



Philanthropy Guide

January 2024

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MISSION AND VISION

About Alpha Phi Foundation Canada

Alpha Phi Foundation Canada received charitable status in 2018. It officially launched in 2024 with the focus of giving scholarships to Canadian women in undergraduate and graduate programs and Women's Heart Health.

Our Mission

Advancing women's lives through the power of philanthropy

TAX ID

76258 2112 RR0001

Foundation Information

Donation Address

1856 Mapleridge Drive
Peterborough, ON
K9K 1P9

E-mail

alphaphifoundationcanada@outlook.com

Website

<https://alphaphifoundation.ca/>

FUNDING PRIORITIES

Scholarship



Alpha Phi Foundation Canada will start their first year of the foundation off by offering an undergraduate scholarship and a graduate scholarship to university women in Canada. As we continue to grow, we look forward to growing the number of scholarships we offer through our foundation.

Women's Heart Health



Alpha Phi's main philanthropic focus has always been Women's Heart Health. As we grow as a foundation, we are excited to support Canadian organizations and causes that support Women's Heart Health.

PHILANTHROPY FAQ'S

GETTING STARTED

Q: Are we able to use the Alpha Phi Foundation Canada Tax ID #?

A: The Alpha Phi Foundation Canada Tax ID # can be used for sponsorships, items given for an event (ex. Silent auction item, prize) and donations. It can be used for the donation portion of a ticket as well. It **can't** be used for the portion of the ticket that covers costs for the event (ex. If the ticket for a dinner event costs \$80 and \$30 is the cost for the dinner. The gift receipt can only be written for the \$50 donation part. If someone wins something at your silent auction and the person is receiving something already for their money, they **can't** receive a tax receipt. Please have the sponsor or the person donating an item e-mail us to receive their tax receipt.

Q: How do I access Bounce Life?

A: Please e-mail us at alphaphifoundationcanada@outlook.com and we can get you in touch with our Bounce Life contact who can set you up with your chapter's account. Or you can submit your event on the chapter giving page.

Q: Are there fees associated with using Bounce Life?

A: There are not any fees associated with hosting an event through Bounce Life, the fees are passed on to the person purchasing the tickets.

Q: Why should we use Bounce Life?

A: Bounce Life was picked as it was a platform where all communication and events could be set up in one place within one community. Alpha Phi Foundation Canada also has a sponsorship with Bounce Life where \$1 is given for every ticket sold on top of what you raise.

Q: How do I order Red Dress Pins?

A: Pins can be ordered through the U.S. Alpha Phi Foundation Website. A link is provided on the resources page of our website.

PLANNING

Q: How do you do ___ on Bounce Life?

A: Please e-mail us at alphaphifoundationcanada@outlook.com and we can get you in touch with our Bounce Life contact or you can use the help tools through the bounce life website/app.

Q: What do I give a sponsor or someone who gave an item and is asking for a tax receipt?

A: Please have them e-mail us at alphaphifoundationcanada@outlook.com and have them cc you on the e-mail about the inquiry. They need to provide proof of the sponsorship. If it's an item we need to know the face value of the item for the tax receipt.

Q: How do we get tax receipts issues for the donation part of our tickets?

A: Please fill the Tax Receipt Event Request Form document on our resources page and send it to alphaphifoudnationcanada@outlook.com On the list please complete: their first & last name, their e-mail address and mailing address so we can make the tax receipts and send them out. If not all the information is filled out, it may delay sending out the tax receipts.

Q: Can I take credit card payments at our event?

A: At this time we do not have a credit card system, but are looking for feedback if this is something we should invest in for our Canadian chapter's to use. Right now you can add different payment types through Bounce Life to collect these donations. If a credit card system would be more helpful, please reach out to us at alphaphifoundationcanada@outlook.com to let us know so we can see if there is a need for this.

Q: Can you help me find a speaker for our event?

A: the U.S. Foundation can help you find a speaker for your event. Please send an e-mail to ChapterGiving@alphaphifoundation.org to inquire.

AFTER YOUR EVENT

Q: How do I send in Cash/Check Donations?

A:

1. Please take all cash to a bank to convert to a money order payable to “**Alpha Phi Foundation Canada**”. Please make sure all check donations are also made out to “**Alpha Phi Foundation Canada**” You can also e-transfer us through alphaphifoundationcanada@outlook.com
2. Please print and fill out the donation cover sheet (found on our website resource page) to mail with the cheques. You can e-mail the donation cover sheet if sending an e-transfer.
3. Mail the donation cover sheet, cheques and/or money order to:

Alpha Phi Foundation Canada
1856 Mapleridge Drive
Peterborough ON
K9K 1P9

Q: What do I do after the event is over?

A:

1. Please fill out the event summary form on our website on the chapter giving page.
2. All money on Bounce Life will be paid out after the event has ended.
3. Complete the donation cover sheet and mail all cheques and money orders to the address above.
4. Update your department transitional documents while still fresh in your mind to let the next person know what went well with your event and what you would change for next time.

CHAPTER ENGAGEMENT

ADVANCE NOTICE

To ensure that you have good attendance at your event, you should start advertising it at least one month ahead of the date of the event. Consider your target audience for the event, as well as how best to advertise it to them. Utilize all forms of social media when advertising your events (e-mail, messages in Facebook groups, your members, posts on your socials and stories, etc.). The more notice you give someone, the more time they have to plan on attending especially if coming from out of town.

CHAPTER CALENDAR

Make sure your event is on the chapter calendar at the beginning of the semester and a post is sent out to your chapter highlighting that date so they can put it in their own personal calendars and letting people they know when the event is happening.

CHAPTER INVOLVEMENT

1. Encourage participation in the event by offering points through your points system.
2. Asking them to help advertise for the event and encourage others to attend.
3. Keeping members informed of the important information.
4. Creating committees to encourage chapter member involvement:
 - a. A committee to help the marketing department create social media content.
 - b. A committee to help at the event.
 - c. A committee to help collect donations for the event if necessary.
 - d. A committee to collect chapter feedback before/after the event.
5. Encouraging open communication with your chapter for ideas or suggestions for events.

EVENT PLANNING

EVENT BUDGET & TIMELINE

Here are a few tips to consider:

- Event planning takes time.
 - Start planning early, to secure the date and venue you want.
 - Use the time ahead to solicit sponsors & donations for your event.
 - Prepare the graphics on how you'll market this event and when.
- Work with your VP Finance & Housing to outline your budget for the event.
 - Does the venue have a maximum capacity?
 - Is your venue within budget?
 - Are all costs covered within budget and ticket sales?
- Remember your goals.
 - Your goal is to raise money and awareness, it is not to spend money. If the event does not pay for itself, it may not be the right event.
- Secure the venue and work backwards from there.
 - Leave time to secure any proof of insurance coverage.
 - Contact 1-800-736-4327 or HolmesMurphy@alphaphi.org
 - Ensure you are aware of and abide by all current Fraternity and Campus alcohol policies.
- Ticketing
 - Set up your event on Bounce Life.
 - Share the link for people to purchase tickets.
 - All funds from your ticket sales will not be deposited until after your event.
 - Please go to Philanthropy FAQ's section and under planning it has what is needed to give tax receipts for the donation part of the ticket.

PHILANTHROPY EVENT IDEAS

All chapters are different, your events and what works best for your campus will be different too. Do what works best for your chapter, location, campus culture and budget.

RED DRESS

This can be anything you want it to be! Big or small, fancy or laid back.

- Brunch
- Dance
- Gala
- Fashion show

HEART HEALTH WEEK

A multi day philanthropy event, that focuses on heart health awareness and education.

- Blood drive/ Stem Cell Drive
- CPR/AED Training
- Wear Red Day
- Pie a Phi
- Workout class

ENTERTAINMENT & PAGEANT

Show off the talents/competitive nature of your community in a show!

- Comedy Show
- Lip Sync Competition
- Talent Show
- Fashion Show
- Heartthrob
- King of Hearts
- Mr. Greek
- E-sports live event

FOOD BASED EVENTS

Getting your community together for some food for a good cause!

- Cook-Off
- Mac N Phis

- Trail Mix Bar
- Bake Sale
- BBQ
- Restaurant Give Back
- Food Truck Festival
- Apple Picking
- Alpha Phreeze
- Coff-PHI

PHYSICAL ACTIVITY EVENTS

Get people moving while raising money for a good cause!

- Move your Phi't (5k walk/run)
- Alpha Phifa
- Fast Phi't
- Phi Ball
- Aphi Bowl
- Hoops for Hearts

THINGS TO CONSIDER

Campus Culture

- Will the event meet the needs and requirements on your campus?
- How will your campus respond to the event?
- How will local community respond?

Keep Your Goal in Mind

- What is the goal of the event? (ex. Education, raising awareness, fundraising)

Target Audience

- Who is your target audience?
- How can you reach them?
- What do you want from them? Attend, donate or share?

Reference Previous Events

- Have you hosted this event before?
- Do you have any feedback from that event for reference to improve?

When Should I Plan the Event?

- Do you have enough time to plan it?
- What does the chapter's social calendar look like?
- Reference the campus calendar and holiday calendar

Where Should I Plan the Event?

- Do you need access to Wi-Fi or A/V equipment?
- Is there enough space for activities?
- Do you need a backup venue if it rains?
- Can you involve the whole chapter?
- What is your budget? Should there be an entre fee/ticket?
- Will you need sponsors?

AFTER YOUR EVENT

Please complete the Tax Receipt Event Request form and e-mail us your completed form to get your attendees a tax receipt.

Please complete the Event Summary Form found on our website under the Chapter Giving tab. This is an opportunity to:

1. Report on your event outcomes to Alpha Phi Foundation Canada
2. Share your successes, challenges, and tips with other Director of Philanthropy and advisors with the event.
3. Qualify for Foundation chapter awards at Leadership Conference & Convention
4. Get highlighted on our social media and in our newsletters.
5. Help us see where we can support you better.

QUESTIONS & CONCERNS

Contact us at: alphaphifoundationcanada@outlook.com