

nellies.org



nellie's

SAFETY. STRENGTH. SUPPORT.

YOUR
FUNDRAISING
TOOLKIT

After more than 50 years, we wish we could say that Nellie's wasn't needed as much as ever.

But it is.

About Us

Nellie's is a place of respite and rejuvenation for women* and their children navigating a variety of challenges. Through community outreach, skill-building programs, and space for the unhoused to find shelter, women and their children are empowered to take steps to change their lives. We welcome women who seek guidance as they reclaim their strength and tap into their resilience to find a new path for their life.

Nellie's dedicated staff and volunteers work to support the women and their children who come to us through the context of their different experiences and needs.

As a registered charitable organization, Nellie's relies on the generosity of individuals and organizations who believe in our work. These contributions are essential to our ability to offer services and support to the women and their children who come to us for help.

Our Vision

Nellie's vision is to be a place where every woman* and her child(ren) who step through our doors finds a pathway to a violence-free life, and to advocate to ensure gender-based violence and oppression is a relic of the past.

Our Mission

Nellie's breaks the cycle of gender-based oppression through our unwavering commitment to offering a safe refuge for women and their children fleeing violence, poverty, and homelessness. Beyond safe housing, we empower women with advocacy, strength, and support-based programming, enabling them to create a new path for life, free from the barriers of violence and oppression.

*Nellie's affirms the inclusion of trans women and non-binary people in our vision of who we serve and support.

Your fundraising makes a difference

Our shelter is home for 100+ women and their children annually, and families stay with us for an average of about four months. But that's only a fraction of our impact.

Nellie's is so much more than a shelter. We provide support for hundreds more women and their families through an ever-growing array of community outreach programs that empower women and break the cycles of crisis.

With your support, we can give women and their children not only the chance they need while in crisis, but the change they need to create a new path for life.

Here's how your fundraising dollars continue to have an incredible impact:

100+ women and their children stay at Nellie's annually

550 people supported by our Community Support & Outreach programs annually

480 food baskets provided by our food program monthly

105 women participated in our Healthy Dating & Relationships workshop in its first year

85 seniors participated in the Senior Socialization program in its first year

25 women enrolled in our first cohort of Women on the Move

22 bedrooms in our shelter, with room for up to 38 beds



Event ideas

So, you've decided you want to help raise funds for Nellie's...but now what? First things first: You need to figure out what kind of event you want to organize! If you need some inspiration, here are some popular ideas that can have a marked impact for the women and children at Nellie's.

Community BBQ: A classic summer event! Consider partnering with your workplace, local community group, or school to host the event and raise funds.

Donations in lieu of gifts: Have a birthday or anniversary coming up? Skip the gifts and ask friends and family to donate to Nellie's instead.

Fundraiser dinner party: Invite your friends or family over for a special dinner party, where the price of admission is a donation to Nellie's!

Lemonade stand or bake sale: If you have kids who want to help with fundraising too, running a lemonade stand or bake sale outside your home or in a nearby park is a great way to get them involved.



Fitness class: Whether it's yoga, dance, or pilates, many local fitness businesses have hosted classes in support of Nellie's in the past, and it's a great way to engage your community.

Concert or karaoke night: Know a band? In one yourself? (Or just love getting up to the mic in front of a crowd?) Consider donating the proceeds from your next gig to Nellie's.

Organize a silent auction or raffle: If you can partner with an organization to run a community event, adding a silent auction or raffle tickets for gift baskets is an excellent way to encourage more participation and raise more funds.

Have a fundraiser idea that's not on this list? Read on for more planning tips or contact us if you want to run your great idea by us first.

5 steps to running a successful event

Ready to get planning? Now that you've figured out what kind of event to host, follow these steps to ensure that your fundraiser is a big success!

Step 1: Figure out the logistics

When are you planning to host your event? Where will it take place? Will it be an in-person event or virtual? Consider who your target audience is, and where would be an easily accessible location for everyone.

Step 2: Determine your budget

If there will be costs associated with your event, you'll want to plan out what your projected expenses will be (i.e., venue rental, decor, food and drinks, etc.) and what your projected sources of revenue are (i.e., ticket sales, silent auction, potential sponsorship, etc.). You can then subtract your projected expenses from your projected revenue to determine your net income, which will represent your total donation to Nellie's. Unfortunately, Nellie's cannot reimburse your event and promotion costs.

Step 3: Spread the word

Promoting your event is a crucial part of the planning process — here are some ways you can share the news about your fundraiser:

- Reach out to family, friends, neighbours, and co-workers. We've included a handy email template on page 9 to help.
- Post on social media — and don't forget to tag Nellie's so that we can share your post, too!
- Put up posters around the neighbourhood and at the event venue.

Step 4: Celebrate on event day!

You've done so much hard work already — now enjoy the big day!

Step 5: Wrap it up

Woohoo, you did it! We hope your fundraiser was not only successful, but also *fun*! Once your event is finished, there are a few closing tasks to complete:

- Complete any outstanding payments or invoices.
- Submit cash or cheque proceeds to Nellie's either via our **Online Donation Form** or by contacting fundraising@nellies.org to make alternate arrangements.
- Thank all of your supporters, and anyone else who helped make your event a success. You should also ask your attendees if they have any feedback to help you improve on future events.
- If you plan on hosting your event again next year, let your supporters know!

We'd also love to see photos of your event and share them on our social media accounts! You can send any pictures or videos to fundraising@nellies.org. Once again, congratulations and *thank you* from all of us at Nellie's, and the women and their children who we support!



Fundraising tips & tricks

Make it personal: Everyone has their own reason for supporting Nellie's — what's yours? Be sure to share your “why” with your friends, family, and community when telling them about your fundraising event.

Kickstart your campaign with a self-donation: Make a dent in reaching your goal, and help encourage your friends and family by showing your own commitment to the cause.

Spread the news: Whether by phone, email, texts, or social media, be sure to get the word out to everyone you know! Typically, people are more likely to give when they are asked directly, so try to do as much personalized outreach as you can. Not sure how to ask? Check out our pre-written sample templates, including email messages and social media posts, on pages 9 and 10.

Don't be shy to ask *again*: Don't be nervous to remind people that there's still time to donate, if they said they'd support you but haven't yet. We all get busy — sometimes a friendly nudge might be what they need to throw some financial support your way!

Give HR a call: Find out if there are any employee giving programs at your company — some businesses will match employee donations to a charity, or offer to support your fundraiser in another way.

Tax receipt guidelines

Nellie's is able to provide a tax receipt for donations of \$20 or more. You can submit cash or cheque proceeds to Nellie's either via our [Online Donation Form](#) or by contacting fundraising@nellies.org to make alternate arrangements.

If you are submitting funds on behalf of donors who wish to receive a tax receipt, please include a list of the donors with their full name, mailing address, and their donation amount.

Let us help make your event a success!

The staff at Nellie's would love to help make your fundraiser successful!

What Nellie's *can* help with:

- Brainstorming ideas and providing initial guidance on event planning
- Providing printable materials and sample templates (see following pages)
- Sharing your event on our social media channels
- Writing a letter of recognition

What Nellie's *can't* help with:

- Acquiring raffle and lottery licenses
- Providing reimbursements or funding
- Applying for event permits or liability insurance
- Sending media advisories and press releases

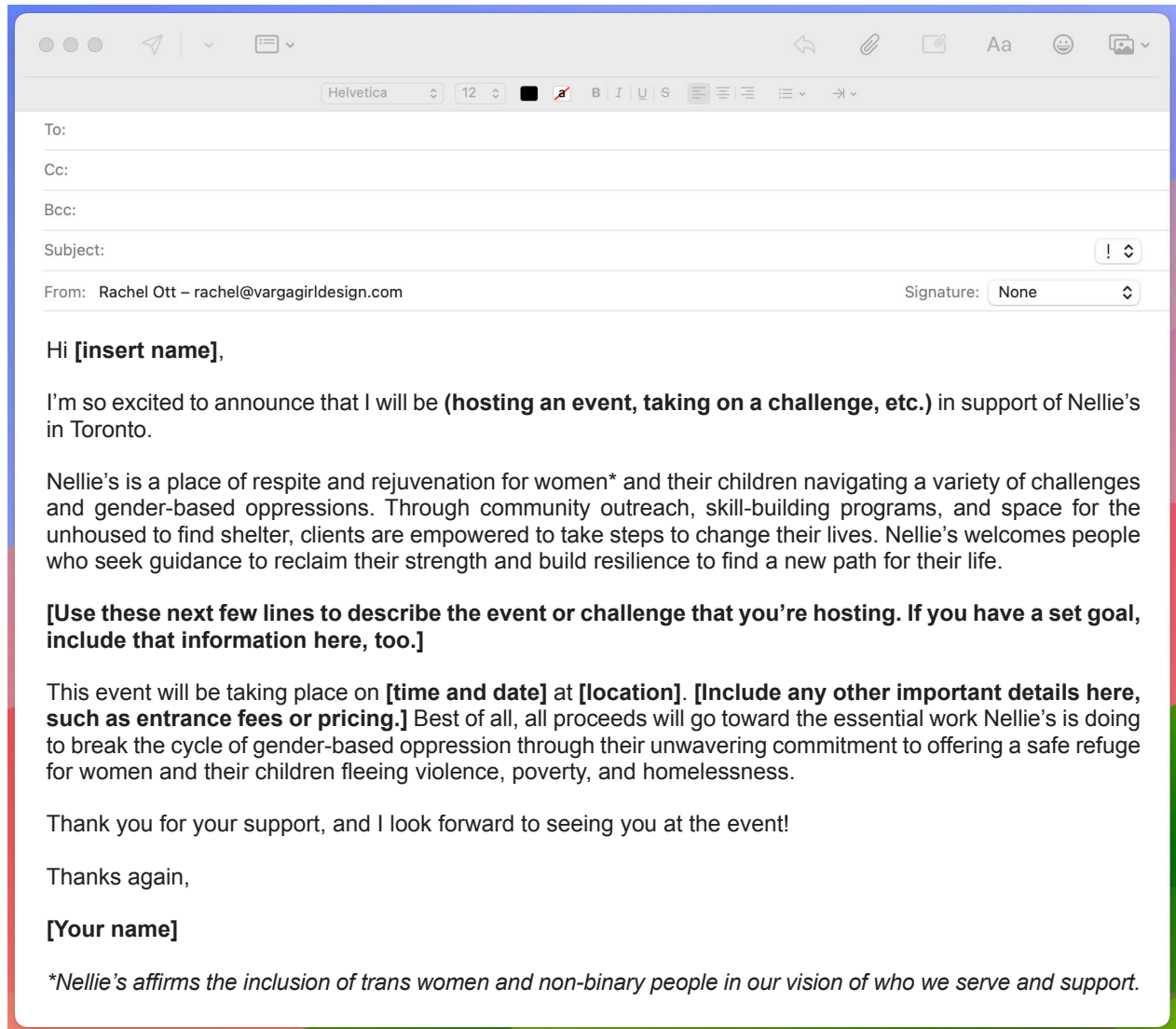
Helpful resources (see following pages)

- Email template
- Social media templates
- Branding Guidelines and Logo download



Sample email template to help spread the word

(Link to Word doc.)



The image shows a screenshot of an email template within a word processing application. The interface includes a top toolbar with icons for undo, redo, insert link, insert image, font size (Aa), and emojis. Below the toolbar is a rich text editor with a menu bar containing options like Helvetica, 12, bold (B), italic (I), underline (U), strikethrough (ABC), bulleted list, numbered list, indent, and outdent. The email header fields are as follows:

- To:
- Cc:
- Bcc:
- Subject:
- From: Rachel Ott – rachel@vargagirlsdesign.com
- Signature: None

The body of the email contains the following text:

Hi **[insert name]**,

I'm so excited to announce that I will be **(hosting an event, taking on a challenge, etc.)** in support of Nellie's in Toronto.

Nellie's is a place of respite and rejuvenation for women* and their children navigating a variety of challenges and gender-based oppressions. Through community outreach, skill-building programs, and space for the unhoused to find shelter, clients are empowered to take steps to change their lives. Nellie's welcomes people who seek guidance to reclaim their strength and build resilience to find a new path for their life.

[Use these next few lines to describe the event or challenge that you're hosting. If you have a set goal, include that information here, too.]

This event will be taking place on **[time and date]** at **[location]**. **[Include any other important details here, such as entrance fees or pricing.]** Best of all, all proceeds will go toward the essential work Nellie's is doing to break the cycle of gender-based oppression through their unwavering commitment to offering a safe refuge for women and their children fleeing violence, poverty, and homelessness.

Thank you for your support, and I look forward to seeing you at the event!

Thanks again,

[Your name]

**Nellie's affirms the inclusion of trans women and non-binary people in our vision of who we serve and support.*

Social media examples



MINI GOLF FUNDRAISER EVENT!

PROCEEDS GO TO
nellie's
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FRIDAY, MAY 24, 4-6 PM
Bring your friends and family for a fun-filled day of mini golf, games, and prizes. Whether you're a golf pro or just looking to have a good time, this event is perfect for all ages and skill levels

For more information: reallygreatsite.com

CHARITABLE NUMBER: 11930 2727 RR0001



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BASEBALL FUNDRAISER

July 2, 2025
Gates open at 4 PM • Game starts at 5 PM

FIERCE EAGLES VS. RED HAWKS

PROCEEDS GO TO NELLIE'S
CHARITABLE NUMBER: 11930 2727 RR0001



JOIN US FOR THE ANNUAL
Bake Sale

Join us this Tuesday for the annual bake sale in support of the office charity.

Tuesday: 1 - 3pm
123 Anywhere St., Any City

PROCEEDS GO TO
nellie's
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CHARITABLE NUMBER:
11930 2727 RR0001



2nd Annual
5K RUN & WALK

To Support **nellie's**
SAFETY. STRENGTH. SUPPORT.

SATURDAY JANUARY 17

Starts at Borcelle Square
Finish at the same place
08:00am-11:00am

ONLINE REGISTRATION IS REQUIRED. PLEASE VISIT:
www.reallygreatsite.com

FOR MORE INFORMATION PLEASE CALL ANDY:
+123 456 7890
hello@reallygreatsite.com

REGISTRATION \$15 PER PERSON
INCLUDES FREE SNACK & DRINK

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Branding Guidelines and Logo download

(Link to Google drive.)

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THANK YOU
for your invaluable support.

To find out more about how you can support
Nellie's with your fundraising efforts:

FUNDRAISING
& DONATIONS

Tel: 416-645-1419

Email: fundraising@nellies.org

Web: nellies.org/donate



nellies.org



[@nelliesshelter](https://www.facebook.com/nelliesshelter)



[@nelliesshelter](https://twitter.com/nelliesshelter)



[@nellies_shelter](https://www.instagram.com/nellies_shelter)



[/nellie's-shelter](https://www.linkedin.com/company/nellie-s-shelter)

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