



QUICK REFERENCE GUIDE FOR THE BUSBY CENTRE

Fundraising Kit

Thank you for your support of the Busby Centre!

About us – Our Blurb

The Busby Centre is a community not-for-profit organization working from a non-judgmental approach to advocate for and improve conditions for individuals and families within the County of Simcoe and South Georgian Bay who are experiencing homelessness or at risk of experiencing homelessness.

What is the mission and vision of the Busby Centre?

Mission

To innovate, advocate, educate and provide support in navigating the shortest path from homelessness to housing while affecting positive change in Simcoe County.

Vision

To end chronic homelessness and to cultivate a community where all people have access to safe, sustainable housing and the resources they need to live healthy, dignified lives because everybody is somebody.

Hash tags

#EVERYBODYISSOMEBODY #donate #busbycentre #supportbusby #Housing4ALL #RoofsNOTtents

Best Practices for success

- Actively invite the community to participate
- Actively inform supporters that they can create fundraising campaigns and or participate
- Reminders when the fundraiser(s) end
- Engage your network with unique and fun content
- Tag Busby Centre in your posts and we will do our best to engage and share posts

Logo and Brand guide (zip folder-Dropbox)

Please feel free to use our provided logos for posts or print media that are within our guidelines.

<https://www.dropbox.com/s/sx91v6ormjgivwm/Third%20Party.zip?dl=0>



Content Ideas for social media

- Help Busby Centre this (*insert season here*)! Every dollar you donate to the Busby Centre allows them to continue supporting the over 200 people who access their services each day.
- Did you know that the Busby Centre operates in Barrie and Collingwood to assist those who are experiencing homelessness or at risk of experiencing homelessness?
- We are calling on you! Your donations will allow the Busby Centre to continue supporting our communities to ensure people have access to safe, sustainable housing and the resources they need to live healthy, dignified lives.
- The Busby Centre believes that #EVERYBODYISSOMEBODY so let's show them that we agree by donating to their organization so they can continue to support the over 200 people a day who access their services.

Social Media Handles

Facebook: @BusbyCentre

Instagram: @thebusbycentre

Twitter: @BusbyCentre

LinkedIn: @the-busby-centre

Tik Tok: @busbycentre

How the Busby Centre can assist you with your campaign

We can provide you with this toolkit for your fundraising initiatives and provide support as needed via fundraising@busbycentre.ca should you require further content, information, or approvals.

Without your dedication and support we would not be able to do the work that we do in our communities. Thank you again for your time and for supporting us in every way possible. Best of luck on your fundraising efforts and please contact me at any time should you have any questions and or concerns. Thank you for your support!

Respectfully,

CANDACE GORDON

Resource Development Coordinator

705-828-3477

candace@busbycentre.ca



Best Practices and Policies Guideline Agreement

Please note that the Busby Centre has the right to ask that a fundraiser, campaign, and or social media content be ended and/or removed in the event it does not comply with our best practices and policies, which include but are not limited to:

- ❖ No content created or used will be associated with any form of hate speech, crime, political agenda, discrimination, or violence in any way
- ❖ Content shall be respectful and align with our mission, vision, and values
- ❖ The Busby Centre in no way endorses any products, services, sponsors used in connection with any form of events, fundraisers, and or campaigns conducted in person or online
- ❖ The images that are being granted access are for the sole purposes of use for the agreed upon time frame as outlined in a set agreement and will not be shared or distributed with anyone else outside of the agreements

I, _____, hereby agree to the above terms and everything outlined in this package, and hereby fully release and agree to hold harmless the Busby Centre and all affiliates of the Busby Centre and their officers, directors, trustees, agents, employees, board members and representatives, successors, entities, together with their insurers, of any form and any liability, claims, damages, expenses, injury, illness, or cause of action for any reason during my fundraising efforts.

Upon completion of the event, I agree to inform my Busby representative of the funds raised and the methods of distribution as well as turning in all cash funds that were acquired during my fundraising efforts.

Start Date: _____ End Date: _____ Length/Duration: _____

Location & Address: _____

Name: _____ Signature: _____ Date: _____

FOR OFFICE USE ONLY

Approved By: _____ Signature: _____ Date: _____

Funds Raised: \$ _____ Processed on: _____ Date: _____

FINALIZED AND FILED ON: _____