

# Ideas Handbook

Welcome to Impact First International's *Ideas Handbook*! This document will be updated periodically so if you downloaded it a while ago, you might want to check [www.impactfirst.net](http://www.impactfirst.net) to make sure you have the newest version.

The downloadable *Ideas Handbook* is our way of making it easier for you to support women in the developing world. This is not an exhaustive list of ideas. We welcome you to be creative and have fun. We always enjoy connecting with our supporters so don't be shy - [give us a call, send us an email!](#)



## Spread the Word

Join us on [Facebook](#), [Twitter](#) or [LinkedIn](#) and spread the word about Impact to your networks. Why not share the newest content from our [blog](#) or [Flickr](#) and tell people why it matters to you?

## Setup a Giving Page

[CanadaHelps](#) processes our online donations. Their site makes it easy for anyone to set up a special page which will help you to reach out to others and get them to donate to Impact First International.

The reason can be any one you choose. Maybe you're getting married (or it's your birthday, graduation, whatever) and you would rather help run a Mobile Health Clinic in Peru than get socks, or a new blender. Create a [Giving Page](#) which will have its own unique website address, then tweet or send out an email or Facebook message asking people to make a contribution through your [Giving Page](#) instead of buying you a present.

Creating a [Giving Page](#) is straight forward. Sign up for a free account and then use the wizard to make your page. All of these are optional but you can choose to include:

- Your name
- Why you're receiving the donations (e.g. asking people to make a contribution if you run a race)
- A short description of Impact First and/or the [project](#) you've selected to designate the donations towards
- A thermometer graphic showing how close you are to a target you've set
- The amounts that each person has donated
- Pictures (yourself at your event, pictures from our website of the work you're asking people to support)

Simply designate the beneficiary charity as Impact First International (Charitable Business Number 12703 3124 RR) and CanadaHelps will process all of the donations and send them on to us, as well as issuing a tax receipt to everyone who made a contribution through your [Giving Page](#).

## Become a Monthly Donor

Any donation, no matter how small, if made regularly can have a significant impact on the lives of women and their families in the communities we serve. You might choose to support one of our [projects](#), or contribute even a small amount towards a new microcredit automatically each month. It is simple to setup monthly giving online through CanadaHelps or over the phone by calling our office at 1-877-584-3670. See the Donation Methods section below for details.



## Hold an Event

Raise awareness among your family, friends, coworkers, neighbors, teammates, or community about Impact and donate the proceeds from your event towards our work. Use your imagination, be creative, and have fun!

- Get local artists together to have a showing, charge an entrance fee and give away swag bags of donated items
- Host a party with the theme of one of our countries. Cook food from the area and have games where people can learn about the issues there. Maybe they will have to pay \$5 for each multiple choice question they answer incorrectly.
- Have a co-ed sporting event and charge entrance for each team
- Hold a Street Garage Sale or your own Yard Sale
- Coordinate a Company Used Book Sale or Church Bake Sale
- Syndicate your pledge -- form a group that commits to donating a certain amount each year for 2-5 years

- Ask your favorite local merchant (candle/soap maker, pet shop, used book store, coffee shop, toy store, etc.) to provide you with a donated or discounted product to sell to co-workers, gym mates, aunts and uncles...
- Organize your own Gala with silent auction and food
- Start a talent show
- Hold a Wine Tasting or Martini party
- Coordinate a Poker Run, Road Race or Mountain Biking event
- Organize a lecture, a series of lectures or a book reading or poetry evening
- Have a dog walk-a-thon and get support from local businesses and friends
- Arrange to do simple chores in your community if the recipients will agree to make a donation to Impact First

Whatever you decide to do, take pictures of your fundraiser and send them to us! We're always glad to see our supporters in action. If you need help with your event feel free to [contact us](#) and we'll be happy to talk to you about it.



## **Things to Keep in Mind about Events**

Set specific fundraising targets and keep the focus on the reason you're having an event, to start a bank or support a project you feel strongly about. This will help everyone involved in organizing and giving to stay enthusiastic and to want to be a part of your event!

Have a structure. This may be one person acting as the chair or lead organizer of the event, or may require you to set up a multi-person committee. It is important to decide on who will do what and to plan ahead. You will be surprised how many little things are required to make your event as successful as you want it to be.

Don't forget to spread the word! Try everything to get the message out about your event: contact local TV stations, newspapers, magazines, clubs, and of course use your social media tools. Please contact us before using our logo for your event, and make sure to explain to people that you are not a paid fundraiser or working for Impact First.

In order for Impact First to be able to issue tax receipts to the various donors at your event, make sure to keep an accurate list of each donor's name, address, how much they gave, and what they received in return, including its value (e.g. \$20 worth of wine; a prize pack with \$5 worth of truffles and a \$10 T-shirt). Then when you send in the money you raised, just remember to include this list. It is our policy not to give out tax receipts for in-kind donations made to supporters of third party events. Only those who donated cash, for which a proper record has been kept, are eligible for a tax receipt.



## **Start a Lending Team**

We are all familiar with sponsorships of various worthy charitable causes. However the idea here is to start a group that will make a sponsorship of a sustainable microlending Bank. Our Women First Banks (WFBs) are comprised of a minimum of 25 women each receiving microloans, savings, and a very basic insurance. During meetings we add value to these services by giving our clients business skills training and health education. You can learn more about our methodology and Women First Banks on our website.

We need you to help us open a new WFB. Start your own Lending Team at work, in your neighbourhood, with your sports club or with your friends. If your Lending Team can raise at least \$5,000 it can pay for the first 25 clients to open a Women First Bank. [Contact us](#) with your Team's name and to make your donation. To help you understand the importance of your Team's support, we will provide you with monthly updates about the WFB your group is supporting, and the businesses and progress of its clients.



## **Donation Methods**

### **Online**

Donate securely online with your credit card through CanadaHelps.org which is, itself, a registered charity that specializes in SSL-secured, 128-bit encrypted online donations. Click [here](#) to make an online credit card donation to Impact First. Select either a one-time donation or a repeat donation in the amount of your choice. CanadaHelps will issue an electronic receipt immediately upon receipt of your donation.

### **Personal Cheque**

Please make your cheque payable to Impact First and mail to:

- 33 Britain St., 3rd Floor, Toronto, ON, Canada, M5A 1R7

Post-dated cheques are also accepted. A receipt will be issued after your funds have been deposited.

### **Credit Card over the Phone**

You can make a one time or monthly donation using your credit card over the phone. Simply give us a call at 416-362-4367 or 1-877-584-3670 and we'll be happy to help you.



## **Donating Through the United Way**

Although Impact First is not a United Way agency, you can designate us as the recipient of any gifts you make through your employee payroll deduction to the United Way. Just indicate on your payroll pledge form:

- Our Name: Impact First International
- Our Charitable Business Number: 12703 3124 RR

The United Way will issue your charitable receipt, and send your donation to us. It's an easy way to support your workplace United Way campaign and Impact with a single gift.

## **Leave a Legacy**

The beauty of planning a gift is that it enables you to satisfy your philanthropic objectives as well as your personal goals of providing for your heirs. This way you ensure that a portion of your estate will benefit the participants of Impact First projects. Legacy gifts have been critical in allowing impact first to reach tens of thousands of women. But this type of giving is a process. So take the first step and get in touch with us about the type of gift you would like to leave and the difference you want it to make in the world. We would be happy to discuss this with you and see if Impact First is the right fit for you.

## **In-Kind Donations**

Donate materials, supplies or services. Please [contact us](#) and we will be happy to discuss what you have in mind. A tax receipt can be provided in many cases.

## **Donate Securities**

Often the tax benefits will be higher for those donors who wish to donate securities instead of cash. We recommend that you speak with your tax advisor about this option.



**Feel free to share this handbook with others and thank you for everything you're doing to help eradicate poverty through microfinance, health and education.**

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