Living Green BARRIE

Third Party Fundraising Guide

Your guide to planning and hosting a successful third-party fundraiser.

We’re excited to partner with you as you bring your ideas to life!

CONTACT US: info@livinggreen.info

WEBSITE: livinggreen.com

VISIT OUR FUNDRASING PAGE



Living Green BARRIE

A CASE FOR SUPPORT

Support Living Green Barrie Through Third-Party Fundraising

Living Green Barrie is the city's only registered environmental charity, dedicated to building a greener, healthier, and more resilient community. Through programs like our 12 Actions for Climate and 10,000 Trees for Barrie, we engage residents in meaningful environmental action—from reducing waste and conserving energy to restoring our urban canopy and creating healthier natural spaces. These initiatives have measurable impacts: trees planted improve air quality, support local wildlife, and enhance community well-being, while our 12 Actions program empowers citizens to make sustainable choices that add up to real change.

Despite our successes, Living Green Barrie lacks a predictable, steady stream of income. This financial uncertainty limits our ability to expand programming, innovate, and respond to emerging environmental challenges. We have ideas, opportunities, and a community ready to take action—but without donations, our work cannot grow, and in some cases, may not continue.

Third-party fundraising offers significant benefits to those who organize it. Businesses, community groups, and individuals can align their values with meaningful environmental action, demonstrating commitment to sustainability while engaging their networks in positive change. Fundraising initiatives raise awareness of your brand or group, attract new supporters, and foster goodwill within the community. For example, a local café might host a "green coffee week" where a portion of sales supports tree planting; a sports club could organize a charity tournament to promote environmental awareness; or an individual could lead a donation drive among friends and colleagues. These initiatives not only generate vital funding but also create stories, recognition, and engagement that reflect your values and impact.

Third-party fundraising offers a powerful way for local businesses, community groups, and individuals to contribute. By hosting events, running campaigns, or creating initiatives in support of Living Green Barrie, you provide the funding we need while engaging your networks in meaningful community impact. We understand that times are uncertain, and financial stress is real. Environmental causes can often take a back seat—but with your support, we can ensure our programs continue, grow, and deliver tangible benefits to Barrie and its residents. Partnering with Living Green Barrie through third-party fundraising is not just giving—it's enabling action, fostering community, and planting the seeds for a sustainable future. Together, we can make a lasting difference.

As a small, frugal charity, Living Green Barrie is committed to directing the funds we receive directly to programs and program support. Because we are small and independent, our programs are guided by community needs and opportunities rather than dictated by outside influences, giving us the freedom and agility to respond quickly, seize growth opportunities, and form meaningful partnerships.

We maximize every dollar by using our own technology, working from home offices, borrowing spaces such as our new tree nursery, building a robust volunteer and co-op program that includes staff volunteer hours, and collaborating with like-minded organizations to extend our reach, impact, and effectiveness.

Our operating costs are deliberately kept very low, ensuring that the majority of funds raised go straight into programs that create real, measurable impact for Barrie's environment and community, rather than overhead. This approach ensures that every contribution has tangible, lasting benefits for both the community and the environment.



Thank you for your support.

Andee, Kerry and the Living Green Barrie Board of Directors.

IDEAS & INSPIRATION

There’s no one right way to fundraise. Whether you’re a business, a community group, or an individual, these ideas are meant to spark inspiration and help you choose something that feels doable, fun, and meaningful.

Low-Effort, High-Impact Ideas
Perfect for busy people or first-time fundraisers.

- **Direct Donation + Thank-You Perk:** Supporters donate directly to Living Green Barrie online, show proof of donation, and receive a small reward (discount, free item, bonus service).
- **Round-Up Campaign:** Ask customers or participants to round up their purchase to support local environmental action.
- **Birthday or Celebration Fundraiser:** Invite friends and family to donate in lieu of gifts for a birthday, anniversary, or milestone.
- **Memorial or Tribute Fundraiser:** Honour a loved one by collecting donations that support a greener future.

Business & Workplace Fundraisers
Great for merchants, service providers, and employers.

- **Percentage-of-Sales Day:** Donate a portion of sales from a specific day, product, or service.
- **Featured Green Product or Service:** Create a “Living Green Special” with proceeds supporting environmental projects.
- **Staff or Customer Challenges:** Friendly competitions (steps walked, waste reduced, trees sponsored).
- **Workplace Giving Drive:** Encourage employees to donate collectively toward a shared goal.

Community Groups & Clubs
Ideal for service clubs, faith groups, schools, and neighbourhood organizations.

- **Community Events:** Markets, trivia nights, dinners, concerts, or game nights.
- **Seasonal Campaigns:** Earth Month, back-to-school, holiday giving, or spring clean-ups.
- **Youth-Led Initiatives:** Eco-club projects, school challenges, or student-led events.
- **Neighbourhood Fundraisers:** Block parties, garage sales, or shared community initiatives.

Creative & Experiential Fundraisers
For groups who want something memorable and engaging.

- **Workshops or Classes:** Yoga, fitness, art, cooking, repair cafés, or sustainability workshops.
- **Outdoor Activities:** Walks, runs, bike rides, hikes, or paddle events.
- **Green Challenges:** Plastic-free week, waste reduction challenge, or climate action bingo.
- **Ticketed Experiences:** Tastings, tours, demonstrations, or behind-the-scenes events.

In-Kind & Hybrid Ideas
Combine fundraising with sustainability values.

- **Eco-Sales or Swaps:** Plant sales, seed swaps, clothing swaps, or zero-waste kits.
- **Repair & Reuse Events:** Repair cafés with suggested donations.
- **Community Drives:** Pair awareness-building with fundraising (e.g., tree sponsorships).

Online & Social Fundraising
Accessible and flexible—great for reaching wider networks.

- **Peer-to-Peer Campaigns:** Create a personal fundraising page and share your “why.”
- **Social Media Challenges:** Encourage donations tied to actions, posts, or participation.
- **Livestream Events:** Virtual talks, performances, or Q&A sessions.

Need Help Shaping an Idea?
You don’t need a fully formed plan to get started.

Living Green Barrie can help you:
Refine your idea
Provide co-branded materials
Share your fundraiser with our community
Ensure donations are handled transparently and responsibly

Small actions grow big change—and every fundraiser helps build a greener Barrie.

Become an Organizer/Host



GET INSPIRED & CHOOSE YOUR IDEA

- Think about what you enjoy doing or already do well (events, sales, challenges, gatherings).
- Decide on a fundraising format that fits your time, capacity, and audience.
- Consider whether your fundraiser will be in-person, online, or a mix of both.
- Choose a timeframe and a realistic fundraising goal.
- Keep it simple—successful fundraisers don't have to be complicated.



GET APPROVAL

- Contact us via info@livinggreen.info
- Tell us about your fundraiser:
  - Type of event or campaign
  - Date and location
  - Expected audience and fundraising goal
- Receive approval and a dedicated Living Green contact to guide you.



FOLLOW OUR GUIDELINES

- Clearly say your fundraiser is "raising funds for Living Green Barrie."
- Use our official logo and branding.
- Keep financial records accurate and separate from personal funds.
- Make sure your fundraiser is safe, legal, and positive for the community.



GET CO-BRANDING & MARKETING SUPPORT

- Access logos, social media graphics, and flyer templates.
- Promote your event on our website and social media channels.
- Optional inclusion in our community bulletin board and e-bulletin.



COLLECT DONATIONS

- Direct donations to Living Green Barrie are preferred.
- If collecting yourself, remit funds promptly with documentation.
- Track donors and total raised for transparency, receipting and recognition.



CELEBRATE & SHARE

- Thank your participants and donors!
- Share your success story on social media or our website.
- Give us feedback so we can improve future fundraisers

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HELPFUL RESOURCES

- LG Branding Guidelines & Logos
- LG Online Direct Donation Page

Reporting Issues & LG Responsibilities

Living Green Barrie is grateful for community partners who choose to fundraise on our behalf. To protect our charity, our donors, you as a third party host and the public, we are required to follow strict provincial and federal rules. If a third-party fundraising activity encounters serious problems—such as misuse of funds, misrepresentation, or issues with raffles or lotteries—we may be required to take action and report the matter to the appropriate authority. Below is an overview of situations that may trigger a report and who may be contacted.



Canada Revenue Agency (CRA) – Charities Directorate

- We may report concerns to the CRA if a fundraiser misrepresents themselves as acting for Living Green Barrie, funds are missing, misused, or not remitted as agreed, we need guidance on legal obligations related to the fundraising activity.

Police Services (OPP or Local Police)

- We may contact police if there are signs of fraud, theft, or intentional misappropriation of donations, donors or the public were deliberately misled.

Alcohol and Gaming Commission of Ontario (AGCO)

- Required for issues involving lotteries, raffles, 50/50 draws, bingo, or any gaming activity, the charity's name being used to obtain a gaming license without permission.

Ontario Consumer Protection

- We may contact Consumer Protection Ontario if the public was misled through deceptive fundraising claims or tactics, donations were solicited under false pretenses.

Ontario Public Guardian and Trustee (OPGT) – Charitable Property Division

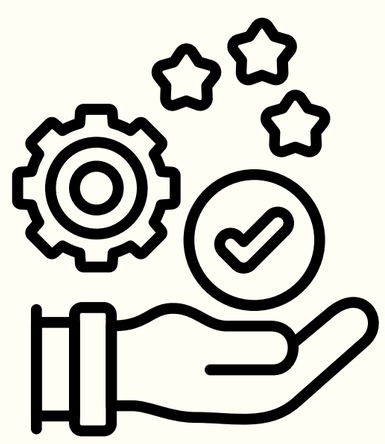
- We may involve the OPGT if significant charitable funds were misused or withheld. Legal action may be required to recover funds. We need advice on legal or trust issues related to the event.

Competition Bureau of Canada

- We may report to the Competition Bureau if fundraising advertising was false or misleading, a third party falsely claimed affiliation with Living Green Barrie.

Before We Report Anything

Whenever possible, Living Green Barrie will contact the fundraiser directly to resolve the issue, send a formal request for the return or remittance of funds, review all agreements and communications, seek legal guidance if needed.



Our Expectation

Most third-party fundraisers act in good faith—and we truly appreciate your support. These guidelines simply ensure transparency, protect the public, you as a host and safeguard Living Green Barrie's charitable status.

If you have questions about compliance or need clarity at any time, please reach out.
We're here to help your event succeed!

Next Steps for Third Party Hosts

Thank you for considering fundraising in support of Living Green Barrie. Once you've explored the ideas and decided how you'd like to get involved, the steps below will help you move forward smoothly and with confidence.

Contact us at info@livinggreen.info and request a Third Party Fundraising Agreement Package which contains the following:

THIRD PARTY FUNDRAISING AGREEMENT

1. Purpose
2. Term and Termination
3. Responsibilities of the Third Party
4. Responsibilities of Living Green Barrie
5. Compliance and Legal Obligations
6. Financial Transparency
7. Insurance and Liability
8. General Provisions



Appendix A: Third Party Fundraising Checklist

- Contact Info
- Event Info
- Event Budget (if applicable)
- Fund Designation Choice
- Support Requested



Appendix B: Third-Party Fundraising FAQ

- Getting Started
- Promoting Your Event
- Permits & Legal Requirements
- Event Logistics & Support
- Charitable Tax Receipts



Appendix C: Alcohol Sales Fact Sheet

- Key Rules for Serving at Events
  - Special Occasion Permits (for serving alcohol)
  - Where alcohol is permitted (event location)
  - Who can apply for the SOP
  - Alternative options



Appendix D: Games Of Chance Permits

- Fact Sheet- Lottery and Raffle Licensing
  - Key Factors Determining the Need for a License
  - Eligible Organizations
  - Event Type Considerations
  - Examples

