



# MusiCounts Fundraising Toolkit



musiccounts.ca | @musiccounts

Charitable Registration: 10684 2057 RR001

# Who We Are + What We Do

MusiCounts is Canada's music education charity associated with the JUNO Awards and we believe music adds possibilities for youth. MusiCounts ensures all youth in Canada have access to the transformational power of music education in their school or community. MusiCounts makes music education inclusive, sustainable, and accessible for youth across Canada by providing musical instruments, equipment, and resources.



## As an organization we value:

- + Supporting in-need youth
- + Promoting and showcasing cultural identity through music education
- + Creating a foundation for the future of the music industry
- + Promoting innovation and storytelling through music education
- + Being a leader in the music education landscape

# What is a Fundraising Initiative + Why is it Important?

A fundraising initiative is organized by an individual, affiliated group, or organization for the purpose of raising funds and generating awareness for or on behalf of a chosen charity.



**You can help MusiCounts in some or all of these ways by hosting your own in-person or virtual fundraising initiative!**

## **MusiCounts benefits from fundraising initiatives by:**

- + Investing in, educating, empowering, and celebrating youth, music educators, and music industry leaders nationwide,
- + Raising awareness,
- + Interacting with those who believe in the power and benefits of music education, and
- + Receiving financial support from net revenues for our signature program, the MusiCounts Band Aid Program.

# How Can You Get Involved?

Here are some fundraising ideas to fuel your creativity!

## Birthdays, weddings, graduations, and other special occasions

In lieu of accepting gifts, ask your friends and family to donate to your fundraising page. It's a wonderful way to show your gratitude and generosity towards others.

## Host a fundraiser

Have a work party, host an event, or issue a challenge to your family or friends. Host your own challenge event such as runs, walks, or sporting games, and ask participants to join or create a team. You'll be supporting us while also participating in something fun for a cause you believe in. Please follow your local public health authority's advice if you do this.

## Seasonal giving

Seasonal and religious holidays are a popular time to give back to the community. During your celebration, create a fundraising page to encourage awareness, donations, and togetherness.

## School or corporate events

Engage your classmates, students, co-workers, or employees in a cause that is important to you or ties into a school project or corporate culture. You can host a trivia night, silent auction, or concert – all things that can be executed in person or virtually.

## Memorials and tributes honouring a loved one

Create a fundraising page in tribute or in memory of a loved one. It's a great "pay it forward" moment.

## Other ideas

Fundraising initiatives don't always have to be events. You can host your own fundraiser to make a big impact. Some examples include: a garage sale, benefit dinner, local bake sale, dance-a-thon with friends or family, or coin drive.

# How We Support Your Fundraising Initiative

## MusiCounts can:

- + Offer you an online fundraising page for your initiative (upon request).
- + Offer you advice on how to organize your fundraising initiative. We are happy to help guide your initiative by discussing your ideas with you. Feel free to direct any questions about the fundraising initiative application process to us.
- + Help you promote your fundraising initiative by posting on our social media platforms.
- + Provide MusiCounts talking points or impact statistics to help inform your network, guests/attendees.
- + Provide you with MusiCounts marketing materials such as brochures and posters (if available).
- + Issue tax receipts, subject to Canada Revenue Agency guidelines.
- + Authorize the use of our name and logo at your fundraising initiative.
- + Provide a Letter of Support that validates the authenticity of the initiative (upon your request).

## MusiCounts cannot:

- ✗ Fund or reimburse any initiative expenses.
- ✗ Provide MusiCounts donor or sponsor lists.
- ✗ Guarantee attendance of staff or volunteers at your event.
- ✗ Solicit individuals or companies to acquire donations or sponsorship for auctions or raffles.
- ✗ Apply for gaming licenses (e.g. bingos, raffles, liquor, insurance) for your initiative.
- ✗ Provide tax receipts for cash or in-kind goods that were not directly received by MusiCounts.

# Next Steps

If you want to move forward and have an initiative/event in mind, please fill out our **Letter of Agreement Form** [↗](#)

Upon completion, we will reach out to let you know if your fundraiser has been approved. Our job is to help you throughout this whole process, so please reach out if you have any questions.

On behalf of the MusiCounts team, we thank you for believing in the power of music and helping keep music education alive in Canada.

Thank you for thinking of MusiCounts!





## Contact Us

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