



Your event starts here!



share.
your vision



FUNDRAISING EVENTS FOR CNIB

Thank you for sharing your vision!



From golf tournaments to garage sales and everything in between, Share Your Vision events bring the people that you know together for a great time while raising critical funds and awareness for CNIB. The funds you raise will help people in your community who are blind or partially sighted.

Let us help you make your event a success! This toolkit can help you get started by giving you:

- Event ideas for all interests and ages
- A step-by-step guide to planning your event
- Information about how the money you raise benefits people in your community

What's YOUR vision?

Fundraising ideas

When it comes to Share Your Vision events, the possibilities are endless! Choose from the list below or come up with your own ideas!

Whatever you do, CNIB can help you make the most of your fundraising efforts. There are lots of ways to raise funds at your event including entry fees, pledges, sponsorships, auctions, matching donations and more. Contact us for helpful hints and tools!



Get active



- Aerobics
- Bonspiel
- Golf or sports tournament
- Hike or walk
- Triathlon
- Yoga-thon

Get creative



- Craft-a-thon
- Coffee house
- Fashion show
- Dance class
- Concert
- Comedy night



- Barbecue
- Garden party
- Picnic
- Treasure hunt
- Motorcycle ride
- Skydiving

Get outside



At home

- Dinner in the dark
- Garage sale
- Wine and cheese
- Theme party
- Book club
- Poker night



- Fun run
- Talent show
- Bake sale
- Dress-up day
- Pep rally
- Dance

At school

At work

- Casual day
- Personal services auction
- Speaker lunch
- Coffee morning
- Raffle or 50/50 draw
- Late-for-meetings box



In your community

- Car wash
- Bingo
- Book sale
- Block party
- Neighbourhood garage sale



Pledge your support

You can collect pledges for CNIB when you participate in existing events like a local 10K run, or a solo adventure like mountain climbing. Talk to us, or visit cnib.ca/shareyourvision to set up an online fundraising page.

Go virtual

Too busy to plan an event? Rather than hosting a barbecue or party, set up a “virtual event” at cnib.ca/shareyourvision and invite your family and friends to donate online. It’s an easy way to make a difference.

CNIB Heroes



Looking for inspiration for your Share Your Vision event? Check out some of these fundraising success stories from across the country!



Going the extra mile

Canpages™
Markham, ON

Maureen McLafferty of Canpages™ organized a corporate team to take part in the 2009 Scotiabank Toronto Waterfront Marathon. Her colleagues and their families signed up for a 5k, half marathon or marathon and collected pledges for CNIB. The fundraiser not only raised over \$6,000, but built team spirit in the workplace too!

Bump, set, spike

Guy Tremblay and family
Delburne, AB

Guy Tremblay, his son Jordan and sister Rosane invited friends and family to a beach volleyball tournament on Guy's country property. Twelve teams took part and, with each player making a minimum \$20 donation, raised an amazing \$2,700 for CNIB. Everyone is already looking forward to next year's event.



Event planning 101

Who says organizing a fundraising event needs to be complicated? Just follow these seven simple steps to event planning success:

2 Rally the troops

Engage the people you know to help with your event. Ask if they can offer goods, services or event space for free or at a discount. And be sure to tell CNIB about your event so we can help you along the way!

1 Choose your event

Choose an event you're excited about and that you have the time and resources to organize. Check out this toolkit or ask us for ideas.



3 Plan to succeed

Set a fundraising goal along with a realistic budget. Create a to-do list and assign tasks to make sure everything gets done. Find out if you need insurance or permits.



4 Get the word out

Let people know about your event using invitations, email, posters, Facebook and word of mouth. If you want, invite your local media to promote or attend your event.

5 Have a blast

Enjoy your event: this is when your planning all pays off. Don't forget to take photos!



6 Tally the total

After your event, add up the funds raised and submit them to CNIB within 45 days.



7 Say thanks!

As soon as possible, thank your volunteers, sponsors and participants. Let them know how much money they raised to help CNIB help people in your community.



How your support makes a difference

When you host a Share Your Vision event for CNIB, you make it possible for us to provide community-based support, knowledge and a national voice to ensure people who are blind or partially sighted have the confidence, skills and opportunities to fully participate in life.

As an organization with a vibrant 90-year history, you can count on us to transform the funds you raise into powerful and lasting change.



"I can't tell you what it meant to me to have someone from CNIB put a hand on my hand and say 'It's going to be okay. You're going to be okay.'"

Betty Ann Baker, Welland, ON

"The mobility lessons I received from CNIB were liberating beyond words. Today I walk with the sense of confidence I had ten years ago. When I walk past somebody, they see an independent person getting through life."

Tim Lait, Edmonton, AB



"I think every family says the same thing. You just want to reach out to someone. CNIB has been absolutely fabulous."

Trudy Stanford, Clarendville, NL
Mother to Paige