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All In for Community

FUNDRAISING TOOLKIT



ARE YOU **ALL IN**?

Turn your kindness into action. Join us and become a 10% change maker!

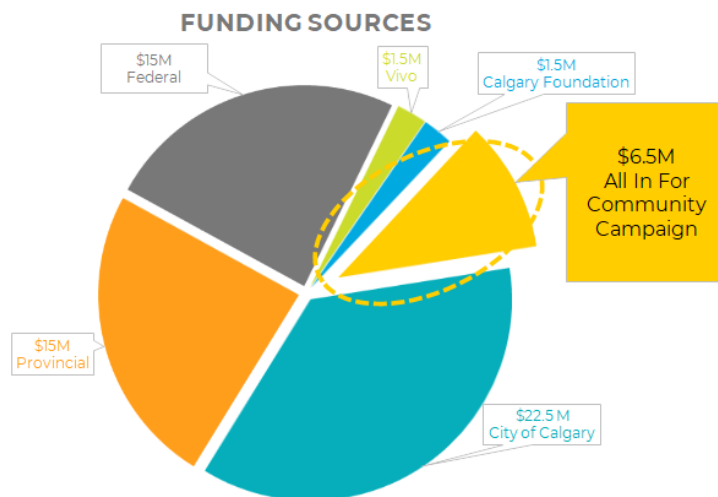
'This is the results round' – 10% more will get us to our goal.

All In for Community is a campaign to raise the remaining 10% of funds required for Vivo's expansion – a 135,000 square foot, \$62 million project that will unite all ages, abilities and cultures. You can become a donor, volunteer or champion and make a difference today. More details can be found on the [All In for Community webpage](#).

The campaign has already secured \$55.5 million (90%!) and has \$6.5M left to raise.

We need to raise \$2.5 million in 2021.

Funding breakdown looks like this:



FUNDRAISE YOUR WAY

There are many activities you can plan or organize to fundraise on your own.

Below you'll find just few ideas to get you started, but only the sky is the limit!

Great people have great ideas! Please tell us of your idea and we'll help you make it a reality. We welcome your creativity.

*Note that not all activities are safe to do during the pandemic, please be safe, use common sense, and follow all public health guidelines and restrictions.



Auctions, Games and Sales

- Bake Sale
- Auction (online, silent or live)
- Garage Sale
- Book Sale
- Cook-off or Bake-off
- Pay to play - scavenger hunt
- Minute to win it



Gaming*

- 50/50
- Wine Survivor
- Raffles
- Casino night

***Activities in the gaming list require Vivo to acquire a license through AGLC.** Strict rules and reporting are required for any of these types of fundraising activities where Vivo will be held responsible. More details on AGLC Charitable Gaming can be found [here](#).

Please contact Vivo if you are considering an event that involves gaming so that we can ensure the correct license is obtained, and so that you understand what is expected from you to run this type of activity.

Start your **All In** online fundraiser for Vivo!



DID YOU KNOW?

One main reason why people don't donate is because they were never asked! So don't be afraid to ask.

When or why should I start an online fundraiser?

Many of us have so much "stuff" so instead of gifts ask for donations instead. Dedicate your birthday or other special day to Vivo!

for your birthday

for your anniversary

for international
women's day

to support you in a
fitness goal

because you love Vivo

Create your personal **All In** page to start online fundraising for the campaign [here](#).

Or create and personalize your birthday fundraiser page on [Facebook](#) or [Just Giving](#). Once it's set up, start asking your network to donate to your page.

All In Social Media Fundraisers



Do you love Facebook?

Use the [Facebook fundraising tool](#) for a quick and easy way to reach out on social media. Because Vivo set on Facebook as a charity 100% of the funds you raise are given back to Vivo!



gofundme also has a quick and easy way to fundraise for charities. Vivo is already listed as a charity so just search for Vivo for Healthier Generations and start a [gofundme](#) today!

Workplace fundraisers & matching funds

Does your workplace have a matching program?

- Consider making your donation through Benevity or your employers' United Way campaign. Many employers will have a matching program that you can leverage.
- Some workplaces have a program to donate to a charity for your volunteer hours. You can double your impact by volunteering and having those hours count towards a donation!!

BECOME AN **ALL IN** CHAMPION

Help amplify the campaign.



Follow Vivo on social media, then share and retweet to help spread the word.

Get the full Social Media Toolkit [here](#).

WE ARE ON FACEBOOK, INSTAGRAM, TWITTER, LINKEDIN AND
VIMEO: @VIVOYOURLIFE

FOLLOW US ON SOCIAL
MEDIA @vivoyourlife

USE THESE
HASHTAGS

SHARE THESE LINKS

[Twitter](#)

#Vivo_All_In

Donate:
<https://bit.ly/36prrg6>

[Facebook](#)

#VivoExpansion

Sign up our newsletter:
<https://bit.ly/3opv1Nh>

[Instagram](#)

Website:
<https://all-in.vivo.ca/>

[LinkedIn](#)

Virtual Expansion Tour:
<https://bit.ly/3uaZ0w4>

[Vimeo](#)

Groundbreaking Event:
<https://bit.ly/3tXuy8m>

[Vivo for Healthier
Generations on YouTube](#)

Work with Vivo Philanthropy to reach out to key contacts you have who may be interested in becoming a donor or sponsor.

All In Volunteering and Partnering



Volunteer Opportunities

Consider donating your time, passions and skills to the All In for Community campaign.

Volunteer positions and tasks are constantly changing and are dependent on the needs at any given time.

A few jobs that will be needed are:

- Helping with events (virtually or in person)
- Administrative work like data entry or research
- Sharing your talent at or for an event. Are you a musician, artist, poet... etc.? Let us know so you can share your unique talent with the community.

[Contact us](#) if you are interested in getting more involved with fundraising for the campaign.



Partnering with Vivo

Are you a local business that wants to do a fundraising campaign for Vivo?

Cobs Bread in Coventry Hills is a great example of a local small business can make a big impact. Cobs works with Vivo in the spring with their annual Hot Cross Buns sales. They donate \$2 from every 6-pack of hot cross buns sales to Vivo.

See the Cobs story [here](#).

More information on how to partner with Vivo is located on the [All In for Community](#) campaign webpage.

[Email us](#) today. We'll work your business to find the perfect fit!

BACKGROUND INFO

All In for Community - For Community, By Community

Vivo is...

*"Vivo means 'to live' and this project embraces and celebrates diversity, community, and the common thread that unites us all – **life**.*

Vivo is a charity committed to inspiring Canadians of all generations to live a healthy life whether they're at home, school, work, play, in the community or at the facility." –

Cynthia Watson, Vivo Chief Evolution Officer

The community centre Vivo operates is at the heart of this region of Calgary. It is where



people come to learn new things by themselves and with others. It is where young people come to hang out and feel safe to be themselves, where seniors spend their day knitting, playing ping pong and aqua sizing to avoid feeling isolated and where families celebrate milestones from first-birthday parties to first baskets.

This hub is home to Vivo and over 50 other organizations who are all being hindered by a lack of space.

You can help fund the expanded space that enable us to help and welcome even more partners into the community. We all have our own ways of supporting the community. It is not any one of these solutions, but the collective that leads to our dream of a place where everyone can belong, be healthy and supported to grow.

The expansion is...

We're adding 135,000 square feet of new and renovated space uniting all ages, abilities and cultures in stronger physical, social and emotional health including:

1. **Imaginations will soar in a first-of-its-kind Indoor Park-** A literal moving indoors of an outdoor park space. This will give our seniors a place to walk, a young mom a place to take a break and read a book and our diverse community a place for cultural celebrations of all kinds.



2. **Life skills in the new pool-** This 6 lane – 25 metre pool will eliminate the large (over 1,000 children) swim lesson waitlists each session and the gradual entry makes it accessible for all. The sauna, steam room, and fireplace will be a suburban spa experience for all ages.
3. **Connect in four new community rooms-** These rooms will be places you can celebrate life's moments, big and small. Spaces to host events/meetings for up to 150 people. Support two of our volunteer-run seniors groups to stop wait-listing seniors for their programs due to lack of space.
4. **Research & Innovation Lab** –Vivo is a national leader in social research and innovation. These spaces will help community leaders identify common challenges, work together towards a solution, measure their success and capture their learnings.
5. **Build healthy habits in the 60% larger Fitness Centre-** This expansion will focus on fitness for life and building healthy habits. It will create an environment that encourages and celebrates the social aspects of fitness and group training while also providing experiences that encourage quiet time, meditation and relaxation.
6. **Gather outside in the community hug and outdoor plaza-** A town square for the community – An outdoor space to hang out, meet up and gather in small and large groups and host events.

All In for Community is...



Vivo's capital campaign to raise \$62 million to build the space that north-central Calgary needs to belong, learn and grow and be healthy.

We are living in uncertain times. Community hubs like Vivo's are essential places required to build the resilience we need as individuals and as a community to thrive in this pandemic and in the future.

We're 90% of the way there. You have the power to help us raise the last 10% (\$6.5M).

Join us today as we need to raise \$2.5M of this goal in 2021.

Local Economic Benefits and Impacts

The expansion project is expected to create 320 full-time equivalent positions over the next two year during construction.

In addition to this direct economic impact, this investment will have substantial indirect economic benefits in north-central Calgary and beyond.

OTHER RESOURCES AND TOOLS

Pledge and donation forms:

[Link to pledge form](#) | [Link to donation form](#)

Two-pager Infographic (next two pages below)

PowerPoint presentation available upon request.

CONTACT INFORMATION

For assistance, please contact Kelsey Murdoch, Donor Care Coordinator at kmudoch@vivo.ca or 403-817-9209



All In
for **Community**
vivo