TRIATHLON OF COMPASSION

Fundraising Tool Kit
The Triathlon of Compassion is Victoria's Sexual Assault Centre's (VSAC) largest annual fundraiser.

When: Sunday, August 8, 2021
Where: Esquimalt Rec Centre
What: 500m Swim | 20k Bike | 5k Run
There are also distances for kids!

Since the Triathlon began, participants have fundraised over $370,000 for VSAC's programs!

The event is proudly brought to you by Human Powered Racing
Why Fundraise for the Victoria Sexual Assault Centre?

Last year our crisis counselling waitlist grew to 4 months. We were able to reduce the wait in February but now we need to fundraise to maintain staff hours and keep the waitlist at zero.

You can help us raise funds by becoming a Triathlon of Compassion Fundraising Champion and ensure that the Victoria Sexual Assault Centre can provide critical services to survivors of sexual assault and childhood sexual abuse.

We rely on donations to fund this important work, so every dollar counts!
What your fundraising can do:

Our goal is to raise a total of $12,000 for VSAC’s crisis and emergency sexual assault response services.

$12,000 can:

- Provide **100 crisis counselling sessions** and
- **Keep our clinic open for a month** to provide immediate crisis support and medical care to recent survivors of sexual assault.
Did you know that 1 in 3 women, 1 in 2 Trans people will experience gender-based violence?

Sexual assault can leave survivors and their loved ones feeling hopeless. But there is support and healing is possible.

At the Victoria sexual assault centre, we witness the strength and resiliency of survivors every day.

As a Triathlon of Compassion Fundraising Champion, you can connect survivors to healing support and resources.
Joining the Triathlon of Compassion is easy. Get started in two easy steps!

1. Create your online fundraising page.

2. Share a link to your fundraising page on your social media channels and encourage people to donate,

3. Send emails to your networks to tell them about the triathlon and why you are raising funds and awareness for sexual assault survivors.
How to create your online fundraising page:

Create your online fundraising page in a few easy steps using CanadaHelps:

1. Click here to sign up.
2. You can choose to fundraise as an individual or as a team,
3. Give your page a name,
4. Set your fundraising goal,
5. Personalize your page description to let your community know why you are fundraising.

Now you're ready to start fundraising!

Questions or need help? Email Carissa at carissar@vsac.ca
Time to Fundraise!

Asking for money can feel intimidating sometimes. Check out these tips to help make fundraising easy.

1. **Start by making a donation to your own fundraising page:**
   Other people are more likely to donate to your page when they see that someone has already contributed.

2. **Set a fundraising goal:**
   This creates a challenge that you and your supporters can meet together. A great way to reach out to people is to tell them how close you are to meeting your goal. They'll want to help you get there!

3. **Connect with your community:**
   Read on for fundraising tips & resources!
1. **Connection:** Connect by telling why supporting sexual assault services matter to you.

2. **Context:** Let your networks know why the funds are needed now (Ex. "The need for sexual assault crisis support has increased since COVID-19. VSAC relies on donations to fund these services, so every dollar counts!")

3. **Commitment:** Use a short direct question to ask for a commitment. (Ex. “Can you donate $25?”)

   Don't forget to share the link to your fundraising page!
Fundraising Tip: Send personalized donation requests

Make a list of 10 (or more) people you want to ask for donations. You can include family, friends, colleagues, and more.

Send individual emails to your five closest contacts and ask them for donations first: Getting your "inner circle" to donate to your page will help you build momentum.

Once you've got the ball rolling, begin reaching out to others on your list too.

Here is an e-mail template you can use:

"Hi [name],

I'm racing for survivors of sexual assault in the Triathlon of Compassion, a fundraiser for the Victoria Sexual Assault Centre. Can you donate and help me reach my fundraising goal?

A $15 donation can provide a cab ride to attend Victoria Sexual Assault Centre's Clinic for emergency medical care and emotional support after a recent assault.

A $50 donation can provide one hour of crisis counselling.

You can make a donation online and receive a tax receipt immediately."

Don't forget to include the link to your fundraising page!
Fundraising Tip:
It's time to get Social!

Once you've sent a batch of emails to your friends and family, it’s time to turn to social media.

One of the best strategies to use is tagging and thanking people that have already donated while asking for new donations.

This spreads your message further and lets the people know there is a momentum of support.

Here's a template you can use for your social media posts:

Hey friends! On August 8th I'm racing for survivors at the Triathlon of Compassion, a fundraiser for the Victoria Sexual Assault Centre. I'm fundraising because I believe in the work that this organization does to support survivors of sexualized violence.

I have a goal of raising $_____. Can you help me reach my goal? Every donation small or large makes a difference.

Thank you!

Remember to include a link to your fundraising page!
Thank you!

Remember to thank people for supporting you!

You can send them emails, mail a card, or thank them on social media to bring more awareness to your fundraising!
Thank you for standing with survivors and participating in Triathlon of Compassion as a Fundraising Champion.

Every dollar you raise makes a difference in the life of a survivor.
Questions?

Contact Carissa at:
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