



PARKS AND RECREATION ONTARIO

# FUNDRAISING & SPONSORSHIP WORKSHOP

March 11, 2010 • Toronto

## **ABOUT THE WORKSHOPS:**

### **PART 1:**

#### ***We need to fundraise. Now what?***

Fundraising for multi-use recreation facilities (MURF's) is on the rise. Have you been asked to fundraise? Do you know where to start? This session will provide you with an overview of what it takes to fundraise and attract community investment for a significant expansion of your recreational facilities. Find out how to assess readiness. Learn the key elements to a successful campaign so you can determine the best approach for your Municipality or organization which can help put in place the building blocks necessary for a winning campaign.

### **PART 2:**

#### ***Know the difference: Sponsorship (Naming Rights) versus Fundraising (Naming Opportunities)***

Sponsorship and fundraising are methods to secure much needed funding. This session will cover the pros and cons of both methods and will help you decide which approach is best for your campaign? Sponsorship naming rights and fundraising naming opportunities look the same but how you build the case for support, and who and how you approach funders is different. You need to know the difference to avoid the pitfalls and that is what this session will help you do!

#### ***Write it Right. Writing a Proposal that Makes a Strong Case for Support***

Increase your chance for success. Find out how to write winning proposals and secure the funding you need. This session will teach you who to approach and how best to approach them. You will also be introduced to the simple steps designed to increase the potential of your proposal - first- getting read and - second - getting funded. Learn how to determine what information is essential and how to build a strong case for support.

## **ABOUT THE PRESENTERS:**

### ***Wendy Zufelt-Baxter, M.A., CFRE Senior Associate, Campaign Coaches***

Wendy Zufelt-Baxter holds a Master of Arts in Philanthropy & Development from Saint Mary's University in Minnesota. A graduate of the University of Toronto, Wendy holds an Honours Bachelor of Arts degree with distinction, specializing in Sociology, and a Sports Administration Diploma from Durham College. Wendy has over 20 years experience in the not-for-profit and governmental sectors. Wendy's expertise is in program assessment, evaluation, design and implementation of effective and efficient integrated fund development programs including annual, major and planned giving fundraising. She has a breadth of program management experience working with a variety of organizations from diverse populations including persons with physical and learning disabilities, women, older adults, youth and children. Wendy has worked for the Older Adults Association of Ontario, the City of Toronto: Women in Celebration Event, the City of Burlington: Marketing and Revenue Development, and has been recruited for task forces with the Ministry of Citizenship, Culture and Recreation. As the Director of Development at Wilfrid Laurier University, her responsibilities included the evaluation, assessment, reorganization and redesign of the Development operations. Her area of research and expertise includes human resource management and, specifically, the recruitment, retention, motivation and succession planning of staff within the charitable sector. An avid athlete, Wendy demonstrates the same energy, drive and passion in her pursuit of creating a culture of philanthropy and increasing the philanthropic capacity of individuals and organizations.

### ***Glen Boy, CFRE - Partner, Campaign Coaches***

A graduate of the University of Calgary, Glen holds a Bachelor of Arts Degree in Psychology and Management as well as a Diploma in Recreation Leadership from Humber College in Toronto. Glen has over 20 years management experience in the not-for-profit sector. While in the position of Senior Consultant for a Toronto based consulting firm, Glen was actively involved in the design and implementation of several major gift capital campaigns. As Assistant Director of the Alberta Rehabilitation Council for the Disabled, his responsibilities included public relations and the presentation of fundraising proposals. As a Coordinator for the City of Calgary's Recreation Services for the Disabled, Glen administered the City's financial assistance program to over 40 not-for-profit agencies. Since establishing his own company in 1990, Glen has managed fundraising projects for not-for-profit organizations in Ontario, and across the country, in the areas of capital, annual and integrated fund development programs for a variety of clients. Glen has extensive experience and expertise in the development of effective leadership teams as well as the assessment of an organizations potential to establish successful fundraising campaigns.

**Presented by:**

This workshop will benefit directors, supervisors, volunteers, and staff from parks and recreation departments, sports, cultural groups, community agencies and other service providers.





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# FUNDRAISING & SPONSORSHIP WORKSHOP

Thursday, March 11, 2010 • 9:00 am to 4:00 pm

**I would like to register for:**

- Part 1: We need to fundraise. Now what?**  
9:00 am to 12:00 pm • Registration: 8:30 am (lunch not included)
- Part 2: Know the difference: Sponsorship (Naming Rights) versus Fundraising (Naming Opportunities) and Write it Right. Writing a Proposal that Makes Strong Case for Support**  
1:00 pm to 4:00 pm • Registration: 12:30 pm (lunch not included)
- Full Day (Parts 1 and 2)**  
9:00 am to 4:00 pm • Registration: 8:30 am (lunch included)

**LOCATION:**

**Sport Alliance of Ontario  
Boardroom 3 and 4**  
3 Concorde Gate  
Toronto, ON M3C 3N7  
Tel: 416.426.7142  
[Click here for map](#)

**Deadline for  
Registration:  
March 9th, 2010**

**Send your registration to:**

Parks and Recreation Ontario  
1 Concorde Gate  
Suite 302  
Toronto, ON M3C 3N6  
Tel: 416.426.7142  
Fax: 416.426.7371  
Email: [pro@prontario.org](mailto:pro@prontario.org)

Additional forms can  
be downloaded from  
the PRO website  
at [www.prontario.org](http://www.prontario.org)

**Presented by:**



## REGISTRATION FORM

Name \_\_\_\_\_ Gender  M  F

Position \_\_\_\_\_

Municipality/Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Postal Code \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**PRO Member**

- Half Day: \$89.00 plus GST = \$93.45 per person
- Full Day: \$159.00 plus GST = \$166.95 per person
- Group Rate\* Half Day: \$79.00 plus GST = \$82.95 per person
- Group Rate\* Full Day: \$139.00 plus GST = \$145.95 per person

**Non-Member**

- Half Day: \$109.00 plus GST = \$114.45 per person
- Full Day: \$199.00 plus GST = \$208.95 per person
- Group Rate\* Half Day: \$99.00 plus GST = \$103.95 per person
- Group Rate\* Full Day: \$179.00 plus GST = \$187.95 per person

*All fees include lunch and workshop materials. \*Group Rate: 3 or more registering from the same organization.  
You must fill out 1 registration form for each person and send all 3 registrations at the same time.*

Do you have any special needs or dietary restrictions?  YES  NO

If YES, please specify: \_\_\_\_\_

## METHOD OF PAYMENT

Payment Address:  Same as above (if not please fill out the required fields below)

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Cheque Enclosed (payable to Parks and Recreation Ontario)

Visa  MC Card # \_\_\_\_\_ Expires \_\_\_\_/\_\_\_\_

Cardholder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

To reserve your space, you must include a credit card number unless a cheque accompanies your registration form. A cancellation fee of 20% will be applied to all cancellations. Cancellations made after March 9th, 2010 are non-refundable. All requests for cancellations must be submitted in writing.