directed to the Artist's label and/or management.
  - c. Assist with sponsor solicitation. Our supporters are already very generous and it represents a conflict of interest for our charity to assist with sponsorship requests for a 3<sup>rd</sup> party.
  - d. Provide volunteers
  - e. Cover expenses, sponsor your event, or provide insurance coverage. Event organizers are responsible for ALL costs related to the event. MusiCounts will incur no financial responsibility or liability for damages or injuries.
  - f. Give you our mailing list or mail invitations to donors/supporters
  - g. Be instrumental in the planning of the event.
6. Once approved, MusiCounts can provide a certain quantity of printed materials (if required) to distribute at your event. Also once approved, we encourage you to share our social media links: [facebook.com/MusiCounts](https://facebook.com/MusiCounts) &

twitter.com/MusiCounts, as well as our website:  
www.musiccounts.ca - in your publicity  
materials.

7. Please be detailed in indicating how funds will be raised at your event or through your initiative and the amount you expect to donate in the [Letter of Agreement](#). All donations are welcome, and an estimate of the donation amount helps us understand the scale of your event or initiative. Please ensure that all donation forms, cheques, and credit card forms refer to the event.
8. Please advise MusiCounts of any event sponsors.
9. Once the event is over contact Olivia Cummings ([olivia@musiccounts.ca](mailto:olivia@musiccounts.ca) / 647 362 4499) on how best to make your donation. Donations can be made by cheque, e transfer, phone, website.
10. In order to receive a tax receipt from MusiCounts, individual donors must make the donation directly to Music Education Charity of Canada (MusiCounts). Donations collected on behalf of MusiCounts by a third party (the Event organizer) will not receive individual tax receipts.

## HOW TO TALK ABOUT MUSICOUNTS

- Our logo must only be used once you have received approval from a MusiCounts staff member. For approval, please refer to our approval section above or contact Olivia Cummings, [olivia@musiccounts.ca](mailto:olivia@musiccounts.ca) / 647 362 4499.
- Better Business Bureau policy states that charities must clearly disclose how we benefit from the sale of products or services in all advertising, press, and marketing materials.

What is going to MusiCounts	Then use....
If all the money that is collected is going to MusiCounts	Proceeds benefit MusiCounts
If all the money minus your expenses are going to MusiCounts	A portion of the proceeds benefit MusiCounts <i>or</i> Net proceeds to benefit MusiCounts
If a specific dollar amount in the purchase of a product is going to MusiCounts	You must state the dollar amount. For example, for every hat sold, \$15 will go to MusiCounts
If a percentage of the proceeds are going to benefit MusiCounts	You must state what percentage of the proceeds will benefit MusiCounts. For example, 20% of the proceeds will benefit MusiCounts

- Make sure when spelling MusiCounts that there is only one (1) 'C', and that it is capitalized.
- The logo should not be stretched or elongated, however can be made larger or smaller.
- When approaching sponsors for your event, please make it very clear that you have chosen to donate to MusiCounts for your fundraising event or initiative. Do not imply that you are in partnership with MusiCounts (or collaboration, or co-hosting). Be clear on how the sponsorship dollars will be used.
- When writing about MusiCounts, please use the following descriptions:
  - o Overview: MusiCounts, Canada's music education charity associated The JUNO Awards, is keeping music alive in schools and communities across Canada.
  - o Mission: MusiCounts' mission is to ensure that children in Canada have access to a music program through their school or community.
  - o What we do: MusiCounts puts instruments into the hands of children who need them the most.
  - o Programs: MusiCounts achieves its mission through the Band Aid Program, the MusiCounts TD Community Music Program, the MusiCounts Teacher of the Year Award, Scholarships, The Fred Sherratt Awards, the MusiCounts Inspired Minds Ambassador Award, and other music education initiatives.

## SUGGESTIONS FOR A SUCCESSFUL MUSICOUNTS FUNDRAISER:

1. Identify a concept and a goal that will be the main focus for the planning of your activity. Make sure it appeals to a broad group of people (friends, family, coworkers, etc). Some examples are: auctions, bake sales, battle of the bands, car washes, concerts, dinners/lunches, fashion shows, tournaments, dances, variety shows, parties, and walk-a-thons.
2. Choose an activity that will be fun but cost-effective.
3. Get **approval** for your activity from MusiCounts. See approval section above.
4. **Be sure you have sufficient information about MusiCounts and why people should support it.**
5. Build a team. Recruit your friends, family, or classmates to help make your fundraising activity the best it can be! These people can help plan but will also be valuable in spreading the word about your activity. Roles that are helpful to have in a team are:
  - **Bookkeeper** to keep track of donations and expenses.
  - **Marketing/Publicity Head** to contact local radio and TV stations, newspapers, and will also be in charge of your social media.
  - **Volunteer Coordinator** to help manage your volunteers.
  - **Sponsorship Head** to help secure funds or silent auction items so you can raise the most money at your event.
  - **Printing Head** to prepare brochures, signs, t-shirts, etc.
6. **Avoid contacting MusiCounts' existing corporate supporters** (see logos at [musicounts.ca](http://musicounts.ca)), if possible. They already provide support to our charity, and an ask for further support for MusiCounts (from a third party) may not be well received.
7. **Make sure to reach out to local businesses.** Especially around the holidays, companies are willing to get involved with charities in their community by donating in-kind goods and services, or by making a monetary contribution.
8. **During and after your event make sure to thank all of your donors and supporters.** Your thanks will keep people interested in our work and will let them know that their support has made a big difference.
9. Set a timeline with hard deadlines so there is no room for procrastination.
10. Create a website! This can be done through a number of free website companies or through Facebook. Contact MusiCounts if you would like a personalized donation embed code so you can take donations straight from your website!
11. Once you are approved, make sure to review any laws or by-law you need to comply with. Such as obtaining a permit from the city for holding a raffle or 50/50.
12. Go public!
  - Use Social Media sites (Facebook, Instagram, Twitter, etc) to officially launch your fundraising initiative!

- Put up posters and distribute flyers at your school, community center, library or local coffee shop.
  - Contact your local radio stations and local newspapers for free advertising.
13. Make sure there are different ways to donate:
    - Charge for tickets, auctions, prizes and games
    - Ask companies for a percentage of their profits for a period of time
    - Encourage people to donate even if they cannot attend the event
    - Offer volunteer positions for those who are not able to donate a monetary value.
  14. Create a contact list for the day of and make sure to have a schedule so nothing gets forgotten or left behind.
  15. Once you have completed your fundraising initiative or event please let us know how it went, send your donation, as well as event pictures, any press of the event, and any news you want to share with the staff. All cheques should be payable to Music Education Charity of Canada or MusiCounts and sent in within a month of the event ending date. Please mail cheques to Olivia Cummings, 219 Dufferin Street, Suite 211C, Toronto ON, M6K 3J1. Donations can also be made online at [www.musiccounts.ca/donate](http://www.musiccounts.ca/donate) and we welcome you to share photos and videos via social media by tagging MusiCounts!
  16. Make sure to outline what went well and what could have been improved. Is this something that could be a yearly event?
  17. Thank YOU for all of your energy and enthusiasm in the running of your event!

## FUNDRAISING IDEAS:

There are many ways to raise money for MusiCounts and below you will find examples of some of our most successful events and initiatives! This is just a snippet of the things you could do to help raise funds for MusiCounts, feel free to come up with a brand new idea!

**Bake Sales:** A bake sale is a go-to for schools, universities, community centers, soccer games, etc! Make sure you have:

- Volunteers to stand/sit at the booth as well as assist with setup and teardown.
- Volunteers to bake a variety of different options
- Advertise the bake sale as far in advance as you can
- Set up and sell goods in a good, high traffic area

**Charitable Performances:** Host a charitable Battle of the Bands, musical, talent show, concert, play, or fashion show!

**Corporate Responsibility:** Many companies have philanthropic giving programs, so ask your human resources department about matching gifts, corporate sponsorship, or annual giving programs.

**Give a Gift that Counts:** Ask your friends and family to donate to MusiCounts in honour of your birthday, wedding, graduation, or anniversary instead of gifts.

**Service Activities:** Host a yard sale, dog wash, or car wash! These activities will connect your community members together no matter what age! Lemonade stands are also welcome!

**Silent/live Auction:** Many people combine auctions with events. Most of the work is done before the event in securing donated items from your community. Be aware that this can take a while, so when picking a date give yourself lots of time to build up an inventory!

## **MUSICOUNTS – FUNDRAISING LETTER OF AGREEMENT**

### **OR FILL OUT OUR [ONLINE FORM](#)**

I have read the **GUIDELINES FOR FUNDRAISING IN SUPPORT OF MUSICOUNTS**, and understand and agree to the terms as outlined.

*Name (printed)*

*Phone, Email*

*Signature*

*Title / Affiliation*

*Date*

***Please provide the following information:***

Event/Initiative  
Name

Address

Date and timing

Location / Venue

Description:

Confirmed Sponsors  
(Cash, Media, In-Kind):

Confirmed Artist  
Participation:

Targeted Audience:

Sources of revenue for  
MusiCounts  
donation\*:

Estimated amount of  
donation to  
MusiCounts:

How do you plan to  
raise funds?

*\*For example indicate whether sources of revenue consist of "all of the proceeds" or "X% of the proceeds"*

## STILL PHOTOGRAPH/LOGO LICENSE AGREEMENT

This Agreement is made as of \_\_\_\_\_ between **Music Education Charity of Canada (MusiCounts)** (“Licensor”) and \_\_\_\_\_ (“Licensee”) with respect to still photographs as described in Schedule A, (the “Materials”), attached hereto and forming a part of this Agreement.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Licensor hereby grants to Licensee a non-exclusive limited license to use the Materials provided by Licensor for the purposes set out in Schedule A, on the following terms and conditions:

1. Licensee shall use the Materials for the limited purpose and in the manner set forth in Schedule A, and for no other purpose. Without limiting the generality of the foregoing or any other restrictions in this Agreement except as permitted in accordance with Schedule A, in no event shall Licensee be permitted to sublicense, sell, broadcast, electronically transmit, make available to a third party or otherwise exploit, the Materials, in whole or in part.
2. Except as permitted in accordance with Schedule A, Licensee shall not cut, edit, alter, repurpose, include additional content, or otherwise modify the Materials (including the credits with the Materials as delivered to Licensee) or permit the Materials to be made available to any other party at any time or in any manner without Licensor’s prior written approval, which approval may be unreasonably withheld in Licensor’s sole discretion.
3. Licensee acknowledges that Licensor is the sole and exclusive owner of all right, title and interest in and to the Materials and no title to or ownership of the Materials is transferred to Licensee under this Agreement.
4. The Licensee agrees to credit Licensor in the following manner:
  - a. **Photo stills referenced as “Photo courtesy of MusiCounts”**
5. Licensee will be responsible for securing any releases or permissions that may be required as a result of its use of the Materials (including, without limitation, permission from any performers, music publishers and record labels) and for any payments to third parties (including, without limitation, any applicable reuse and residual payments and AF of M step-up fees) that may be required as a result of Licensee’s use of the Materials.
6. Licensee shall indemnify Licensor, and its affiliates, and their respective directors, officers, employees, representatives, and save and hold them harmless of and from any and all loss, cost, damage, liability and expenses, including legal fees, arising out of any claims whatsoever that may be brought based upon Licensee’s breach of this Agreement. If Licensee breaches this Agreement, Licensor may unilaterally terminate this Agreement and in that event, the Licensee agrees to return the Materials forthwith.

7. This Agreement constitutes the entire agreement of Licensor and Licensee with respect to the Materials.
8. This Agreement will be governed by the laws of Ontario and the applicable federal laws of Canada, without regard to choice of laws principles.
9. This Agreement will not be binding unless and until fully executed and delivered. The parties have signed this Agreement.

<b>MUSIC EDUCATION CHARITY OF CANADA</b>	<b>YOUR GROUP:</b>
Signed By:  Printed Name:	Signed By  Printed Name:
Title:	Title:
Date:	Date: