

# FUNDRAISE FOR



# ZEROCEILING





# THANK YOU

**Thank you for thinking about fundraising for Zero Ceiling! Supporters like you are a key part of our success. In 2021, community fundraisers raised almost \$30,000, which we used to empower young people facing homelessness as they navigate the transition to adulthood.**

This guide is designed to give you everything you need to throw a successful fundraiser for Zero Ceiling. We'll explain the support we can provide, help you communicate about our work, provide a checklist for running a successful fundraiser, and give inspiring examples of how our community partners have raised money in the past

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We love building relationships with the people and businesses who fundraise for us, so please reach out and share your ideas with our Development Manager, Lizi, at [lizi@zeroceiling.org](mailto:lizi@zeroceiling.org).



# FUNDRAISING IDEAS

Individuals, families, local and national businesses have all created amazing fundraisers for Zero Ceiling. Here are a few examples that we love and some new ideas to try.

## Escape! Whistler

Every spring and fall, Escape! Whistler host their locals fundraiser. Sea to Sky locals get the chance to try their Escape rooms for only \$20 plus a \$5 donation to Zero Ceiling.



"Since opening our doors in 2015, we have been stoked to raise awareness and fundraise for Zero Ceiling! We are proud to be involved with this amazing organization... It's a win-win!"  
Karen Mizukami & Kori Klusmeier  
Owners of Escape! Whistler

Trying to consume less? Ask your family and friends to donate to Zero Ceiling instead of buying birthday or wedding gifts.

## The Adventure Group

At The Adventure Group, locals can visit Vallea Lumina for free at the beginning of the winter and summer seasons. They just have to make a donation to Zero Ceiling!



## Brandywine Boogie

The Rotary Club of Whistler Millennium host the Brandywine Boogie trail race every September to raise funds for three charities, including Zero Ceiling.



Set yourself a challenge and ask your friends to donate to inspire you to get started! How about running or biking 25,000 ft of elevation for our 25th birthday!?

Ask your employer to match your donations. Lots of businesses run corporate matching programs - an easy way to double your impact.

## Alti Action

Altitude Sports Alti-Action campaign offers customers a gift voucher in exchange for donations to non-profits. In 2021 they raised over \$16,000 for Zero Ceiling!



# FUNDRAISING CHECKLIST

**This checklist gives you an overview of the steps to running a successful fundraiser. Please don't hesitate to reach out if you need help with any of these steps!**

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## 1

### **Designing your fundraiser**

- Ensure your fundraiser aligns with Zero Ceiling's mission, vision, and values (see pages 5-7)
- Choose a target audience
- Develop a fundraising goal and expenses budget
- Identify any support or partnerships required

## 2

### **Planning your fundraiser**

- Confirm the date, time, and venue (where relevant)
- Ensure you are complying with licensing requirements (e.g. raffle, lottery, or liquor licences)
- Identify what resources you need
- Identify how many (if any) volunteers you need

## 3

### **Collecting donations**

- Decide how you will collect donations from your supporters
- Ensure you understand the rules for providing tax receipts to donors
- Decide how you will submit the funds to Zero Ceiling

## 4

### **Promoting your fundraiser**

- Create a plan for promoting your fundraiser online, on social media, and in your community
- Identify any resources or support you need from Zero Ceiling to promote your fundraiser

## 5

### **Celebrating your success**

- Plan to thank all your donors via email or phone
- Share the success of your fundraiser on social media and with the local press. Get creative!
- Share photos and videos from your fundraiser with Zero Ceiling

# PARTNERSHIP WITH ZERO CEILING

We're so grateful to you for planning a fundraiser for Zero Ceiling and want to help you succeed. As we're a small non-profit, we have limited capacity to provide support to fundraisers. Here's an outline of how we can help and the limits of the support we can provide.

## How we can help

We can help you:

- Brainstorm and evaluate ideas for fundraisers
- Provide advice and guidance on what makes a successful fundraiser
- Provide information on licensing and tax receipting requirements
- Provide information about Zero Ceiling's mission and programs
- Promote your fundraiser on our social media and e-newsletter (extent of support will depend on the scale of the fundraiser)
- Create a custom donation page for your fundraiser
- Provide Zero Ceiling branding, promotional resources, and templates to help promote your fundraiser

## Limits of support

Due to our limited capacity and legislated restrictions, we cannot:

- Promote your fundraiser as officially aligned with Zero Ceiling
- Provide staff support for the planning and execution of your fundraiser
- Provide volunteers or staff for fundraisers (unless agreed as an exception and depending on capacity)
- Provide tax receipts to donors who do not donate directly through our online donation page
- Provide you with access to our list of donors and supporters
- Provide insurance or liability coverage for your fundraiser



# ABOUT ZERO CEILING

**Fundraisers are most effective when we clearly communicate about the cause we're raising funds for. On the next three pages, you'll find descriptions of Zero Ceiling: our vision, mission, values, and programs. We encourage you to use these descriptions when you're communicating with supporters.**

Zero Ceiling are a social service non-profit committed to ending youth homelessness in BC. We create a supportive, stable, safe environment where young people can focus on personal growth. Strong, positive relationships are at the heart of everything we do. We work towards equity and social justice for young people who have been discriminated against, excluded, and oppressed.

We operate in the mountain resort now known as Whistler on the shared, unceded territories of the Skwxwú7mesh (Squamish) and Lil'wat7úl (Lil'wat) Nations. Our programs serve youth and young adults facing homelessness in the Sea to Sky Corridor and Metro Vancouver, many of whom are Indigenous. We acknowledge the lasting and ongoing impact of colonization on Indigenous communities and are committed to decolonizing our practices and programs.

## VISION

Reduce youth homelessness and transform lives.

## MISSION

To provide young people experiencing homelessness with supportive housing, employment, professional support, life skills, and outdoor adventure that empowers them to live healthy and independent lives.



# OUR GUIDING PRINCIPLES



## Cherishing Uniqueness

At the centre of what guides us sits the Individual — their needs, their dreams, their purpose. We see and honour the inherent value that every single person has, just by being here, and respect that the systems we fight exert trauma in unknowable ways that require us to hear and act with empathy and love.

## The People and the Land are One

We honour the First Peoples of this land and their right to self-determination, truth, and justice. We also recognize and share their understanding that there is no distinction between us, and the people, rivers, mountains, lakes, animals, and stars that give us life. It is with this understanding that we choose to connect with the land and all it provides.

## Wrapped in Community

Every Individual is embraced by a community that includes family (earned, chosen, and inherited), supporters, services, and partners. We are simultaneously surrounded by community, just as we are the community that surrounds others.

## Relentless Courage to Challenge

We will not temper our drive for justice, equity, decolonization, and inclusion. We advocate for a world where the systems of power do not create homelessness and instability for our society's most vulnerable. And when it is Zero Ceiling that is the problem, our courage to challenge will not falter.

# OUR PROGRAMS

**Zero Ceiling offers two programs for young people who are facing homelessness in BC. These young people have historically been marginalized and face significant barriers to safety, wellbeing, and connection.**

**We work with many young people who are Indigenous, LGBTQ2S+, and who have experience in the foster system. Through our programs, we offer them unconditional support, a sense of belonging, and a safety net.**

## WORK 2 LIVE

Work 2 Live is a 12+ month supportive housing and employment program for young people aged 19-24. We provide unconditional support and wraparound care so young people can build stability, skills, and support systems to have a healthy transition to adulthood.

The program offers supportive housing, full-time supportive employment, life skills education, case management, outdoor recreation, and wraparound supports to help young people build healthy, autonomous lives.

## ADVENTURE SESSIONS

The Adventure Sessions is an outdoor adventure program for young people aged 16-24 experiencing or at risk of homelessness. We offer no-cost access to the mountains of Whistler, BC for young people who have historically been excluded from the outdoors.

The program offers snowboarding, skiing, mountain biking, hiking, and ziplining adventures in a safe environment where young people can relax, have fun, and connect to nature and each other.



# THE LEGAL STUFF

In Canada, there are federal and provincial laws surrounding fundraising, events, and donations that all fundraisers must follow. As a federally-registered non-profit, all fundraisers for Zero Ceiling should follow these guidelines.

Please reach out if you have any questions, and we will be able to help.

## Donations and tax receipts

For the purpose of external fundraisers, we can only issue tax receipts if your donors donate through an official Zero Ceiling donation page or Canada Helps. Direct your donors to [zeroceiling.org/donate](https://zeroceiling.org/donate) or ask us about creating a custom donation page.

There are specific laws in Canada about tax receipts for donations. If you'd like to know more, you can read the CRA Guidelines on Issuing Tax Receipts at <https://www.canada.ca/en/revenue-agency/services/charities-giving/charities/operating-a-registered-charity/issuing-receipts.html>

## Liquor and raffle licences

If you are hosting an event in BC, you must ensure you have the relevant licences for your event. These may include:

- A Special Event Permit Liquor Licence, if you are serving, selling, or giving away alcohol
- A Raffle Licence, if you are hosting a raffle, tombola, or 50/50 draw

### **Learn more about Liquor Licenses:**

<https://www2.gov.bc.ca/gov/content/employment-business/business/liquor-regulation-licensing/liquor-licence-permits/apply-for-liquor-licence-permit/special-event-permit>

### **Learn more about Raffle Licenses:**

<https://www2.gov.bc.ca/gov/content/sports-culture/gambling-fundraising/gambling-licence-fundraising>

**What are you waiting for?  
Get in touch to start fundraising today!**



## **Contact us:**

Lizi McLoughlin | Development Manager  
lizi@zeroceiling.org | 604-962-5000

PO Box 61, Whistler, BC, V0N 1B0

**zeroceiling.org**



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@zeroceilingsociety

### **Photo credits**

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Page 2: Zero Ceiling; The Adventure Group; Rotary  
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