

FUNDRAISING INITIATIVES

Social Distancing/ Online Fundraising

***Note that COVID restrictions and policies prohibit Navy League, Sea Cadet and both CAF and NL officer in person participation in fundraising activities.**

Virtual
Fundraising
Ideas
for
Branches
and Corps

Fundraising Type	Name of Fundraiser	Description	Commission
E-cards & Gift Cards	Flip Give	<ul style="list-style-type: none"> • A free funding app that earns a Branch cash for the things their parents (donors) are already buying • Create your team in seconds using the FlipGive app or desktop • Invite your teammates (parents/donors) by sharing your unique team invite code to get them on board • Shop at 100's of online stores • Shop in-store using a linked payment card or gift cards • Receive payment by cheque or bank transfer when \$100 or more earned • https://www.flipgive.com/ 	1% - 25% per purchase depending on venue
	Fund Scrip	<ul style="list-style-type: none"> • Supporters pay for their shopping (groceries, gas, home & garden, entertainment, restaurants etc.) with gift cards. • Each purchase automatically includes a donation to your cause. • Buy cards at face value, get face value at the retailers • Shop as usual with over 230 leading retailers • Pay with Gift Cards instead of credit/debit/cash • Each purchase includes a donation for your group • https://www.fundscrip.com/ 	% varies per retailer
ECO Initiatives	Great Canadian Battery Drive	<ul style="list-style-type: none"> • Re-cycle vehicle batteries • Paid market price on eligible battery types (lead-acid technology) • https://www.cdnrg.com/services/great-canadian-battery-drive 	Market Price
	Make it Sow	<ul style="list-style-type: none"> • Sell plant and vegetable seeds • Eco-friendly program from the paper to products • No Minimum order required • https://makeitsow.com/ 	Up to 50%
	Tru Earth	<ul style="list-style-type: none"> • You can meet your fundraising goals and help save the planet at the same time • Website created by company for people to order from • Direct sales and delivery • Easy to sell zero-waste laundry detergent and more • Contact: Manish Makwana (416) 917 5749 • https://www.tru.earth/Fundraising 	20%

Fundraising Type	Name of Fundraiser	Description	Commission
Education	Learning Advantage	<ul style="list-style-type: none"> • Supplemental online learning • Hands-on book resources for learning JK-Grade 7 • English and French options • Direct sales and delivery • http://www.prepforsuccess.ca/ 	20%
Fair Trade Initiative	Equator Coffee Roasters	<ul style="list-style-type: none"> • Sale of fair-trade products- organic coffee, chocolate etc. Check out https://scoutcoffee.ca/ for example • Raise money as well as awareness for social justice by supporting a local business in Almonte ON. • https://equator.ca/pages/wholesale 	Up to \$6.00 per bag
Food Items	Cinnabon	<ul style="list-style-type: none"> • Fresh baked 9-roll Minibon Cinnapacks or certificates. • Can be sold for up to a maximum price of \$13.00 each, earning you a \$3.00 profit per sale. • Minimum order of 50-units. Orders must be approved and then placed at least 10-days before pick up date. • Pre-pay orders 48 hours before pick up date. • https://cinnabon.ca/fundraise/ 	Up to \$3.00 per order
	Halenda's	<ul style="list-style-type: none"> • Pepperoni Stix • NO trans fats, NO MSG, NO gluten, NO milk, NO egg, NO nuts, NO sesame, NO artificial by- products, NO artificial Sweeteners, NO seafood and NO mustard • 6-month shelf life • https://halendasfundraising.com/ 	Up to 50%
	Lamontagne Chocolates	<ul style="list-style-type: none"> • Wide range of chocolate products • Nut free and peanut free products available • https://lamontagnechocolate.com/lamontagne-fundraising/ 	Up to 50%

Fundraising Type	Name of Fundraiser	Description	Commission
Food Items	Little Caesars	<ul style="list-style-type: none"> • 11 different Kits to choose from for pizza and cookies • No upfront costs! All brochures and/or posters provided free of charge. • Buy online and pay with a credit card making it even easier for the buyers and the sellers. • Kits are delivered frozen. They are specially boxed, and can be left at room temperature for 10 hours. Plenty of time for sorting and delivering to customers! • Sell 200 + KITS = FREE DELIVERY • Sell 150 - 199 KITS = \$50.00 Freight Charge • Sell 100 – 149 KITS = \$75.00 Freight Charge • https://www.pizzakit.ca/fundraising-products 	\$6 on each kit
	MacMillan's	<ul style="list-style-type: none"> • MacMillan's specializes in Flash Frozen produce • Peanut Free, Sugar Free, Gluten Free and Kosher products. • Free delivery and set up with our own staff and refrigerated trucks • Stress-free pick and pack programs available • No case lots • https://www.macmillans.ca/ 	Guaranteed 30% group profit with up to 40%
	Mom's Pantry	<ul style="list-style-type: none"> • Products such as spices, tea, fruits & veggies, and superfoods to cookie dough, frozen ready to bake treats, and snacks. • Peanut free products • Free delivery • https://momspartry.ca/ 	20-40%
	Recipes in a Jar	<ul style="list-style-type: none"> • Great for Christmas gifts! • No physical solicitation or handling of money • No order taking or sales compilation • Online webstore • Direct sales and delivery • Contact: Manish Makwana (416) 917 5749 • Recipes in a Jar 	30%

	Name of Fundraiser	Description	Commission
	World's Finest Chocolate	<ul style="list-style-type: none"> • Multiple cases of chocolate to choose from • 2 for \$5 variety chocolate cases • Webstore • Direct sales and delivery • Contact Manish Makwana (416) 917 574 • https://www.worldsfinest.ca/fundraising/ 	\$25-45 per case
Games	Online Bingo	<ul style="list-style-type: none"> • Numbers called over the radio • Players with dobbers play on bingo cards obtained at local pick up locations • Available in the Upper Ottawa area • Winners announced over the radio • https://valleyheritageradio.ca/bingo/ 	\$300 - \$1,000 in winnings possible
	Spin the Wheel	<ul style="list-style-type: none"> • Set up a Facebook Group using your Branch name • Pay a fee for a chance to win on a prize wheel • Branch purchases prizes • Prize example: Cosori Air Fryer: Post details of the prize, and show that a total of 28 slots are available costing \$8 to play. Numbers 1- 28 will be listed in post Members then can choose which slots they want to play- and that is the order of names that is later entered into the wheel for spinning. When all slots are full, each person e-transfers the money to the administrator. Once all payments are received, wheel is posted as 'ready to spin'. Total raised $\\$8 \times 28 = \\224. Cost of the item, including shipping \$170. Profit = \$54 on Air Fryer. • For more information, contact Suzan O'Donnell at the Halton Hills Branch haltonhills.branch@navyleague.ca 	Varies per prize item

Other Fundraising Opportunities	Description of Fundraising Activity
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NOTE:

THESE OPTIONS/ACTIVITIES REQUIRE MASK WEARING, SOCIAL DISTANCING AND COVID PUBLIC HEALTH RESTRICTIONS AS WELL AS PROGRAM RESTRICTIONS FOR CADETS AND OFFICERS.

- No need to sell another company's products- you can create or collect items and set up activities for fundraising/sponsorship!**
1. COVID compliant Walk/Run/Bike-a-Thon
 - a. Allow the participants to set their own course/distance, and raise money per km
 - b. Build upon the fitness program for cadets and set goals for activities or improvement
 2. Dollar Walk: Invite supporters to help pave your "Dollar Walk" with dollar coins
 3. COVID compliant Car Wash
 4. Online auction / Bazaar / Craft Sale (could include donations from the community, baskets or items made by cadets that could be unique to the program like rope work or artwork and photos)
 5. Fundraising Raffle or 50/50
 6. Any of the above, with a holiday or special-focus theme
 7. Recycling: bottle drives, home electronics/scrap metal, etc. (Must have secure storage space for drop off and storage, volunteers working safely, and must connect directly with recycling companies in your area)
 8. Electronic Tagging (we are looking into how this might be done using the example that the Royal Canadian Legion has set up as a trail with their Poppy Campaign)
 9. Many more virtual fundraising ideas can be found here: <https://soapboxengage.com/blog/1863-virtual-fundraising-ideas#virtual-gala>

Promote Your Fundraising Programs and Expand Your Outreach to Increase Outcomes

59 Minutes of Fundraising

Gift & E-Card Sales

To promote the fundraisers you have selected, set up a one-hour period where cadets, parents, leaders, Branch members, etc. would make calls or send e-mails to their networks to inform them of various fundraising initiatives, items for sale that they could order, or programs coming up (bottle drive, on-line auction, bingo, etc.) outlining how the fundraiser is set up for ordering and delivering; drop-off instructions for donations; and pick up of product or prize from auction or bingo.

A good incentive is to offer a prize(s) to the 1st, 2nd, & 3rd volunteers with the highest number of orders.

Draw up clear step by step instructions or a Power Point presentation so your network of donors understand how this fundraiser works, the advantage for the Branch and that it does not cost the purchaser more than they would spend on their everyday purchases. However, some of these program rely on a participant logging on through a certain site prior to doing their on-line shopping to provide return for the Branch or Corps so clear instructions will help increase return.

