VETERANS HOUSE
ALLIANCE INTERNATIONAL

FUNDRAISING KIT · NOVEMBER 2026

Your fundraising kit.

Everything you need to run a safe, successful fundraiser in support of Veterans House Alliance International, from first idea to final thank-you.

CONTENTS

1. You make the next yes possible
2. Our promise to veterans
3. Six steps, start to finish
4. The ground rules
5. Ideas that work
6. Set up your CanadaHelps page
7. Who gets a receipt, and who doesn't
8. Using our name and logo
9. Keep everyone safe
10. Respect people's privacy
11. How we talk about veterans
12. Sample posts and an email
13. A poster you can fill in
14. How to send the funds
15. Your checklist
16. We're here to help

Veterans House Alliance International
Registered charity 762689925 RR0001 · info@veteranshouse.ca · 35 Main Street, Gananoque, ON K7G 2L8

THANK YOU

You make the next yes possible.

Every program we help build starts with a group that comes to us. When you raise funds in support of VHAI, you help us say yes to the next one.

Veterans House Alliance International (VHAI) is a registered Canadian charity (762 689 925 RR0001) founded by veterans and run by a volunteer board. We help veterans heal from the invisible wounds of service, reconnect, and thrive by finding and backing the organizations, programs, and ideas that make a real difference. We fund and strengthen grassroots initiatives, support promising new approaches, and help them reach more veterans across Canada. Every program we fund runs under a written agreement, with oversight and reporting.

We believe the best ideas deserve support, wherever they come from, and that healing happens through connection, not isolation. No one heals alone.

This kit sets out how to plan your fundraiser, how gifts and receipts work, how to use our name and logo, and how to keep your event safe. It is written to protect you, your donors and the charity. If anything is unclear, email us at info@veteranshouse.ca. We are volunteers, and we are glad to help.

HONOURING THOSE WHO SERVED

Our promise to veterans.

Veterans served Canada in the Regular Force and the Reserve, at home and on deployments around the world. Many have built strong lives and careers since. Every fundraiser in support of VHAI should honour that, and the people who stood beside them.

- **Dignity.** We show veterans as capable people with skills, strength and something to offer, not as objects of pity. No "broken heroes", no tragedy to drive a gift.
- **Consent.** No one's name, photo, story or service details are used without their written permission, and they see it before it goes out. Anyone can change their mind.
- **Accuracy.** Say only what is true about VHAI, about service and about the people involved. Never exaggerate a story, a need or what a gift will do.
- **Veterans' voices first.** Invite veterans and their families to help plan and lead, as partners, not props. Let them speak for themselves, and never ask anyone to share more than they choose.
- **No exploitation.** Respect Remembrance and the symbols that belong to others (see below). No pressure, no shock images, no war themes.
- **Families too.** Service is shared by spouses, children and parents. Include and respect them.

Respect Remembrance, and symbols that belong to others

- ○ Don't use the poppy, or suggest a link with the Royal Canadian Legion or its Poppy Campaign. The poppy is a Legion trademark.
- ○ Keep Remembrance Day for remembrance. Please don't tie a fundraiser to Remembrance Day ceremonies or hold one at a cenotaph.

- ○ Don't use Canadian Armed Forces, National Defence or Veterans Affairs Canada logos, unit badges or crests, or anyone's medals, without permission. Never suggest that any of them endorse your event.
- ○ Don't wear a uniform or medals that aren't yours.

HOW TO START

Six steps, start to finish.

1
Tell us first

Before you promote anything, email info@veteranshouse.ca (subject: Fundraise) with your idea, date, place and contact details. We confirm in writing that you may fundraise in support of VHAI.

2
Choose your idea

Pick something you will enjoy and can run well. Keep it simple. Ideas are below.

3
Set up a CanadaHelps page

It is the easiest way to collect gifts. Donors give securely and CanadaHelps emails their receipts. The steps are below.

4
Plan it safely

Book the venue, check permits and insurance, and plan for first aid, accessibility and anyone who needs support.

5
Spread the word

Use the sample posts, email and poster in this kit. Send us your materials before they go out.

6
Send the funds and say thanks

Send offline gifts within 30 days, with the donor record sheet. Then thank everyone who took part.

BEFORE YOU BEGIN

The ground rules.

These rules keep your fundraiser fair, legal and true to who we are. Please read them before you plan.

- **It's your event, in support of VHAI.** Say "in support of Veterans House Alliance International", never "by" or "on behalf of" VHAI. You organize it and you are responsible for it.
- **Organizers never issue receipts.** VHAI issues them for gifts made directly to us (cheque, e-Transfer or securities), and CanadaHelps for gifts made online, including securities given online. Never write receipts yourself or use our charity number on your own forms. The Canada Revenue Agency (CRA) warns that a charity that lends its registration number for receipts can lose its registration.
- **Describe VHAI accurately.** Use the description in this kit. We are not a crisis service and we do not provide treatment, so please make no medical or health claims and don't promote any treatment.
- **Raffles, draws and 50/50s need a licence**, held by the charity. Talk to us before you plan one.
- **Protect people's privacy**, and share veterans' names, photos or stories only with their written consent.

- **Get our OK before you use our name or logo.** Send us a draft of your poster, page or post.
- **Stay non-partisan.** No political party, candidate or campaign may be promoted, praised or criticized at your event or in its materials.
- **Keep it honest.** Don't promise what a gift will buy, and tell people if part of a ticket price covers your costs.
- **Honour those who served.** Follow our promise to veterans, above, and the word guide below.

EVENT IDEAS

Ideas that work.

The best fundraisers fit the people running them, and the best ones involve veterans from the start: ask local veterans and their families to help plan, lead or host, if they'd like to. Here are some ideas that work well, with a note on receipts for each.

Online fundraiser

Mark a birthday, a milestone or a personal challenge with a CanadaHelps page and ask friends to give.

Effort: low. Every gift is receipted by CanadaHelps.

Ruck march or walk

Walk or ruck a set distance together, at the pace of the slowest person, and ask people to sponsor you. Invite veterans to plan the route or lead it. It is about walking together, not a test of toughness: keep pack weights sensible.

Effort: low to medium. Collect pledges on your CanadaHelps page.

Workplace day

A dress-down day, a lunch-and-learn or a team challenge. Ask whether your employer matches gifts.

Effort: low. Gifts with full donor details can be receipted.

Community breakfast

A pancake breakfast at a hall, club or branch, where veterans, families and neighbours sit down together. Ask veterans whether they would like to be guests or part of the crew; it's their choice.

Effort: medium. Tickets are not receipted; separate donations can be.

Veterans' skills workshop

Veterans who would like to teach run a hands-on session in a skill they know well, such as woodworking, map and compass, cooking for a crowd or knot-tying. They lead; you handle the logistics.

Effort: medium. Workshop fees are not receipted; separate donations can be.

Story night

An evening where veterans and family members who choose to share tell their own stories, in their own words, with a host they trust. No one is asked to speak, and stories are not recorded unless the speaker agrees.

Effort: medium. Use the care plan in the screening kit.

Barbecue or trivia night

A friendly event with a ticket price, plus a clearly separate way to donate. Keep the focus on the people, not the bar.

Effort: medium. Tickets are not receipted; separate donations can be.

Golf tournament or gala

Bigger events raise more, but need more planning, sponsorship rules and volunteers.

Effort: high. Talk to us at the idea stage.

Club, branch or school event

Work with your local club, team, school council or veterans' group on an event that suits your members. If you partner with a Legion branch, agree with them how each group is named.

Effort: varies. Agree early on who runs what.

About Turn screening

Host a community screening of the documentary VHAI helped fund, with the producers' agreement.

See the screening kit.

Sales: bake sale, crafts, car wash

Sell something people enjoy and give the proceeds.

Purchases are not donations and are not receipted.

Ideas we ask you to skip

Some ideas can look fun on paper but land badly with people who served. Please don't plan:

- ○ "Boot camp" gimmicks, mock combat, paintball or laser-tag "war" themes, or military costume parties.
- ○ Fireworks, starter pistols, cannons or other sudden loud bangs. Some people, veterans among them, find them hard.
- ○ Events built around drinking, such as pub crawls or drinking challenges.
- ○ Anything tied to Remembrance Day ceremonies, or that uses the poppy.
- ○ Appeals built on graphic images or on someone's hardest moments.

Not sure? Ask us, or ask a veteran you know. We are glad to talk ideas through.

ONLINE GIVING

Set up your CanadaHelps page.

A CanadaHelps fundraising page lets your donors give securely online. CanadaHelps emails each donor's tax receipt and sends the funds to VHAI, so you never handle the money. It takes about ten minutes.

1. **Open VHAI's CanadaHelps page:** canadahelps.org/en/charities/veterans-house. Check that the name is Veterans House Alliance International and the charity number is 762689925 RR0001.
2. **Choose the option to start a fundraiser** (CanadaHelps labels it "Fundraise" or "Start a fundraiser"). You can also go to canadahelps.org, choose Fundraise, then Create a fundraiser, and search for "Veterans House Alliance International".
3. **Sign in, or create a free CanadaHelps account,** and confirm your email address.

4. **Fill in the basics:** the type of fundraiser, the date, a realistic goal, and the name of the person or group hosting it. If you are asked to choose a fund, choose 1 - General Fund - Area of greatest need unless we have agreed otherwise.
5. **Tell your story.** Say in your own words why you are fundraising, then add our description (below). Include the words "in support of Veterans House Alliance International". Make no medical claims. If you are a veteran, share only what you are comfortable sharing. If you mention someone else, get their OK and let them read it first.
6. **Add a photo.** Use your own photo, or one you have permission to use. Don't use photos of veterans, or of medals, badges or insignia, without permission. Please ask us before you add our logo.
7. **Preview and publish,** then copy your page's link and email it to us at info@veteranshouse.ca, so we can follow your progress and thank your donors.
8. **Share it** by email, text and social media, using the samples in this kit. Post updates as you go.

Our description, ready to copy

Veterans House Alliance International (VHAI) is a registered Canadian charity (762689925 RR0001) founded by veterans. VHAI helps veterans heal from the invisible wounds of service, reconnect, and thrive by finding and backing the organizations, programs, and ideas that make a real difference. It funds and strengthens grassroots initiatives, supports promising new approaches, and helps them reach more veterans across Canada. Every program VHAI funds runs under a written agreement, with oversight and reporting.

CanadaHelps updates its screens from time to time, so a button may have a slightly different name. If you get stuck, email us. CanadaHelps deducts a processing fee from each gift; see CanadaHelps for current fees.

TAX RECEIPTS

Who gets a receipt, and who doesn't.

Canadian tax rules decide what counts as a gift. VHAI issues tax receipts for gifts made directly to us (cheque, e-Transfer or securities). CanadaHelps issues them for gifts made online, including securities given online. Receipts go only to the person or business that gave; organizers never issue receipts. Here is how it works for your event.

What was paid	Receipt?	Why
A gift on your CanadaHelps page	Yes, from CanadaHelps, by email	CanadaHelps processes the gift and issues the receipt.
A cheque or e-Transfer gift, with the donor's full name, address and amount	Yes, from VHAI	A receipt must show the donor's name and address.
A cash gift, recorded on the donor record sheet with full name, address and email	Yes, from VHAI	As above.
Cash in a donation jar, with no donor details	No	Without a name and address, no receipt can be issued. Every dollar still goes to VHAI.
Event tickets, admission, meals, green fees	No	The buyer gets something back. VHAI's policy is not to receipt tickets.
Raffle, draw or 50/50 tickets	No	CRA: a chance to win a prize is not a gift.
Items bought at an auction	No	VHAI's policy is not to receipt auction purchases.
Things bought at a sale (baking, crafts, a car wash)	No	A purchase is not a gift.
Business sponsorship or advertising	No	CRA: a payment in exchange for advertising or sponsorship is not a gift. We can send a thank-you letter instead.
Donated time, skills or services	No	CRA: services are not property, so they cannot be receipted.
Goods donated as prizes	Only if agreed with VHAI in advance	The fair market value must be established first. Talk to us.

Split receipting, in brief

When a donor gets something back, such as a meal, a round of golf or a concert seat, CRA rules say only the amount above the fair market value of what they received can be receipted. If what they received is worth more than 80% of what they paid, no receipt can be issued at all. Working this out needs reliable values, so to keep things simple and correct, VHAI does not issue receipts for tickets, raffles or auction purchases.

Three rules that protect everyone

- Tell us before your event. CRA says a charity can't issue receipts for an event it didn't know about.
- Send receipted gifts in full. Don't take event costs out of donations.
- Send the true donor's details. If a business pays for its employees' gifts, tell us who really gave.

Sources: Canada Revenue Agency, Fundraising events: issuing receipts; What is a gift; Sponsorship; CPC-026, Third-party fundraisers; What must be on an official donation receipt; Income Tax Folio S7-F1-C1, Split-receipting. VHAI's charity number: 762689925 RR0001. This is general information, not tax advice.

OUR NAME AND LOGO

Using our name and logo.

Say it right

- Yes: "**in support of** Veterans House Alliance International" or "proceeds to Veterans House Alliance International".
- No: "by VHAI", "VHAI's event", "on behalf of VHAI" or "official VHAI".
- Send us your poster, page or post before it goes out. We aim to reply within five business days.
- Please don't speak to the media for VHAI. Refer journalists to info@veteranshouse.ca.
- Use veterans' names, photos or stories only with their written consent, and let them see what you've written before it goes out.
- Don't use the poppy, or Legion, Canadian Armed Forces, National Defence or Veterans Affairs Canada logos or crests, and don't suggest any of them endorse your event.

Logo rules

- Use only the logo files we provide. Don't redraw, recolour, stretch, crop, rotate or add effects.
- Use the full-colour logo on light backgrounds and the white logo on dark backgrounds.
- Keep clear space around the logo at least as wide as the height of the letter "V" in the wordmark.
- Don't make it smaller than 30 mm (120 px) wide for the horizontal logo.
- Never combine our logo with another logo to make a new mark, or place it on anything sold for profit.



Horizontal, full colour · SVG



Stacked, full colour · SVG



Horizontal, white · SVG

The logo files are shared so approved fundraisers can use them correctly. Using them still needs our written OK.

SAFETY, INSURANCE AND PERMITS

Keep everyone safe.

As the organizer, you are responsible for your event: its safety, its permits, its insurance and its costs. Please plan for these early.

- **Insurance.** Don't assume VHAI's insurance covers your event. Ask your venue what insurance it requires, and check your own or your organization's coverage.
- **Permits.** Check with your municipality about using parks, roads or sidewalks, and about noise. Serving alcohol in Ontario needs a Special Occasion Permit from the AGCO. Selling or serving food may need your local public health unit's approval.
- **Lotteries.** Raffles, draws and 50/50s need a lottery licence held by the charity. In Ontario, licences come from the AGCO or your municipality. AGCO charitable gaming. Never run one without a licence, and talk to us first.
- **First aid and weather.** Have a first-aid kit and someone trained in first aid. For walks and runs, plan the route, water and a weather call.
- **Accessibility.** Choose a step-free venue where you can, and tell people what to expect.
- **Noise and crowds.** Skip fireworks and sudden loud bangs, tell people ahead of time about anything loud, such as a PA test or a horn start, and offer a quieter spot to step away to.
- **Children.** Make sure children are supervised, and get a parent's consent before taking or sharing their photos.
- **Support.** Talking about service can bring back hard memories for some people. Volunteers support; they don't counsel. Have these numbers on hand: call or text **9-8-8**, any time; Veterans Affairs Canada Assistance Service **1-800-268-7708**, any time; in an emergency, call **911**.

PRIVACY AND EMAIL

Respect people's privacy.

- **Collect only what you need.** For a receipt, that is the donor's full name, mailing address, email, amount and date. We email every receipt, so the email address is required.
- **Keep it safe.** Keep donor sheets out of sight, send them only to VHAI, and destroy your copies once we confirm we have them.
- **Donor names from CanadaHelps.** If donors agree, CanadaHelps shows you their names and email addresses on your fundraising page. Use them only to thank people for this fundraiser.
- **Don't add people to mailing lists** without their clear consent, and never buy or borrow lists.
- **Emails and texts.** Write to people you know, or who have asked to hear from you. Say who you are, and give an easy way to say "no more messages". Canada's anti-spam law (CASL) applies to many electronic messages, so keep your messages personal and honour every opt-out. CRTC: CASL questions and answers.
- **Photos.** Ask before you photograph people up close or post their pictures, and let veterans see photos of themselves before you share them. Never post photos of children without a parent's consent.
- VHAI handles the donor details you send us under our privacy policy.

WORDS THAT RESPECT

How we talk about veterans.

A short guide from veterans, for anyone writing about veterans. Write about veterans the way you would want to be written about.

We use	Try to avoid
Veterans and their families; people who served	"Our heroes", "broken", "damaged", "poor veterans"
Canadian Armed Forces (CAF) members; Regular Force and Reserve	"Troops" in every sentence
Veterans Affairs Canada; Remembrance Day; the Legion	US terms such as "the VA", "Memorial Day" or "Veterans Day"
A veteran living with PTSD, or an operational stress injury	"Suffering from PTSD", "a PTSD victim"
Died by suicide (only if it must be mentioned)	"Committed suicide"
Mental health, recovery, support	"Crazy", "unstable", "ticking time bomb"

- Don't assume every veteran is struggling. Most aren't asking for sympathy; many simply want the groups that support them to be strong.
- "Thank you for your service" means most when it's personal. Don't use it as a slogan or a headline.
- Don't describe anyone's service, rank, deployments or health unless they have told you that you may.

SPREAD THE WORD

Sample posts and an email.

Copy these, fill in the brackets, and make them your own. Please send us your final version before you post.

Social post: launch

On [date], I'm [your activity] in support of Veterans House Alliance International, a registered charity founded by veterans. VHAI finds and backs the grassroots programs that help veterans heal from the invisible wounds of service. Will you back me? [your CanadaHelps link]

Social post: countdown

[Number] days to go! We've raised $[amount] of our $[goal] goal in support of Veterans House Alliance International. Every gift backs programs that help veterans heal, reconnect, and thrive. [link]

Social post: thank you

Thank you! Together we raised $[amount] in support of Veterans House Alliance International. To everyone who gave, came out or cheered us on: thank you for standing with those who served.

Text message

Hi [name], I'm raising funds in support of Veterans House Alliance International, a charity founded by veterans. If you'd like to help, here's my page: [link]. No pressure at all, and thank you!

Email to friends, family or colleagues

Subject: *Will you support my fundraiser for veterans?*

Hi [name],

On [date], I'm [your activity] to raise funds in support of Veterans House Alliance International (VHAI).

VHAI is a registered Canadian charity founded by veterans. It helps veterans heal from the invisible wounds of service, reconnect, and thrive by finding and backing the organizations, programs, and ideas that make a real difference, each program under a written agreement with oversight and reporting.

I'm doing this because [your reason, in a sentence or two].

My goal is $[goal]. If you can give, you can do it securely here: [CanadaHelps link]. CanadaHelps will email your tax receipt.

Thank you for reading, and for anything you can do.

[Your name]

I'm writing to you personally. If you'd rather not hear from me about this again, just reply and let me know.

Thank-you email, after the event

Subject: *Thank you: we raised $[amount]*

Hi [name],

Thank you for supporting [event name]. Together we raised $[amount] in support of Veterans House Alliance International. If you gave through CanadaHelps, your receipt came by email. If you gave by cheque or e-Transfer with your name and address, VHAI will send your receipt.

Thank you for standing with those who served.

[Your name]

POSTER TEMPLATE

A poster you can fill in.

The PDF version of this kit includes a printable, letter-size poster with spaces for your event name, date, place and link, and a QR code that takes people to VHAI's CanadaHelps page. Print it, or fill it in on screen with any PDF reader that lets you add text.

- Write your event name in large, plain words.
- Include the date, time, place and how to give.
- Keep "in support of Veterans House Alliance International" on the poster.
- Send us a photo or copy before you put it up.

SENDING THE FUNDS

How to send the funds.

How it was given	What to do
Through your CanadaHelps page	Nothing. CanadaHelps sends the funds to VHAI and emails each donor's receipt.
e-Transfer	Send an e-Transfer to info@veteranshouse.ca with the message "Fundraiser: [event name, date]". Then email us the donor record sheet.
Cheque	Make cheques payable to **Veterans House Alliance International**, and mail them with the donor record sheet to 35 Main Street, Gananoque, ON K7G 2L8.

How it was given	What to do
Cash	Count it with a second person and both sign the count. Then send it as one e-Transfer or one cheque, with the donor record sheet. Please never mail cash.

- Please send all funds within 30 days of your event.
- Send receipted gifts in full. Pay event costs from ticket or sales income, not from donations, and keep your receipts for costs.
- The donor record sheet is in the PDF. It asks for each donor's full name, mailing address, email (required, because receipts are emailed), amount, date and how they gave.

CHECKLIST

Your checklist.

Before

- [ ] Emailed VHAI and received our written OK
- [ ] Invited veterans and families to help plan
- [ ] Set a date, place and realistic goal
- [ ] Created a CanadaHelps page and sent us the link
- [ ] Checked insurance, permits and any licence
- [ ] Sent us posters and posts for approval
- [ ] Written consent from anyone featured
- [ ] Planned first aid, accessibility and support numbers
- [ ] Printed donor record sheets

On the day

- [ ] Kept donations separate from ticket and sales money
- [ ] Recorded full donor details for receipts
- [ ] Two people counted the cash and signed
- [ ] Shared the support numbers where people could see them
- [ ] Asked before taking close-up photos

After

- [ ] Sent funds and donor sheets within 30 days
- [ ] Destroyed your copies of donor details once we confirmed
- [ ] Thanked everyone who gave and helped
- [ ] Let featured veterans see photos and posts before sharing
- [ ] Shared your total and photos with us (with consent)
- [ ] Told us what worked, so we can help the next organizer

CONTACT

We're here to help.

Email info@veteranshouse.ca (subject: Fundraise), or use our contact form. Mail: Veterans House Alliance International, 35 Main Street, Gananoque, ON K7G 2L8.

VHAI is a registered Canadian charity, 762689925 RR0001. We are not a crisis service and do not provide treatment. If you or someone at your event needs help now, call or text 9-8-8. In an emergency, call 911.

VETERANS HOUSE ALLIANCE INTERNATIONAL

Donor record sheet

For gifts collected by cash, cheque or e-Transfer at a fundraiser in support of Veterans House Alliance International. VHAI can issue a tax receipt only when the donor's full name and mailing address are recorded, and only for a true gift (not tickets, raffle or 50/50 tickets, auction items, purchases or sponsorship). **Receipts are emailed, so every donor's email is required.** Required fields are marked *.

Event name: _____ Event date: _____

Organizer: _____ Organizer phone / email: _____

#	Donor's full name * (first name, initial, last name)	Mailing address, city, province, postal code *	Email *	Amount *	Date	Cash / cheque / e-Transfer
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						

Cash count: counted by (1) _____ and (2) _____ Total cash $_____ Date _____

Privacy: these details are used only to issue receipts and keep the records Canadian tax law requires. Send this sheet only to VHAI (info@veteranshouse.ca, or with your cheque to 35 Main Street, Gananoque, ON K7G 2L8), and destroy your copies once we confirm we have it.

VETERANS HOUSE
ALLIANCE INTERNATIONAL

IN SUPPORT OF VETERANS HOUSE ALLIANCE INTERNATIONAL

[Your event name]

[Date] · [Time]

[Place]

Give securely online

Scan the code, or visit your fundraiser's CanadaHelps page: [your link]

Veterans House Alliance International is a registered Canadian charity founded by veterans (762689925 RR0001). This event is organized by [organizer] in support of VHAI.