



# FUNDRAISING GUIDE

## Thank You for Being a TF Champion!

Your support will help create a brighter future for children born with cleft lip and palate around the world.

Did you know that Transforming Faces is working in **9 countries** across Asia, Africa and the Americas?

Last year, we worked with **1,251 patients** and delivered **over 13,800 treatments**, including:

- Nutritional support for newborns
- Cleft repair surgeries
- Speech therapy to help children communicate clearly
- Dental and orthodontic care
- Hearing support
- Counselling and social support



We want to help you make a difference! This Fundraising Guide will get you started!

Please get in touch with any questions.  
[info@transformingfaces.org](mailto:info@transformingfaces.org)  
416-222-6581

We would love to see your event in action!  
Be sure to send us photos or tag us on [Facebook](#) & [Twitter](#)





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## Steps to Hosting a Successful Fundraiser

Hosting a fundraising event is a great way to raise awareness and funds for comprehensive cleft lip and palate care! These steps will help you think ahead and plan a great event!

### Step 1: Choose an Event

What kind of event do you want to host? (see below for some ideas if you're stuck!)

Set a date and choose your venue.

Think about your audience: what would your school, workplace, community get behind? (you know them best!)

#### EVENT IDEAS:

- **Birthday Fundraiser:** Raise funds in lieu of gifts (also great for holiday parties, weddings and more!)
- **Dinner with Friends:** Choose a themed restaurant in one of TF's program countries, and educate guests about cleft
- **Bake Sale or Lemonade Stand**
- **Car Wash**
- **Trivia Night**

### Step 2: Gather Your Team

Find friends, family or colleagues who can support you and your cause!

### Step 3: Set Your Goal

Give guests a fundraising goal to rally behind! Be sure to update everyone throughout your campaign to keep momentum going!

### Step 4: Create an Online Fundraising Page

Give guests a chance to donate easily online. A TF staff member would be happy to help you set this up!

### Step 5: Get the Word Out!

Start telling people about what you're doing, and how they can help.

Promoting your event is key to your campaign's success. Here are a few ways to spread the word:

- **Social Media:** Make the most of Facebook, Instagram and Twitter to get the word out! Be sure to share photos and videos, and tag TF when you share!
- **Put Together Your Contact List:** Make sure your network knows how to get involved by sending a personalized email (or even making a phone call!). Sending an e-blast about your campaign is a great way to raise awareness about what you're doing and why.
- **Show Appreciation:** Make sure to thank all supporters after they donate.
- **Local Media:** Let local media know what you're doing, - they might want to cover it!
- **Talk About It:** Is there an opportunity to speak at your school, workplace or your community? Spread the word to groups in your area, or let TF know if you would like to request a staff speaker to attend.

Good luck with your campaign!