



COMMUNITY FUNDRAISING TOOLKIT

*RAISE HOPE WITH
THE MUSTARD SEED*

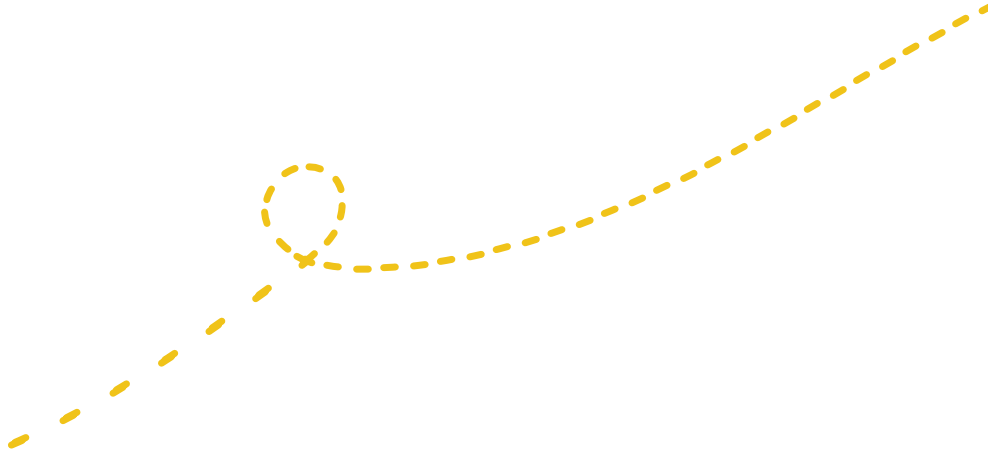
A guide to help you make a lasting impact with your fundraiser.

TheSeed.ca



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Thank You

Welcome to Raise Hope, The Mustard Seed's community fundraising initiative!

If you're reading this, it probably means you have a heart to serve and support your community, and if that's the case, you're in the right place. We're so glad you're here!

At The Mustard Seed, we're on a mission to build hope and well-being for our most vulnerable neighbours through Jesus' love. We care deeply about the people in our community who are struggling and need a helping hand, and we want to offer the best support and care we can, but we can't do it without you.

Through Raise Hope, passion and purpose collide! Whether you're collecting funds or urgently needed items, and whether your event is big or small, you are using your gifts and talents to Raise Hope and we could not be more grateful. Thank you for choosing to support The Mustard Seed and the people we serve. Thank you for helping bring hope, dignity, and transformation to our neighbours in need.

Whether it's a bake sale, oyster shucking contest, birthday party, or golf tournament, we're so excited to team up with you! This guide is here to support you every step of the way. Together, let's make a lasting impact!



Welcome

Since 1984, The Mustard Seed has been dedicated to caring for individuals experiencing homelessness. Starting in the basement of a coffeeshop, we now serve in 7 Canadian cities Calgary, Edmonton, Red Deer, Medicine Hat, Kamloops, Grand Prairie and Saskatoon. We provide a supportive community for individuals to access resources for their physical, mental, and spiritual needs, fostering growth toward greater health and quality of life.

Our services and programming include advocacy, counselling, employment and housing support, access to food and shelter, and spiritual guidance, all aimed at eliminating homelessness and poverty in our communities.

Thanks to the generosity and compassion of our donors, volunteers and staff, The Mustard Seed has been an agent of change for over four decades.



Mission

To build hope and well-being for our most vulnerable citizens through Jesus' love.



Vision

To eliminate homelessness and reduce poverty where we serve.



Values

Christ-Centredness
Transparent Accountability
Treating All With Respect
Open Communication
Holistic Innovation



The What & Why's of Fundraising for *The Mustard Seed*

What is Community Fundraising?

Community Fundraising (also known as third party fundraising) is when individuals, groups or organizations raise funds or gather donations through events or campaigns, on behalf of The Mustard Seed.

Why host a Fundraiser?

Over 40% of our work is made possible through generous donations from people just like you. Because most of our funding goes directly toward providing basic needs services, support services and housing, our internal capacity for fundraising is limited. That's where you come in!

Fundraising provides a meaningful way for people to contribute by leveraging their own networks and resources to generate awareness, funds and in-kind support. Every effort, big and small, helps create lasting change in our community and strengthens the support available for those we serve.



*taken from our 2024 Report to Community – create new graphics to represent impact.



Community Fundraising at *The Mustard Seed*



P2P

Peer to Peer Fundraising
Peer-to-peer fundraising is when supporters raise money for a cause by asking people they personally know—friends, family, coworkers, or social networks—to donate.



Event Fundraising

Community event fundraising is when someone outside of the charity plans and runs an event to raise money for the charity.

EF



DD

Donation Drive
Third-party donation drive fundraising is when someone outside of a charity collects needed items or money on the charity's behalf, and then gives those donations to the charity.





Peer-to-Peer Fundraising

1. What is CanadaHelps Peer-to-Peer Fundraising?

Peer-to-Peer (P2P) fundraising lets you raise money by inviting your friends, family, and network to donate to a cause you care about. Instead of donating alone, you become an ambassador and fundraiser for the charity.

CanadaHelps P2P allows supporters to:

- Create individual or team fundraising pages
- Share their page through email and social media
- Track progress toward a fundraising goal
- Help charities run online, in-person, or hybrid campaigns

P2P works by enabling supporters to fundraise through their own networks using built-in sharing and engagement tools. ([CanadaHelps](#))

CanadaHelps is used by thousands of Canadian charities and supports online signup, social sharing, and campaign progress tracking. ([CanadaHelps](#))

2. Before You Start

You will need:

1. A link to The Mustard Seed's active CanadaHelps P2P campaign (<https://www.canadahelps.org/en/charities/the-mustard-seed/>)
2. A personal story or reason you're fundraising
3. A fundraising goal (example: \$500, \$1,000, etc.)
4. Photos or videos (optional but recommended)

3. Step-by-Step: How to Become a Mustard Seed Fundraiser

Step 1: Go to the Campaign Page

1. Click The Mustard Seed P2P campaign link (provided by staff or website) <https://www.canadahelps.org/en/charities/the-mustard-seed/>

Step 2: Create Your Fundraiser Profile

You'll be asked to:

- Choose:
 - Join as an individual
 - Join a team
 - Create a team
- Enter your name and email
- Create a password

Step 3: Customize Your Personal Fundraising Page

You can typically edit:

- Your fundraising goal
- Your personal story (“Why I support The Mustard Seed”)
- Photos or header image
- Social sharing message

Tip: Personal stories raise more money than generic asks.

Step 4: Set Your Fundraising Goal

Good starting ranges:

- First-time fundraiser → \$250–\$500
- Experienced fundraiser → \$1,000+

4. Start Fundraising

Week 1: Launch

Send personal messages first:

- Close friends
- Family
- Coworkers

Then post publicly:

- LinkedIn
- Facebook

- Instagram
- Email signature

Week 2–4 — Maintain Momentum

- Share impact stories from The Mustard Seed
- Post progress updates
- Thank donors publicly (if appropriate)

Recognition and visible progress can encourage additional donations. ([CanadaHelps](#))

5. How Donations Work

When someone donates:

- They donate securely through CanadaHelps
- They receive an automatic charitable tax receipt
- Funds go directly to The Mustard Seed

CanadaHelps handles payments, receipting, and reporting within the platform. ([CanadaHelps](#))

6. Best Practices for Successful Fundraisers

Tell a Personal Story

1. Why do you care about homelessness?
2. Did you volunteer with The Mustard Seed?

Make Specific Asks

Instead of:

“Please donate” Try: “Help me reach \$1,000 to support meals and shelter services.”

Use Multiple Channels

Top fundraisers typically use:

- Direct messages
- Email
- Social posts
- In-person conversations

Thank Donors Quickly

This builds trust and increases the chance they donate again

7. Sample Fundraising Message

I’m fundraising for The Mustard Seed because everyone deserves safe shelter and support.

I’m hoping to raise \$___ to support people experiencing homelessness.

If you’re able, please donate or share my page. Every gift helps.

8. Need Help?

Supporters can:

- Contact The Mustard Seed fundraising team at communityfundraising@theseed.ca
- Contact CanadaHelps support
- Use CanadaHelps tutorials and webinars for extra guidance

Quick Checklist for Supporters

- ✓ Register on campaign page
- ✓ Personalize your story
- ✓ Set a goal
- ✓ Share within 24 hours
- ✓ Thank every donor
- ✓ Post updates weekly

Please reach out to communityfundraising@theseed.ca for social media graphics and other resources to help make your fundraising successful!



Event Based Fundraising

Step 1: Plan Your Event

Start by building a strong foundation for your fundraiser.

Event Planning Checklist

- Choose your fundraiser or event type (see appendix C for event ideas)
- Set a fundraising goal
- Select a date, time, location, and budget
- Identify your target audience and best ways to connect with them
- Confirm any necessary permits, insurance, licenses, etc.
- Gather your team (event support, volunteers, sponsors, etc.)
- Create an itinerary for the day of your fundraiser
- Decide how you will collect funds

Tip: The clearer your plan is, the easier promotion and execution will be.

Step 2: Register Your Event

Before promoting or hosting your fundraiser, complete the registration process.

Registration Checklist

- Register your fundraiser [HERE](#)
- Complete and submit the [Community Fundraising Application](#)
- Wait for Mustard Seed approval before promoting your event
- Review brand and logo guidelines
- Review fundraising levels and Mustard Seed commitment
- Sign and submit the Community Fundraising Agreement
- Schedule a call with a Fundraising Coordinator

Why this matters:

This ensures alignment on messaging, branding, and donation handling.

Step 3: Promote Your Fundraiser

Once approved, begin spreading the word.

Promotion Checklist

- Create promotional materials (web page, posters, invitations, social media)
- Use approved logos and language
- Share your **WHY** — explain why this mission matters to you
- Thank and recognize sponsors and supporters along the way
- Send reminders as your event date approaches

Tip: Personal stories and clear impact messaging increase participation and giving.

Step 4: Host Your Event

Focus on execution, experience, and donor engagement.

Event Day Checklist

- Ensure your team knows when and where to be for setup
- Have a system in place to collect and track donations
- Take photos and videos
- Have fun and engage your participants

Step 5: Wrap Up & Celebrate

Close your fundraiser well and steward your supporters.

Wrap-Up Checklist

- Count and record all funds raised
- Submit donations within 30 days of the fundraiser
- Send thank-you messages to supporters
- Share your impact story and event photos
- Celebrate your accomplishment

Remember: Your effort directly helps improve lives and strengthen the community.



Donation Drive

Fundraising

Community Gift-in-Kind Donation Drive Guide

1. Purpose of a Community Donation Drive

A community donation drive is when an external group (business, church, school, community group, etc.) collects items on behalf of The Mustard Seed and delivers them to a designated location.

These drives help ensure people experiencing poverty and homelessness have access to essential items like clothing, hygiene supplies, and seasonal gear.

Step 1 — Confirm Current Urgent Needs / Wish List

Always start by checking the current [urgently needed items](#) page before launching your drive. Needs change seasonally and based on demand.

Example: Typical Urgent Needs Categories

Common items currently include:

Hygiene Items

- Toothbrushes & travel toothpaste
- Deodorant
- Disposable razors
- Travel-size shampoo / soap / lotion
- Women's hygiene products

Backpack Program Items

- Backpacks (dark colours preferred)
- Warm socks, toques, gloves
- Transit tickets

Winter / Essential Items

- Blankets
- Winter jackets
- Thermal underwear
- Gloves / mitts
- New underwear
- Men's medium clothing
- Small gift cards (\$10 range)

Step 2 — Coordinate With The Mustard Seed

- We would love to hear from you! Please email communityfundraising@theseed.ca or head to www.raisehope.ca to get connected with us

Step 3 — Choose a Clear Drive Focus (Important)

Drives work best when **narrowly focused**.

Good Drive Themes

- “Build a Backpack”
- “Winter Warmth Drive”
- “Hygiene Kit Drive”
- “New Underwear & Socks Drive”

Avoid

- “Bring anything” drives

2. Step 4 — Provide Donor Quality Guidelines

Tell donors:

✓ Accepted

- New items (for hygiene and underwear)
- Gently used clothing (clean + laundered)
- Seasonally appropriate items
- Sealed hygiene products

This ensures items can be distributed immediately.

✗ Avoid

- Broken items
- Expired items
- Open hygiene products
- Items not on the list

Step 5 — Set Up the Drive Logistics

Timeline

Typical drive length:

- Workplace / church: 2–4 weeks
- Event-based: 1 day – 1 week

Collection Setup

Provide:

- Clearly labeled bins
- Printed urgent needs list
- “Why this matters” impact message

Step 6 — Promote the Drive

Messaging Components

Include:

- What items
- Who it helps
- Deadline
- Drop-off location

Promotion Channels

- Internal email
- Slack / Teams
- Social media
- Posters
- Event announcements

Step 7 — Delivery & Handoff

Before delivery:

- Sort items by category
- Label boxes (e.g., “Men’s Winter Jackets”)
- Confirm delivery hours

Deliver to:

- Community Impact Centres
- Shelter locations
- Other designated site (www.theseed.ca)

Step 8 — Close the Loop

After the drive:

- Share results with donors
- Thank participants
- Share impact story or photo (if available)
- Invite them to next step (volunteer, future drive, etc.)

Pro Tips for High-Performing Drives

1. Focus beats volume

One item category often produces more usable donations.

2. Story beats stats

Explain how items are used (ex: backpacks go directly to guests leaving outreach).

Sample Third-Party Drive Workflow (Plug-and-Play)

Week 1

- Confirm list with Mustard Seed
- Pick drive theme
- Launch promotion

Weeks 2–3

- Mid-drive reminder
- Share progress

3. Timing matters

Best seasons:

- Fall → Winter gear
- Spring → Hygiene + lighter clothing
- Back-to-school → Backpack kits

Final Week

- Countdown messaging
- Prep delivery

Post Drive

- Schedule Deliver or Pickup
- Thank donors
- Share results



Appendix

Appendix A: Your Fundraising Commitment

Review our **Fundraising Support Menu** for more information about how we can support you and your fundraising efforts.

Fruitful Friends (A Self-serve Fundraiser)

Up to \$5,000

Your generosity helps plant the seeds of hope; every effort makes a meaningful difference in the lives we serve. Here is how we can support you:

- Access to our Fundraising Toolkit, including:
 - Branding guidelines
 - Social Media Reposts
 - Ask email template
- One (1) initial consultation (30-minute call or email)
- Approved logo usage
- Thank-you letter

Ground Breakers

\$5,000 - \$10,000

You're helping new possibilities take root, your commitment inspires growth and lasting change in our community. Here's what we can provide to help your efforts thrive:

- All "Self-Serve" support items, plus:
- Staff support with 1–2 consultations
- Digital promotion support (social media reposts, acknowledgement on TheSeed.ca events page)
- Volunteer support available (up to 2 volunteers, negotiated based on needs and availability, request must be made 30 days prior to event date)
- Staff attendance at event to accept proceeds and/or deliver a brief speech or presentation
- Thank You Package

Change Cultivators

\$10,000 - \$25,000

Your leadership nurtures transformation! Together, we're cultivating deeper impact and reaching more people in need. Here's how we'll partner with you to make your vision blossom:

- All items above, including:
- Digital promotion support (Social Media Reposts, Acknowledgement on Theseed.ca events page), Thank You/Impact Posts.
- Dedicated staff point of contact
- In-person thank-you from a staff member at the event
- **Volunteer support available** (expanded number based on event needs and availability)

- Thank You Package

Harvest Heroes

\$25,000+

Your partnership helps our mission flourish! Through your generosity, we can sow, grow, and harvest hope on a greater scale. Here's how we'll collaborate to bring your event to full bloom:

- All items above, plus:
- Senior leader involvement (e.g., senior staff member attending to give remarks, if possible)
- Enhanced media support (organization-led social media shout-outs, spotlight posts, thank you and impact posts)
- Expanded volunteer support (higher number of volunteers based on needs and availability)
- Thank You Package & Impact Report

Key Notes:

- Volunteer support is negotiated based on availability and interest.
- Staff attendance is for key event moments, not full event coverage, and is based on availability.
- All fundraising activities must comply with our branding guidelines.
- Flexibility applies: offerings may vary based on timing, resources, and event specifics.

Appendix B: Fundraising Guidelines

Marketing and Promotion

- The use of our logo is permitted once the agreement has been signed.
- All promotional and event materials must be approved by The Mustard Seed and abide by our brand guidelines, mission and values.

Event and Fundraising Costs

- The Mustard Seed is not responsible for any costs related to Third-party fundraising and will not issue reimbursements.

Volunteer Participation

- It is the responsibility of the third-party organizer to recruit, train and organize all volunteers.
- Volunteer commitment can be negotiated, please refer to the *fundraising support menu*.

Tax Receipts

- The Mustard seed provides tax receipting only in compliance with the Canada Revenue Agency Guidelines

Licenses and Permits

- The Mustard Seed complies with all AGLC guidelines and can provide raffle licenses. 2 weeks notice is required.
- All other licenses and permits are the responsibility of the fundraising organizer.

Donors and Donations

- The Mustard Seed does not share donor or volunteer information with any third-party.
- Donations can be submitted by cheque, cash, via online donation portal, or e-transfer.
- Donations must be submitted to The Mustard Seed within 60 days after the event.

Social Media

- The Mustard Seed does not create content on behalf of a third-party, unless otherwise agreed.
- The Mustard Seed is happy to repost content to support third-party fundraisers if in alignment with our brand guidelines, values and mission.

Appendix C: The Mustard Seed Social Media Accounts

Facebook:

The Mustard Seed – MustardSeedCAN

Instagram:

Calgary – TheMustardSeedYYC

Edmonton – TheMustardSeedYEG

Red Deer – TheMustardSeedRD

Medicine Hat – TheMustardSeedYXH

Kamloops – TheMustardSeedYKA

Grand Prairie – TheMustardSeedGP

Saskatoon – TheMustardSeedSASK

LinkedIn:

The Mustard Seed – MustardSeedCAN

Hope Grown – The Mustard Seed Podcast

Spotify, Apple Podcasts, Amazon Music and Youtube

Appendix D: Community Fundraising Agreement



Community Fundraising Agreement

Thank you for sharing the vision of The Mustard Seed to reduce poverty and homelessness in our community. We are thrilled you want to raise funds to support our vulnerable neighbours.

Who is The Mustard Seed?

The Mustard Seed is a Christian non-profit organization that has been caring for individuals experiencing homelessness and poverty since 1984. Operating across Western Canada, The Mustard Seed is a supportive haven where people can have their physical, mental, and spiritual needs met and grow toward greater health and independence. We have been an agent of change for more than four decades, thanks to our donors, volunteers, and support from the community. Our innovative programs drive real change among vulnerable populations; join us as a catalyst for lasting change.
Learn more at www.raisehope.ca

What is Community Fundraising?

Community Fundraising (also known as third party fundraising) is when individuals, groups or organizations raise funds or gather donations through events or campaigns, on behalf of The Mustard Seed.

Terms & Conditions

1. **Agreement:** A Partnership agreement signed by the organizer(s) and The Mustard Seed is required prior to any advertising of the event.
2. **Marketing & Promotion:** All copy for advertisements, point of purchase materials, programs and other event-related materials must be approved by The Mustard Seed and comply with our brand guidelines, mission, and values.
3. **Compliance with Canada Revenue Agency:** Official tax receipts for income tax purposes will only be issued following CRA guidelines.
4. **Event Expenses:** The expenses required to run the event are the responsibility of the event organizer(s) and will not be reimbursed by The Mustard Seed.
5. **Donor Privacy:** Although The Mustard Seed may agree to promote a Partnership event to our constituents through our website or other means, The Mustard Seed does not provide lists of donors or volunteers to any third party.

1.833.448.4673 CommunityFundraising@theseed.ca www.TheSeed.ca

Appendix E Fundraising Event Ideas

<ul style="list-style-type: none"> • Bake sale • Walkathon • Garage Sale • 50/50 Raffle • Silent Auction • Trivia Night • Talent Show • Dinner for a cause • Tournament • Sports Match • Charity Run • Hike for Hope • Gaming Marathon • Craft or Art Market 	<ul style="list-style-type: none"> • Seasonal Events • Chili or Soup Cook-off • Birthday Fundraiser • Social Media Challenge • Digital Auction/Raffle • Office Challenge • Lunch & Learn • Coin Drive • Book Sale • Read-a-thon • Lemonade Stand • Prayer Walk • 24 Prayer Chain 	<ul style="list-style-type: none"> • Pack Kits for a Cause *insert hyperlink • Benefit Concert • Worship Night • Clothing Drive • Food Drive • Paint Nights • Pancake Breakfast • Stampede BBQ • Wellness Workshop • 30 Day Challenges • Bottle Drive • Sponsorship Drive • Steps Challenge • No-Spend Month
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Appendix F Donation Processing and Collecting Funds

Why These Rules Matter

Donation and event processes must follow Canadian regulations and data security standards. These include requirements connected to tax receipting, donor privacy, and payment security, including expectations from the Canada Revenue Agency.

Following these guidelines ensures:

- Donor information is protected
- Donations are properly tracked and acknowledged
- Tax receipts can be issued correctly
- Event fundraising remains compliant with Canadian law

Before Your Event

1. Confirm Your Event Details

Before asking for sponsorship or donations:

- Event fundraising category must be set up internally
- Donation designations must be confirmed
- Ticket prices, raffle pricing, sponsorship levels, and other fundraising elements must be finalized

If collecting e-transfers:

- Send to AccountsReceivable@theseed.ca
- Donor must include full name and mailing address in message for receipting purposes

Accepting Donations at Events

Accepted Payment Types:

You may collect donations using:

- Card payments (e.g., Square)
- Cash
- E-transfer (when directed to the official account)

All donations must be recorded with clear descriptions (example: “Event Registration”, “Golf Mulligan”).

Raffles and 50/50 Draws

If running a raffle:

- Ticket numbers must be tracked
- Winners must be drawn publicly
- Cash must be secured in a locked cash box until deposited

- Winners are paid after funds are processed
- Raffle revenue is typically processed in bulk without individual donor receipting

Sponsorships

For event sponsors:

- Signed agreements must be completed before the event
- Sponsor logos cannot be used until agreements are verified
- Sponsorship benefits must align with tax receipting rules
- Sponsorship payments must be received before the event date
- In-kind sponsorships require fair market value documentation

Event Registrations

Registration fees:

- Should be processed through approved event platforms or payment systems
- Confirmation emails should be sent to participants
- If part of the fee is a donation, only that portion may be receipted

Pledges

If someone commits to donate later:

- Record pledge amount and schedule
- Send reminders as needed
- Update donor records once payment is received

Auctions

For live or silent auctions:

- Track bids by bidder number and item
- Collect payment immediately after auction closes
- Tax receipts can only be issued if amount paid exceeds the item's fair market value

After Your Event

Processing Timeline

Once funds and reports are submitted:

- Donations are typically processed within **3–5 business days**

Best Practices for Event Organizers

- ✓ Keep clear records of all transactions
- ✓ Secure cash immediately
- ✓ Submit donor information accurately
- ✓ Ask questions early if unsure about receipting or compliance

Appendix G Online Fundraising

There are multiple ways for you to give online donations to The Mustard Seed.

- The Mustard Seed Website: www.theseed.ca/give
 1. Great for one time or monthly gifts
- CanadaHelps: <https://www.canadahelps.org/en/charities/the-mustard-seed/>
 1. Great for Peer to Peer or events based fundraising

Appendix H Raffles and 50/50s

Thank you for considering hosting a raffle to support The Mustard Seed! Raffles are a fun way to raise funds, but they are also regulated by provincial gaming laws. This guide will help you understand the rules and take the right steps to make your raffle legal and successful.

Step 1: Understand the Rules

Alberta & Saskatchewan

- Fundraising raffles must follow provincial **gaming regulations**.
- You generally need a **licence** if tickets are sold to the public.
- Only approved charities (like The Mustard Seed) can benefit directly.
- Raffles must clearly state the prizes, ticket prices, and draw date.

British Columbia

- The **BC Gaming Policy and Enforcement Branch** regulates raffles.
- Charities or registered nonprofits must approve and oversee the raffle.
- A **raffle licence** is usually required.

Helpful links:

- Alberta Gaming, Liquor & Cannabis: aglc.ca
- Saskatchewan Liquor and Gaming Authority: slga.com
- BC Gaming Policy and Enforcement Branch: gpeb.bc.ca

Step 2: Plan Your Raffle

Checklist

- Decide on prizes (must comply with regulations)
- Set ticket price(s)
- Determine your fundraising goal
- Decide how tickets will be sold (online, in-person, or both)
- Choose a draw date and location
- Assign someone to track ticket sales and entries
- Inform The Mustard Seed so they can register your raffle

Step 3: Register Your Raffle with The Mustard Seed

Before selling tickets:

- **Submit a Community Fundraising Application**
- **Sign the Community Fundraising Agreement**
- **Send the details of the raffle to The Mustard Seed to create the license**
- **Schedule a call with our Fundraising Coordinator** to review rules, branding, and donation handling

This ensures your raffle aligns with The Mustard Seed's mission, branding and policies.

Step 4: Promote Your Raffle

Tips for success

- Use approved Mustard Seed logos and messaging
- Share why The Mustard Seed's mission matters to you
- Promote your raffle via social media, email, or in your community
- Thank your sponsors, donors, and participants along the way

Important: Never sell tickets before you have approval from The Mustard Seed and any required provincial licence (Which The Mustard Seed will apply for).

Step 5: Host Your Draw & Collect Funds

On the draw day

- Ensure your raffle draw is transparent and fair
- Keep accurate records of ticket sales and winners
- Take photos or videos if appropriate
- Celebrate your participants and thank everyone

Step 6: Submit Funds & Share Your Impact

- Submit all funds raised to The Mustard Seed within 60 days
- Send thank-you messages to participants
- Share your raffle story and photos so we can celebrate your success
- You've made a real difference in the lives of our neighbours!

Need help or have questions?

Contact our Fundraising Team at communityfundraising@theseed.ca - we're here to guide you every step of the way.