



# AIMS

African Institute for  
Mathematical Sciences  
NEXT EINSTEIN INITIATIVE  
CANADA

## AIMS Canada Volunteer Fundraising Guide



### **Be the solution!**

Take part in the transformation. Empower Africa's youth to lead a new revolution in science, technology, engineering and mathematics. Africans developing solutions that cross borders and change lives will be the next Einsteins. Harness the potential of young scientists impassioned about discovery and inspired by the promise of a new future for Africa.

Start your campaign now to make a better Africa.

This guide is designed to provide AIMS supporters with helpful and concise information to use when coordinating events to support AIMS programs. This guide for event planners provides basic tips and information about AIMS to ensure each fundraiser is a success.



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## Why support AIMS?

### *Who we are*

The African Institute for Mathematical Sciences (AIMS) is a pan-African network of centres of excellence for post-graduate training, research and public engagement in mathematical sciences. We enable Africa's brightest students to become innovators that propel scientific, educational and economic self-sufficiency.

### *Vision:*

Our vision is to lead the transformation of Africa through innovative scientific training, technical advances and breakthrough discoveries which benefit the whole of society.

### *Mission:*

Our mission is to enable Africa's brightest students to flourish as independent thinkers, problem solvers and innovators capable of propelling Africa's future scientific, educational and economic self-sufficiency.

### *Values:*

EXCELLENCE • RESPECT • PAN-AFRICANISM • INTEGRITY



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## Plan your event!

### Fundraising Ideas

<b>ART EXHIBITION</b>	- Feature art from students, family, and friends in a show and/or auction it off.
<b>FASHION SHOW</b>	- Host an African-themed fashion show and ask for donations from the participants or charge an entry fee. Special items could be auctioned after the show.
<b>DANCE-OFF</b>	- Get participants to pay to enter an African- inspired dance competition with the promise of a prize for the winner.
<b>CINEMA NIGHT or FILM FESTIVAL</b>	- Find a venue to show a film, such as a lecture hall or classroom or project it outside on a screen (drive-in), featuring inspirational flicks about mathematics, science or Africa.
<b>CONCERT</b>	- Host a concert for African youth in science and have local musicians donate their time to save on costs
<b>AFRICAN BALL</b>	- Sell tickets to a formal African Ball or masquerade party.
<b>AFRICAN CULTURE NIGHT</b>	- Host an evening themed around African food, music, costume and celebrate the 54 nations that make up Africa - AIMS alumni are from 42 of them.
<b>MARATHON</b>	- Cycle, dance, run or play a sport non-stop. Encourage your participants to raise funds connected to time or distance or achievements.
<b>TRIVIA QUIZ EVENT</b>	- Pick a trivia topic, African History or Geography or Science and Mathematics, get teams/individuals to compete for a prize. You could base it on a holiday or a milestone like an anniversary.
<b>UNIVERSITY CHALLENGE</b>	- Get your university to compete with others in a game show quiz on a subject that highlights Africa, Science, Technology and Mathematics.
<b>WEDDING OR BIRTHDAY</b>	- Designate AIMS as a charity of choice for giving instead of traditional gift giving for these celebrations.
<b>HOLIDAY SALE</b>	- Make and sell homemade Holiday cards and ornaments.
<b>COMMUNITY SALE</b>	- Plan a garage or yard sale with neighbours or as an individual.



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REMEMBER: Keep your event safe! AIMS Canada cannot accept responsibility for accidents, so make sure everyone is safe at any third party event. Ask your venue about Health and Safety. They should have it covered. If you need any other details, you can visit the Canadian Centre for Occupational Health and Safety website: <http://www.ccohs.ca/> . If you are going to carry money around, be aware of personal safety and make sure you have a designated safe place to store it.

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## Planning Tips

### INSURANCE

Events involving public property may require public liability insurance, based on the type of event. For events in city parks, streets etc., you will need to visit your city hall for applications forms to use the property and officials will be able to let you know what insurance may be necessary. Venues that hold events like the one you propose will likely already be covered, so ask the venue owners/managers before you book.

### LICENSES

Most venues that put on live music regularly will have appropriate licences (eg: liquor licence). Be sure to know and understand all necessary licences before you confirm an event and check with your venue to confirm what they already have.

### TAX RECEIPTS

AIMS Canada is a registered Canadian charity and will provide tax receipts for donations \$10 or greater. Please make sure to:

- Include ALL contact information including the donor's full address [including the postal code] and name.
- Clearly indicate the donation amount
- Clearly indicate the method of payment

Please ask us for a template to fill out the donation information.

### PROMOTIONAL LANGUAGE

All event promotional material must state that your event is **'in support'** of AIMS Canada. You should be clear that your event is not an *official* AIMS Canada event, but an independently organized fundraiser in support of our organization.



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## ORGANIZING YOUR EVENT

The key to successful events is sound organization. Be creative. The more creative and interesting your event is to the public; the more appealing it will be. You can choose a fashion show or a marathon, the size type and format of your event is up to you. When planning your event think of ones that you would be excited to attend or donate to. Set reasonable goals to ensure you will have the resources and people to keep on schedule and achieve your goals. Leave yourself enough time to plan, contact and promote your event.

## REGISTERING YOUR EVENT

Once you have an idea for your fundraiser (what and when), the next step is to register your event with AIMS Canada - Online here [\[link\]](#). The process is very easy and reduces the amount of leg work you have to put in manually.

**Step 1. Visit:** [\[website URL\]](#)

**Step 2. Register your volunteer event.** This page provides you a template to create a unique site for your fundraiser or event.

**Step 3. Personalize your page.** You can personalize your event's page by uploading pictures and videos. Don't forget to include all the pertinent information.

**Step 4. Send Invitations.** Send your event page link to contacts, friends and family.

**Step 5. Promote Your Event.** Post your link on promotional material so donors can easily contribute to AIMS Canada on behalf of your event.

**Step 6. Solicit Donations.** Send your event page link to everyone you know who might be interested in donating to your event. Use all your social media channels.

**Step 7. Track Your Donations.** Your page will keep track of your donations as they come in and update your donation tally as you approach your fundraising goal.



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## FUNDING

At AIMS Canada we support your initiative and want to encourage you to host the most successful event you can. We can offer some resources, we can provide advice, but we cannot fund your project. There are ample resources within your community to help you cover event costs, and taking advantage of these will significantly increase the financial success of your event.

### Sponsorship

- (a) Approach local businesses and associations for corporate sponsorship.
- (b) Make your event appealing by offering to include their logo on promotional material.
- (c) Provide information about AIMS and your event
- (d) Be prepared to explain what AIMS is, why you are organizing an event and what your goals are.
- (e) Encourage sponsors to make a donation to your event if they are not willing to become a sponsor.

### Grants

Search your local municipality or town's website as well as associations, art councils, cultural groups, community foundations, your school and other institutions that may provide you with grants or funding in support of your event. Get on this as early as possible as lots of time is needed to process applications.

### Pledges

If you are planning an event where participants are being asked to fundraise it is a good idea to provide pledge sheets, which are available on our website or we could send some to you.

## RAISING AWARENESS

AIMS Canada is a charitable organization, which means our operating budget and the funding of our programs and overseas projects rely on sustainable fundraising through grants and donations. Yet, raising awareness through public engagement of the work we are doing is equally important. You can help.

1. **Resources.** At AIMS we can support you with the materials you need to hand out at your event and tell the incredible stories of our graduates and how our programs are transforming lives in Africa.
2. **Signups.** Awareness through your event is crucial to getting the word out to everyone who cares about a secure, productive and prosperous future for Africa. Your event could be the place where people discover AIMS and decide to become involved. Be sure to include information about the charity and let people know they can sign up for our e-newsletter and regular updates at [link] .
3. **Website.** Direct people to the AIMS Canada website if they have questions or want to know more about what we do.

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## ADVERTISING

Marketing your event to the public will determine your success. Be creative - employ every method to promote your event. On the AIMS Canada website, you can see and download materials to get you started. Reach out and speak to us as there are many effective ways to get the message out.

**Flyers:** Make hand bills and distribute them. Speak with us to help you.

**Posters:** Design a poster, or we can provide one for you. Place them where lots of people will view them such as: music shops, cafes and bars, at your venue, or at your school, etc.

**Print:** Many local arts and culture newspapers/magazines have event listings that are free, call or email and confirm they will run it. Also place your event into festival guides.

**Email:** Send messages to all your friends, and request that they forward it on to their networks.

**Online Social Media:** Start a Facebook group, tweet, Instagram, Eventbrite, blog about it, and post it on all the related sites that would support your effort.

**Television:** You can inform your local news outlet about your event - they may cover local charity events that involve youth and culture. Reach out to us as we may be able to help.

**World of Mouth:** Tell anyone and everyone about your event. Word-of-mouth can surprise you just how far it will go.

## AFTER YOUR EVENT

- 1. Reconcile your budget.** Carefully go through your budget and make sure you have covered all of your expenses.
- 2. List your donations.** We recommend creating a Word or Excel document to organize all of the donations you have received.
- 3. Contact AIMS Canada.** Please contact us when you know the final donation amount.
- 4. Send Thank Yous.** It is VERY important that you let your sponsors know how your event went and acknowledge their contribution to your success.
- 5. DONATE!**

### By Mail or Money Order:

Write us a cheque or money order and send it to our office:

c/o Advancement  
AIMS Canada  
4711 Yonge Street, 10th Floor  
Toronto, Ontario M2N 6K8  
(416) 218-5564 Email: [info-ca@nexteinstein.org](mailto:info-ca@nexteinstein.org)

**NOTE:** If your grand total is a combination of online, cash and cheques please email [ggedeon@nexteinstein.org](mailto:ggedeon@nexteinstein.org) for a template so that you can organize your donations.

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## Event Checklist

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### BEFORE YOUR EVENT

- Register with AIMS Canada
- Set a date
- Confirm artists/guests/volunteers
  - Make note of contact info
  - Make note of equipment requirements
- Make a budget
  - Seek sponsorship from local businesses, etc.
- Confirm venue
  - Make note of contact info
  - Make note of conditions
  - Negotiate fee, if applicable
- Printing (include all relevant information and details)
  - Flyers
  - Banners
  - Posters
- Distribute promotional material
  - Send out electronic advertisements
- Call local arts/culture/media publications

### AFTER THE EVENT

- Send donation to AIMS Canada
- Send Thank Yous
- Compile photos and articles and send to AIMS Canada



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