



Guide to Hosting
Ice Cream for Breakfast

Make-A-Wish[®]
SOUTHWESTERN ONTARIO CANADA

Ice Cream for Breakfast!

“I SCREAM, YOU SCREAM...WE ALL SCREAM FOR ICE CREAM!”

Ice Cream for Breakfast is a family favourite concept that many of our Wish Families experienced during their stay at Give Kids the World Village in Florida. This memorable experience loved by many, has inspired us to offer it as a **Do It Yourself** Fundraiser.

We are overflowing with sweetness to kick off our first *Ice Cream for Breakfast* fundraising campaign this fall in Southwestern Ontario. All participants can offer their ice cream treat by donation. You are welcome to include additional items such as sprinkles, flavoured sauces and whipped cream!

All proceeds from *Ice Cream for Breakfast* will support granting a child's wish.



Getting Started



Sign up

- Register online for your own personal fundraising page at <https://makeawishca.donordrive.com/event/icecreamforbreakfast>
- Be sure to personalize your page. Include a picture and share your reasons for supporting Make-A-Wish
- Use email to reach out to family, friends & colleagues to share your donor page
- Track your progress and update your supporters regularly.
- Let us know when and where your event will be, so we can help get the word out. Email Charlene Marsman at charlene.marsman@makeawish.ca
- *Ice Cream for Breakfast* is our fall campaign; however, you are welcome to host a fundraiser anytime!



Free Starter Kit

Pick up your free starter kit at our Make-A-Wish office located at 551 Oxford St. West, Suite 207 in London. Or email charlene.marsman@makeawish.ca with your address to ship the kit to.

- Your kit includes:
 - Make-A-Wish Fact Sheet
 - Event Poster (Personal Poster for you to complete and share with family & friends)
 - Fundraising Goal Sheet
 - Donation Tracking Sheet
 - Return Envelope for you to send donations back to us
 - Star Sprinkles
 - Blue Tablecloth
 - Make-A-Wish Banner



Set your Goal

Before you host your event, set a goal for how much money you'd like to raise. No amount is too big or small. Set a goal that you can reach, but that might be a bit of stretch for you. For example, five dollars might be too small of a goal, however, \$250 maybe doable and would feel like a big accomplishment!



Get Organized

Recruit: Ask friends and family to help you with your event. The more the merrier! Positions you may want to fill: Order taker, Ice Cream Scooper, Server(s), Cashier, Sign holder(s), Cheerleader(s), and Supplier

Gather Supplies: Here are some of the essentials we suggest you have on hand:

- Table
- Table decorations
- Donation container
- Ice Cream
- Serving cups or cones
- Napkins

- Plastic Spoons
- Ice
- Cooler
- Serving spoon(s)/ Ice Cream Scoop(s)
- Extra Toppings
- Any other goodies you'll want to sell: dairy free options like Sherbet, bottled water. You could also substitute Ice Cream for Frozen Yogurt
- Camera/Phone: Please take pictures and share with us! We'll post on our Facebook page, website and newsletter



Safety Rules

It may seem like common sense; however, cleanliness and safety is so important! Here are a few rules to keep in mind:

- If children are hosting the event, an adult should always be nearby to help keep an eye on things and make sure all is running smoothly.
- Be sure to keep your area clean and use hand sanitizer when handling food and drinks. Make sure you have paper towels nearby to clean up any spills.
- Ensure to keep your supply of ice cream frozen when not in use!



Make it a Success!

Here are some tips to make your *Ice Cream for Breakfast* event a success:

Location, Location, Location

- Find the best spot to set up your ice cream table. School gym, Meeting room at Work, or Lunchroom or even in the comfort of your own Home.
- Other great ideas are to hold your event at a community hall, family reunion, birthday or anniversary celebration.
- If you're setting up your event somewhere other than your home, please ensure you have permission! 😊



Product

- You may want to include some other items such as water bottles, frozen yogurt or sherbet, along with your ice cream.
- Check your local flyers for any upcoming sales on ice cream and any other items.
- Another option is to use the small pre-packaged Chapman ice-creams cups. Wholesale Club sells these and have locations in different cities, feel free to check the link: <https://www.wholesaleclub.ca/>



Spread the Word

- Use Social Media: Facebook, Instagram, Twitter, and email lists as great tools to help spread the word. Post information about date, time and location a few days before the event and again on the day of.
- Set up your very own online *Ice Cream for Breakfast* fundraising page at <https://makeawishca.donordrive.com/event/icecreamforbreakfast> and share your link with all your family and friends.
- Create flyers using the template in your kit. Hand out flyers to your family and friends, too!



Accepting Donations

Price: What should I charge?

- How much you charge for your ice-cream is up to you. Some people like to set a price, such as a loonie or toonie. Others find asking for a general donation is very successful. Either way, ensure you have a way to allow people to make an extra donation if they wish!





Ways to Donate

- Be sure to let your customers know that they can make a donation via cash or cheque (make payable to Make-A-Wish Southwestern Ontario)
- Your family and friends can also donate online by sharing the link to your online fundraising page. This is perfect for those who may not be able to attend the event but still would like to support you



What to do after Your Event

Once your *Ice Cream for Breakfast* event is done, you will need to turn your funds raised in to Make-A-Wish as soon as possible. You can drop it off in person at the office, please let us know in advance when you are planning to visit, in case we are out of the office for a wish or event, or send by mail to:

Make-A-Wish Southwestern Ontario
551 Oxford St. W. Suite 207
London, ON N6H 0H9

PLEASE NOTE: If you are sending by mail, please do not send cash donations. Donations should be sent in the form of a cheque or money order, made payable to Make-A-Wish Southwestern Ontario, with "*Ice Cream for Breakfast*" in the memo line. All donations should be sent to our office within 30 days of completing your fundraising event. Use the donation tracking sheet in your kit if someone donates \$20 or more. Please photocopy prior to mailing it for your records. Use the return envelope in your kit to mail your donations and tracking sheet.



Thank Your Supporters

- Personally thank everyone....because you can never thank enough!
 - Thank your supporters by sending a personal email and or personal note in the mail.
 - Post a Big thank-you on Social Media celebrating how successful you were and thanking your ice cream buyers for helping to raise funds to grant wishes to children with critical illnesses.
 - Use hashtag #icecreamfrobekfast2018 on social media posts (please tag Make-A-Wish Southwestern Ontario)

THANK YOU!

