

Important Information about Lotteries & Legalities

A lottery refers to any activity that involves asking people to purchase a ticket for something that they may or may not win. In order to run any kind of lottery, you must acquire a lottery license from your municipality.



King's Ridge Veterinary Clinic's raffle



Orangeville Animal Hospital's raffle

Silent auctions are not considered a lottery, therefore you don't need a lottery license to hold one. In addition, fundraisers that involve giving the donor something in exchange for purchasing a ticket do not require a lottery license (e.g. Farley paw print, food/treat, etc.).

**Need help with your Fundraise for Farley Month campaign?
Contact Meghan Chalmers at 1.800.670.1702, ext. 230 or
email to mchalmers@ovma.org.**

**Fundraise
for Farley
Month**



October 2021
**Fundraise for
Farley Month**

Participant Information and
Fundraising Guide

Dear colleague,

Thank you for participating in the 2021 Fundraise for Farley Month!

Fundraise for Farley Month is one of our foundation's largest annual campaigns, generating thousands of dollars every year to help pets in need. To date, the Farley Foundation has disbursed more than \$5 million to help more than 11,900 sick and injured pets, who in return, provide years of love and companionship to their owners.

We attribute this success to the incredible individuals within our veterinary community who've volunteered their time to raise funds for our cause. We're so grateful for the generosity of supporters like you — you make a difference in the lives of numerous families living in Ontario.

To help with your efforts, we have provided you with a fundraising kit that contains various supplies, including custom Farley Foundation reusable grocery bags, a poster, a campaign participant guide and updated informational brochures.

All participating clinics will have the opportunity to win great prizes, such as free registration to the 2022 OVMA Conference & Trade Show in Toronto, staff lunch, fundraising pins and more.

We are excited to have you join us as we kick off Fundraise for Farley Month this October.

On behalf of the people and pets we serve, thank you for being a friend of Farley!

Good luck!

Dr. Matthew Richardson
President, Farley Foundation

Submitting Funds Raised

Submit **one cheque** made out to the Farley Foundation, which includes all of the funds that were raised during your Fundraise for Farley Month campaign. This will help ensure that:

- The processing of funds is quickly administered.
- The final tally of the Fundraise for Farley Month can be quickly calculated.
- Winners of the Fundraise for Farley Month campaign can be announced well in advance of the OVMA Conference and Trade Show.

Send your cheque to the address below no later than **Nov. 15**. Be sure to include "Fundraise for Farley Month" in the memo section of your cheque.

Farley Foundation
420 Bronte St South, Suite 205
Milton, ON L9T 0H9

Charitable Tax Receipts

The foundation can issue tax receipts to anyone that donates \$15 or more. To ensure all eligible donors receive their tax receipt, write down the name, mailing address and amount donated on the donation form every time an individual makes a donation of \$15 or more.

At the end of your campaign, send this form, along with your cheque and tally sheet (included in your fundraising kit), to the foundation.

Note: Anyone who donates online automatically receives a tax receipt from Canada Helps. Don't include these individuals in the donor list that you send with your cheque.

Submit your photos!

Do you have photos from your fundraising activities? Send them to mchalmers@ovma.org so that we can feature them on social media!



Collect Donations Online

A Giving Page is a personalized web page that allows participants to collect donations for a charity without the hassle of paperwork and cash handling.

Create a Giving Page

1. Visit farleyfoundation.org/events.
2. Scroll down to "Fundraise for Farley Month" and click on the "Fundraise Now" button.
3. Create a new account on the Canada Helps platform or log in to your existing account and follow the steps.

Note: Include your clinic's name in the title of your page so that we can add received donations to your campaign total. Also, be sure to save your Giving Page's URL so that you can help promote your Giving Page.

Promote your Giving Page

Create an email that includes a short explanation of the Fundraise for Farley Month campaign and why you support the foundation, a link to your giving page, and send it to your network. You can also promote your campaign on your website, social media, clinic materials, through press releases, etc.

For assistance creating an email, contact Meghan Chalmers at mchalmers@ovma.org.

Collect donations without the hassle of paperwork and cash handling

Your Giving Page collects donations for you, provides instant tax receipts, and takes away the need to handle cash donations. Giving Pages also help you keep track of donations, making it easier for you to report your fundraising tallies so that you don't miss out on exciting prizes!

Fundraising During the Pandemic

There are numerous ways to raise funds and awareness for the Farley Foundation while maintaining COVID-19 protocols to protect the health and safety of staff.

Here are some ideas to help you get started with planning your 2021 campaign:

- Round up invoices to the nearest \$5 or \$10, or ask clients if they would like to add \$2, \$5 or \$10 on their invoice, which will be donated to the foundation.
- Proceeds from nail trims or microchips.
- Outdoor, socially-distanced pet photo shoots.
- Virtual colouring contest, paint or bingo night, or a baking/cooking class.
- Socially-distanced dog walk/run.
- Electronic recycling program.
- Bottle and can drive.
- 50/50 draw.
- Raise money toward a certain goal (i.e. growing a bee beard like Dr. Robertshaw or dyeing your hair a crazy colour).
- Sponsor homeless pet's spay/neuter.
- Guess the number of treats in a jar (post picture of social media).
- Halloween costume contest with virtual voting.
- Online raffle or trivia night.
- Create a calendar featuring your patients.
- Spin the wheel to win.

Do you have ideas, but are unsure of how you can put them into action? Contact Meghan Chalmers at mchalmers@ovma.org or 1.800.670.1702, ext. 230 for help!

Submit your client's testimonial!

We love sharing the stories of the people and pets we've helped. If your client is interested in having their pet's story featured, be sure to have them sign a photo testimonial form and send it to us with their testimonial and photo. For questions, email info@farleyfoundation.org.



Win Great Prizes!

Clinics participating in Fundraise for Farley Month can win great prizes! Here's a breakdown of what winners of each prize level will receive:

Bronze Friend of Farley

Practices that raise a minimum of \$1,000 will receive:

- A plaque and/or plaque tile.
- Invitation for two to the Farley Foundation Reception held during the 2022 OVMA Conference & Trade Show.

Silver Friend of Farley

Practices that raise over \$2,500 will receive all of the Bronze Friend of Farley prizes, plus:

- One complimentary registration (for a veterinarian) for the 2022 OVMA Conference and Trade Show.

Gold Friend of Farley

Practices that raise over \$5,000, and the practice that raises the most money, will receive all of the Bronze and Silver Friend of Farley prizes, plus:

- Special recognition in OVMA's *Focus* magazine.
- Two complimentary registrations (one for a veterinarian and one for a technician/hospital personnel) for the 2022 OVMA Conference and Trade Show.
- **The overall top fundraiser will also receive a free lunch for all clinic staff.**



Your Fundraise for Farley Month Kit

Each 2021 Fundraise for Farley Month kit includes:

- 25 custom reusable grocery bags
- 25 paw prints
- 25 stickers
- 1 Fundraise for Farley Month poster
- 25 pet emergency cards
- 25 redesigned brochures

Make the most out of your kit!

- Sell a Farley Foundation package (e.g. For \$5, donors can receive a bag, a paw print and a sticker).
- Sell paw prints for a toonie.
- Staple a sticker or paw print to each invoice as a gift to clients.
- Hang a poster in a place where they'll have maximum exposure.
- Ask clients if they would like to add a paw print to your Farley Wall of Fame for a small donation (\$2 minimum donation suggested for paw prints).
- Encourage the staff to get involved by offering an incentive to the staff member who sells the most grocery bags.
- Ask your food and nutritional sales reps for free swag and goodies to help promote your fundraising efforts.
- Hold a silent auction with goodie baskets using the grocery bags; hold the auction online or on social media.

