

LOOKING GLASS FOUNDATION FOR EATING DISORDERS

Community Fundraising Guide



Looking | Glass
FOUNDATION FOR EATING DISORDERS

ABOUT LOOKING GLASS

At Looking Glass Foundation, we support individuals affected by eating disorders and disordered eating. Through innovative and accessible programs and services, we provide community members with the support they need, no matter where they are on their recovery journey.



CREATE YOUR IMPACT

We're stronger together. Community fundraising provides Looking Glass with the opportunity to collectively work towards a hopeful future. Start or support a community fundraiser today and help us end the stigma of eating disorders while raising much-needed funds for our programs and services at Looking Glass Foundation. You decide how you want to contribute, and we will be there to support you.

HOW LOOKING GLASS CAN HELP

We're here to help you be as successful as possible in your fundraising efforts. Below are ways we can do this:

- Personalized support via phone or email
- Looking Glass logo/brand images to use at your fundraiser
- Depending on the type of fundraiser, we can feature your event/campaign on our website in the 'News' section with the possibility of directly promoting it to our volunteers and online community
- Marketing materials and information to bolster your fundraiser. Host is required to coordinate pick-up from our office
- Provide tax receipts for eligible donations and fundraising profits
- Assist with designating your funds to a specific area at Looking Glass

WHAT WE CAN'T PROVIDE

We would love to support as many aspects of your event as possible. However, due to limitations in capacity and resources, there are some things we wouldn't be able to provide, such as:

- Direct access to our donor, volunteer, or participant lists
- Staff or volunteers to attend your event
- Reimbursement for any financial aspects or event expenses you may accrue
- Assistance with ticket sales or getting corporate sponsorships
- Organization of events within the Looking Glass Residence or visits with the residents
- Insurance coverage for your event

Fundraising Tips & Resources

● Choose Your Event

Identify what kind of fundraising event you would like to host. Depending on whether you choose to fundraise through your organisation, community, or as an individual, here are some popular fundraising ideas to get you started: **bake sales, barbecues, company theme days, donations in lieu of birthday gifts, reunions or retirement parties, weddings, golf tournaments, gala dinners, raffles, silent auctions, athletic events (team or individual), car washes, dog washes, movie nights** - the only limit is your imagination!



● Share your fundraising idea with us

Once you've decided on a fundraising idea and are ready to start planning, please share it with us through our [online form](#) so we can best support you in turning your idea into a successful reality!

● Who is your audience?

Determine who you would like to invite to your event – include friends, family, colleagues, neighbours, local community members, and businesses. Don't be shy, you might be surprised how others will embrace your cause and support your fundraising initiative.

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Fundraising Tips & Resources

● How will you fundraise?




For online fundraising events, we suggest you use the [CanadaHelps](#) platform. Individuals who donate to your event will receive a tax receipt directly from CanadaHelps. You can get started with these three simple steps:

1. Login or create a few CanadaHelps account
2. Select Looking Glass Foundation as the registered charity for your fundraising initiative
3. Tell the story behind your event, set a fundraising goal, add pictures or videos, and share it with your audience.

Take the first step in reaching your target & make a donation to your own event!

● Promoting your Event

Be sure to reach out to your audience leading up to the event so they're aware of any relevant details. Social media is a powerful tool to spread the word on your event. You can create a Facebook Event page and invite your friends, as well as share the details of your event using Twitter or Instagram. Feel free to tag us on your posts!

  @lookingglassbc  @Looking_GlassBC

● Post Event - What to do

- Say thank you to your donors
- Announce your total sales raised
- Share the success of your fundraiser with Looking Glass
- Ensure Looking Glass receives the funds (*funds raised through CanadaHelps will come directly to Looking Glass)



We're stronger together. Thank you for your support! We look forward to hearing from you.

To connect with us:

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