



FAQ for Peer-to-Peer Fundraising



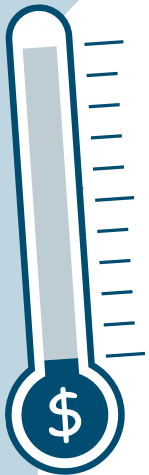
What is Peer-to-Peer Fundraising?

Peer-to-peer fundraising is a method where supporters host events, create campaigns, or solicit donations to raise money for a cause they care about. It's a way to leverage your network to support MEOOW Foundation's mission. Your efforts help us rescue, care for, and find loving homes for cats in need.

Here's how you can get involved:

Fundraising Ideas

- **Bake Sales:** Organize a bake sale at your school, workplace, or community center.
- **Garage Sales:** Declutter your home and raise funds by selling your unused items.
- **Pet/Car Washes:** Host a pet wash event in your neighborhood.
- **Charity Runs/Walks:** Participate in or organize a charity run/walk and collect pledges.
- **Silent Auctions:** Gather donated items and host a silent auction.
- **Craft Fairs:** Sell handmade crafts, with proceeds going to MEOOW Foundation.
- **Social Media Campaigns:** Use platforms like Facebook or Instagram to run a fundraising campaign.
- **Special Occasions:** Collect donations instead of gifts for birthdays, weddings, or anniversaries.
- **Proceeds from Sales:** Partner with local businesses to donate a portion of their sales for a day or week to MEOOW Foundation.
- **Virtual Fundraisers:** Host virtual events like webinars, online classes, or live streaming events with donation options.
- **Community Events:** Organize community events such as trivia nights, movie screenings, or concerts where a portion of ticket sales goes to MEOOW Foundation.



Contact Us

We are here to support you! For more information, resources, or to discuss your fundraiser, please contact us at socialmedia@meowfoundation.com.



Branding

Use MEOW Foundation's name and logo in accordance with our branding guidelines. We will share our logo files and branding guidelines with you.

Legalities

Ensure your event complies with local laws and regulations.



Transparency

Clearly state that your event is a third-party fundraiser benefiting MEOW Foundation on any promotional materials, in person, or on social media.

Donations

If your participants would like to receive a tax receipt, please advise them to donate directly online at meowfoundation.ca. They should use your name in the "Dedicate My Donation" section of the donation form. This way, they will receive a tax receipt, and we will know it's part of your Peer-to-Peer Fundraiser.

If you are collecting funds yourself, please deliver the raised funds to MEOW Foundation **within 30 days of your event via EFT, mail, or in person**, along with your name and event details so we can properly thank you. Please note that collected funds intended for donation will not be eligible for a tax receipt without the true donor's name, address, and information. Anonymous donations, such as those from a tip jar, are not eligible for tax receipts.

What should I include in my fundraising story?

Share why MEOW Foundation is important to you. Talk about your love for cats, a personal experience with MEOW, or why you believe in our mission. Authentic and heartfelt stories resonate the most.

How does the money I raise help MEOW Foundation?

The funds you raise support our vital programs, including rescue and adoption services, spay/neuter surgeries, Trap Neuter Return (TNR) programs, and community education initiatives.

**Thank you for supporting MEOW Foundation
through peer-to-peer fundraising!**

Your efforts help us continue our mission to rescue, care for, and rehome cats in need. If you have any other questions, please feel free to reach out.