



REGENT PARK SCHOOL OF MUSIC THIRD PARTY EVENT TOOLKIT



INTRODUCTION

Thank you for choosing to support Regent Park School of Music (RPSM) by planning an event. We are so grateful that you've chosen to work with us to help kids succeed through music. Something magical is happening here at RPSM – on stage the kids are learning to sing, play and perform, while backstage we are building their character, confidence, and self-esteem. When you raise funds for RPSM you are making a difference in the lives of kids in high risk neighbourhoods across Toronto.

WHY SUPPORT REGENT PARK SCHOOL OF MUSIC?

Founded in 1999, Regent Park School of Music started with 71 students studying music in a church basement. This year, over 1,000 children and youth in need will receive a music education across Toronto, with both classical and non-classical options. Our offerings range from piano to violin, ukulele ensembles to African drumming, steel pan to community choirs, and digital and electronic instruments to found sound. Students are given the opportunity to play and perform solo as well as in groups, ensembles, choirs, and even with the odd celebrity.

Music lessons are open to every child regardless of financial means, but due to limited space and resources we constantly have a waiting list of at least 100 kids. We receive less than 6% of our annual funding from the government, and RPSM's programs and operations are made possible entirely through the generosity of our donors and volunteers.

The music education provided to the kids at RPSM helps to build character and teaches students valuable social, creative, and critical thinking skills – all necessary traits for a commitment to school work, academic achievement, and success in the workforce later in life. Thank you for helping us give these kids the chance, through music, of a brighter, bolder future.

CONTACT US

Regent Park School of Music staff are here to help you with ideas and provide support and information in planning your event.

Please contact:

Kendel Ferrara, Major Gifts Officer

kendel@rpmusic.org

416-364-8900 x 5



PLAN A THIRD PARTY FUNDRAISING EVENT

Planning an event is a great way for you to use your creative ideas to help raise funds for Regent Park School of Music (RPSM). The event can be as simple as gathering a few friends together for dinner and giving your guests the opportunity to donate, or as large as planning a gala event in support of RPSM. All events should reflect RPSM's core values and mission.

To get started, please fill out the third party event proposal form included in this guide. After your event is approved, you can follow this guide to plan the perfect event.

All third party events are planned through the event host independently and must be approved by Regent Park School of Music before the event can be promoted using the RPSM name or logo. To ensure that RPSM's identity is represented correctly, all material with the RPSM name or logo must be approved by RPSM staff prior to use.

We have assembled RPSM resources like posters, photos, and logos for you to use and will provide them to you upon approval of your event.

For more information and to apply to hold a third party event, read through this guide and fill out our event proposal form. Contact Kendel with any ideas or questions at 416-364-8900 x 5 or kendel@rpmusic.org.

Event Ideas

- **Concert or Variety Show:** In the past, these events have been very successful for supporters of RPSM. Feature local bands and talent, charge a ticket price at the door, and donate the ticket cost (and any additional donations) to RPSM.
- **Golf or Tennis Outing/Tournament:** Arrange for a group outing or tournament at a golf or tennis court. Charge a fee over the price per player to participate and donate the amount.
- **Host a Dinner Party:** Invite friends and family to your home and give them the opportunity to donate in support of RPSM.
- **50/50:** This is one of the easiest and most popular ways to get your fundraising started. Choose a raffle ticket price. Decide, for example, that each ticket will cost \$10. Then 50% or 50 cents of each dollar is awarded to the winning ticket holder, and the other 50 cents goes to RPSM.
- **Car Wash:** Host a car wash and donate the money raised to RPSM.
- **Garage Sale:** Host an individual or community garage sale and donate the money raised to RPSM.



EVENT TIMELINE

1. **Submit Event Proposal Form:** Submit the event proposal form in this guide. An RPSM staff person will be in touch to help confirm details of your event and to get you set up with any additional materials that you might need.
2. **Set the Date and Venue:** Make sure that your event is not competing with another event happening in your community or circle. Booking your event in an accessible location is crucial. Make sure your site has all the amenities you need, at a price you can afford. If you are planning an outdoor event always have a Plan B in case weather doesn't cooperate. Look online to see if you need a license or agreement to use a public space.
3. **Set Your Fundraising Goal and Budget:** Set a fundraising goal for your event and plan how you expect to reach your goal. Create a budget to manage all expenses like rental equipment, fees, and decorations, and estimate the potential income from your fundraising activities. Determining your budget will help you to decide whether your fundraising target is realistic.
4. **Recruit Volunteers:** Do you need help leading up to the event and/or on the day of your event? If so, determine what duties need to be done, recruit and assign to your volunteers. Friends and family are often a great source of trustworthy recruits for a variety of tasks.
5. **Promote Your Event:** Promote your event with posters or other traditional methods, and take advantage of social media such as Facebook and Twitter to get the word out. You can request that RPSM advertise your event on our website's event page or through social media posts and we will accommodate as often as we are able. You can also use our [online fundraising tool](#) to help you in generating emails and promoting your event.
6. **Host Your Event:** Have fun and enjoy the fruit of your labours! If you would like an RPSM staff person present at your event, please make sure to let us know by checking the correct box on your event proposal form (subject to availability). Keep in mind that the event is to support our kids, and to keep RPSM's mission and core values at the centre of the event.
7. **Collect Donations:** We will help you set up an [online donation page](#), and provide you with a form to collect cash and cheques at your event. All cheques should be made payable to Regent Park School of Music Foundation. RPSM is a registered charity and will issue charitable tax receipts provided that event organizer fills out the event proposal and submits it to RPSM.
8. **After the Event:** Now it's time to tally and submit the funds you raised for RPSM. Please do so within 14 days of your event. Remember to thank those who helped make your event a success. When their efforts are recognized, your supporters will feel better about having contributed and will be more excited to help at your next fundraising event. Showcase your event by posting highlights from your event on social media. Please share photos or any other media from your event with RPSM.