

# *Fundraising Toolkit*

A guide for SWAN Vancouver supporters organizing peer-to-peer fundraisers and/or fundraising events.



SWAN  
VANCOUVER



# *Welcome*

Thank you for exploring how you can use fundraisers to support im/migrant women engaged in indoor sex work! This toolkit will give you some ideas about where to start, who to contact and what resources you'll need.

# *Supporting rights, not rescue*

Due to multi-layered criminalization and stigma, im/migrant sex workers face daunting barriers to accessing healthcare, legal support and justice. In contrast to the many “rescue” initiatives that push women to exit the industry, SWAN Vancouver respects a woman’s right to self-determination and focuses on their rights, health and safety. We provide frontline programs when mainstream services have failed to offer safe and inclusive support to im/migrant sex workers.

We advocate for the full decriminalization of sex work that doesn’t leave migrants behind, which means repealing Canada’s prostitution laws and regulations that ban temporary residents from doing sex work. Until then, SWAN’s frontline programs are crucial in connecting women to basic services.

**When you give to SWAN, your generous contribution will help fund:**

- Frontline work including delivering safer sex supplies, booking and accompanying women to healthcare appointments and connecting them with our staff and programs.
- Peer Program activities including four semesters of English Class, one of the many learning and social activities developed in response to requests from the women.
- Advocacy and policy work such as working with municipal, provincial and federal governments to push for equitable laws, bylaws and practices.



# About

SWAN grew out of a pilot community healthcare initiative that did HIV outreach to local massage businesses. During the project, we recognized that women working in massage businesses dealt with a host of issues much broader than sexual health.

These women were most concerned about issues related to the law, immigration, employment, and safety among others. At the end of the project, we recognized the importance of outreach work and decided to continue working together.

In December 2002, the outreach workers officially formed SWAN Vancouver which now stands for Supporting Women's Alternatives Network. In 2008, we dropped our previous name "Sex Workers Action Network" to ensure the inclusion of im/migrant women who do sex work but do not self-identify as sex workers. In 2017, SWAN became a registered charity.

## Mission

SWAN promotes the rights, health, and safety of im/migrant women engaged in indoor sex work through frontline service and systemic advocacy.

## Vision

Safety, rights, and freedoms for im/migrant women engaged in sex work.

## Values

- Integrity
- Intersectional Feminism
- Anti-racism
- Equity
- Safety
- Self-determination
- Rights-based practice



# *Peer-to-Peer fundraisers*

Peer-to-peer fundraising is a fundraising strategy where individuals organize personal campaigns to raise money on behalf of a non-profit organization.

# Peer-to-Peer fundraisers

Peer-to-peer fundraising is an online campaign where supporters take an active role in supporting SWAN Vancouver. Supporters launch their own pages to raise funds and encourage their friends, family and others in their social media network to donate.

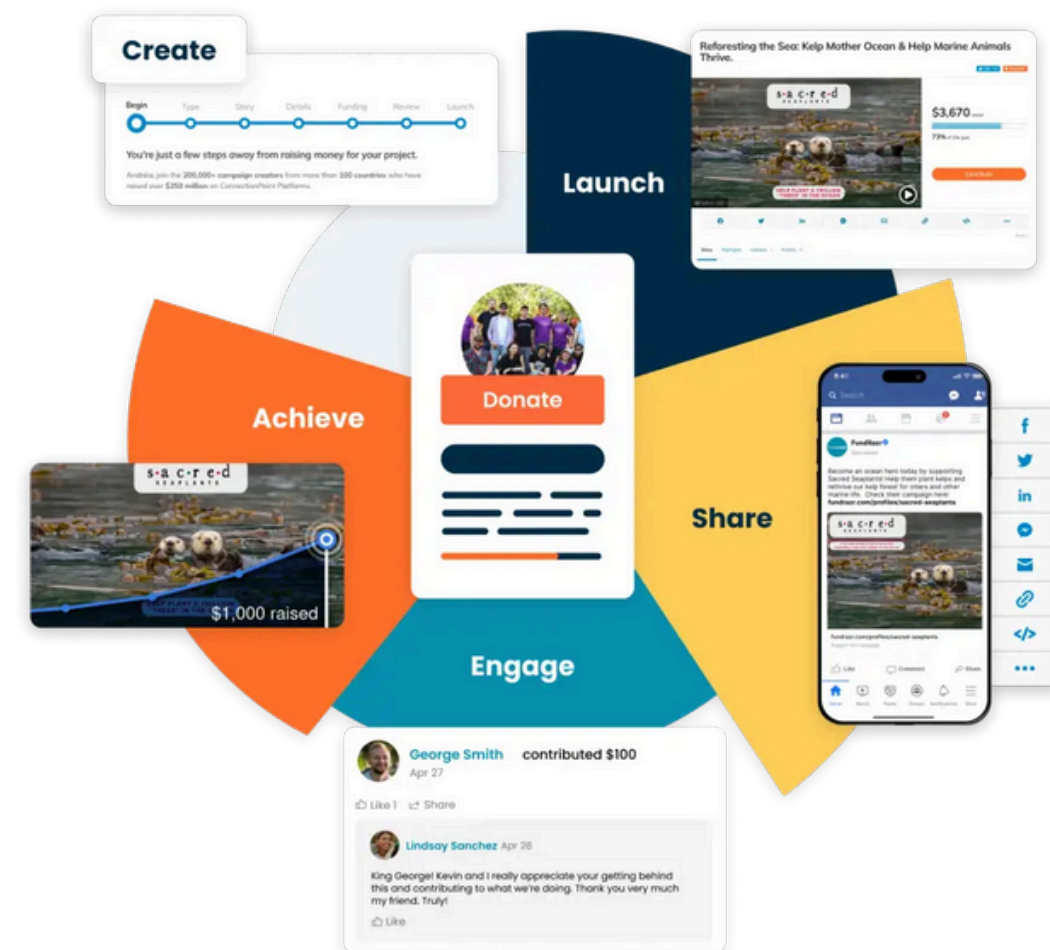
Because you're creating your own page, you can personalize it! You can share why SWAN's work is important to you, what it's like volunteering or attach to the event to a occasion in your own life.

## Common campaigns:

- Birthdays, weddings, graduations and other special occasions. Instead of accepting gifts, ask your friends and family to donate to your SWAN fundraising page.
- Holidays like Lunar New Year, Christmas, Hanukkah. Seasonal and religious holidays are a popular time to give back and encourage your network to support SWAN.

## Fundrazr.ca

Fundrazr is a free, online platform for creating peer-to-peer fundraisers. After just a few steps, you'll have a campaign page ready to share with your network.





# *Third-Party fundraisers and events*

Third-party fundraising involves an individual, group or organization that promotes, organizes and executes an event or fundraiser. The organizers act independently but with SWAN Vancouver's knowledge and approval.



# Choose an event or fundraiser

What event works best for you? Get creative while thinking about the type of fundraiser you want to organize. We encourage supporters to choose an event that's fun, manageable and based on your interests and talents.

## Here are a few common ideas:

- concert, play, movie screening or fashion show
- sports tournament, walk-a-thon, 5k - 10k run, or talent competition
- workout session, bake sale, craft sale, art auction
- trivia night, car wash, paint and sip night

## Top it off with fundraiser

- Ticket sales
- A percentage of food or beverage sales
- Pledges
- Sponsorship
- Peer-to-peer giving

## Past fundraising events:



The Big Queer Party Mix comedy variety show held an event with a portion of its ticket sales going to SWAN. It raised \$450 to support our programs and services.

Big Joy Barber & Salon donated 1% sales until it reached a total of \$424 in donations.

Monkey King Tattoos donated \$250 raised from a charity art auction.

Soft Cake Co. donated \$625 it raised from a bake sale.



# *Third Party Agreement*

SWAN Vancouver (SWAN) welcomes third-party events and fundraisers and encourages supporters to use their skills, talents and passions to develop a fundraiser that will be fun, fulfilling and manageable. Fundraisers help SWAN provide core services to the women we support, raise awareness about our cause and introduce our organization to new communities of supporters. As such, it is important that events reflect our values and all parties should be aware of the following responsibilities:

## **Resources**

- Organizers are responsible for providing staffing and volunteers to plan and carry out the event.
- Organizers will inform SWAN as soon as possible if their event is cancelled.

## **SWAN Approval**

- Contact SWAN to ask for approval of your third-party fundraiser.
- SWAN Vancouver's logo should not be used without our organization's approval.

- All promotional materials must say the event is “in support” of SWAN Vancouver and is not an official SWAN event.
- The organizer agrees to ensure that all materials borrowed from SWAN are returned promptly and in the same condition they were received.
- SWAN will provide the organizer with appropriate recognition.
- SWAN reserves the right to withdraw the use of its name.

## **Event expenses, revenues and tax receipts**

- Event expenses may not be paid from tax-receiptable donations.
- SWAN is not responsible for any cost or liability associated with this event.
- SWAN Vancouver issues official tax receipts in accordance with the Canada Revenue Agency.
- Donations requiring a tax receipt must be received in full within 30 days of the event.

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SIGNATURE

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DATE



## *Contact us!*

You have your idea, now take the next step. Contact us [here](#) or email **[give@swanvancouver.ca](mailto:give@swanvancouver.ca)** to tell us about your fundraiser and request approval. Third-party events must be approved by SWAN Vancouver in advance. This also helps us keep track of events, promote them, recognize organizers and issue tax receipts.

# *SWAN tax receipts*

SWAN is a registered charity and can issue official tax receipts for donations that meet the Canada Revenue Agency's requirements.

- Tax receipts will automatically be issued for donations of \$15 or more.
- We'll need your full name and address to issue a tax receipt
- Companies and businesses can receive donation receipts their donations meet the CRA criteria.
- Tax receipts can only be issued to those who have not received a product or tangible item in return for their donation. Raffle tickets, admission tickets, auction items and performances are examples of gifts that are not eligible for a tax receipt.
- A tax receipt can only be issued to the individual or organization that we directly receive the donation from.

# *Budget and Fundraising goal*

Pick a fundraising goal you want to work towards and plan out how you'll hit that target. Don't forget to consider what expenses you'll have to cover for the event. SWAN Vancouver is not liable for event expenses.

# *Promote your fundraiser*

Let your friends, family and community know about your fundraiser. If you're collecting donations for a birthday fundraiser, a simple social media post about why you're collecting donations and how to give may be all that you need. For events, you may choose to create an ad or event page. Be sure to tag and share these fundraisers with SWAN so we can also promote it on our social media accounts, newsletters and at our office.