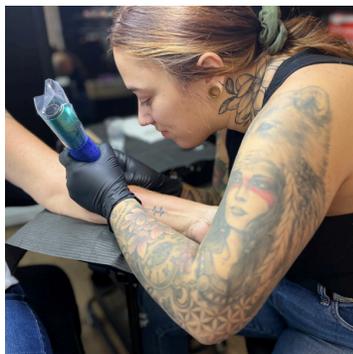


GUIDE TO ORGANIZING A FUNDRAISER

for the benefit of the SPA de l'Estrie



Tattoo Day sponsored by Le Parloir tattoo studio



2nd edition of Lily Trotteuse beer in collaboration with Bières dépôt Au Vent du Nord



5 @ 7 with the Jeune chambre du commerce de Sherbrooke



On behalf of our entire team, we warmly thank you for being a superhero for our animals. This guide is full of information and tips to help you collect donations for the residents of our shelter. No matter how big or small your fundraising idea is, or how much money you raise, know that you are making a difference and that your support for our mission and cause helps ensure the well-being of animals in our region. These donations will go directly toward covering the healthcare and basic needs of the thousands of cats, dogs, rabbits, and other small animals we take in each year.

If you have any questions, please do not hesitate to contact Catherine Provost, Philanthropic Development Manager, by email at cprovostespaestrie.qc.ca or by phone at 819-821-4727, ext. 140.

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Step 1

To get started, sign up and create your fundraising page.

Online fundraising is a simple and effective tool that will save you from having to handle cash.

By visiting the **CanadaHelps.org** website, you can easily register and start fundraising for the SPA de l'Estrie.

You can set a goal, personalize your message, add a start and end date, and share it on your social media accounts.

Everything is 100% free and allows you to track the progress of your campaign and the achievement of your goal.



Step 2

When you organize a fundraiser for the SPA de l'Estrie, you are directly contributing to the well-being of abandoned, neglected, or abused animals that we take in at our shelter. This allows them to receive all the necessary care and basic needs, giving them a second chance at becoming part of a family.

The second step in this fundraising campaign is to set a target amount. To do this, you can use figures from our shelter as a guide.

For example, “Fille” stayed at the SPAE for a total of 721 days before being adopted.

Here are some more examples :

\$1,500 per day in veterinary care and medication

\$750 per day in food (animals at the shelter and in foster homes)

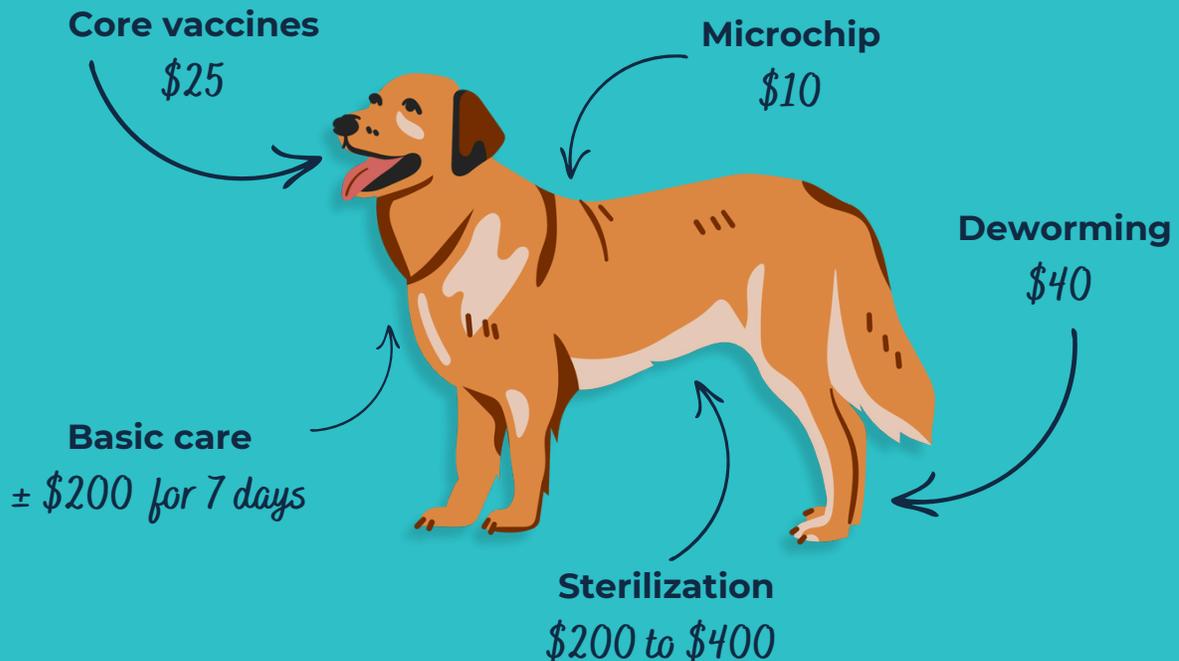
3,251 animals taken in at our shelter in 2024

XXX sterilizations performed in 2024 for our cats, dogs, and rabbits



Fille

Where does your donations go ?



We spend an average of \$750 per day to feed our residents and those staying with host families.

Did you know ?

The SPA de l'Estrie is a **charitable organization**. This entitles us to issue tax receipts for all donations of \$20 or more. This is beneficial when you file your tax returns, as it gives you a credit on the total amount that will be taxable. Only charities recognized by the **Canada Revenue Agency** are able to issue valid tax receipts.

Step 3

Start fundraising

Organizing your fundraiser for the SPA de l'Estrie can be as creative as you want it to be! Simplicity can also be the key to ensuring that everything runs smoothly.

Event ideas

Wine and cheese evening or BBQ

Quiz night in a pub or bar

Yard sale

Variety show or concerts

Craft fair featuring pet products

Animal photography exhibition

Sports tournaments (Volleyball, hockey, running)

Bowl-a-Thon

Animal-themed tattoo day



Celebrating a special occasion



Birthday

It is now common to see people asking for donations to a charity on their birthday instead of gifts. Use your party to give back to a cause that is close to your heart, such as the SPA de l'Estrie.

Wedding

Make your wedding even more meaningful by exchanging your wedding favors for a donation to animals, or by asking for donations instead of gifts.

Adoption of a new pet

Congratulations on your adoption! You can mark that occasion by throwing a party to celebrate the arrival of your new family member and asking for donations for animals who are still waiting for their second chance.

Share your love for animals, even at work

It is possible to organize fundraisers at your workplace.

 **Offer a salary contribution** or donate one hour of your salary per week or per month.

 **Make matching donations** between you and your employer.

 **Donate a portion of the profits** of the sale of a product or service to the SPA de l'Estrie.

 **Collect consigned containers** and donate the profits to our shelter.



Share your ideas and initiatives with us

If you would like to share your fundraising projects for the SPA de l'Estrie with us, we would love to hear your ideas!

Contact us by email at cprovostespaestrie.qc.ca

You have collected donations for our animals ! What should you do next ?

Online donations

You can visit our website spaestrie.qc.ca and go to the **DONATE** section to make a donation. You will receive an email and a tax receipt for donations of \$20 or more.

Cash donations

You can come directly to our shelter to give us your cash donations. We will then take your details so that we can issue a tax receipt.

Donations by check

You can send us a check made out to the SPA de l'Estrie in person or by mail to our shelter address :

**145, rue Sauvé
Sherbrooke (QC) J1L 1L6**



Your donations make a difference

The SPA de l'Estrie is part of the social safety net in Estrie that responds to the needs to animals in need. Our organization is a key player in the region, welcoming those who are looking for a second chance.

Thanks to the gestures and actions of individuals, organizations, and partners who care, we are able to fulfill our mission every day. However, our needs are constant, which is why we are constantly asking for donations.

By donating and joining forces with the SPA de l'Estrie, you can rest assured that we will conscientiously use every dollar to improve the well-being of the animals entrusted to our care and, ultimately, to find them loving families that will meet their needs.

Be a superhero for our animals today and join this rewarding cause.

THANK YOU!  