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YOGA



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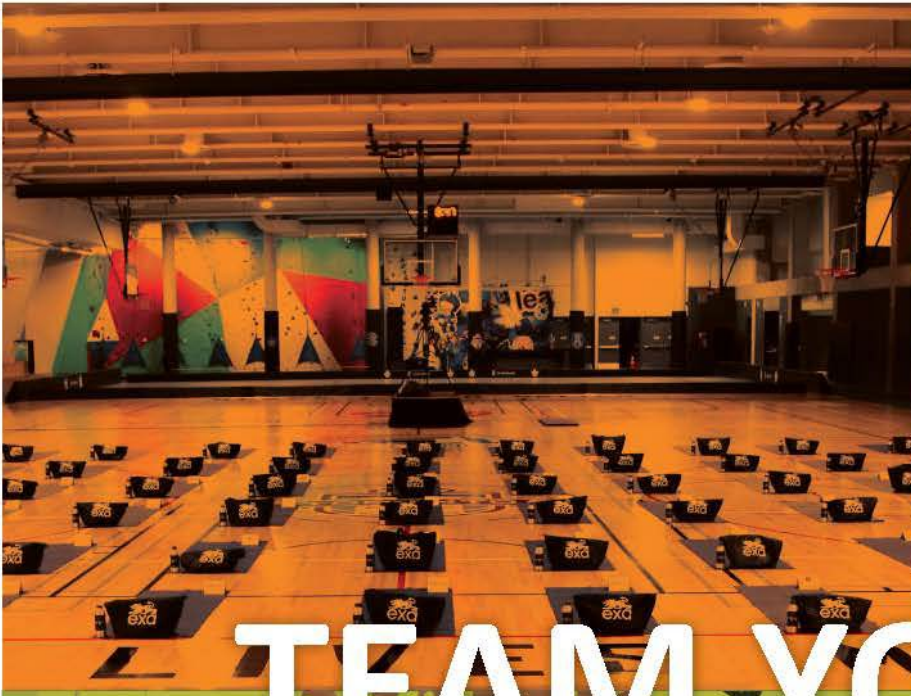
Join the Movement for Mental Health

Lumenus Embody YOGA Fundraising & Recruitment

Tool Kit 2025

lumenus.ca





TEAM YOGA



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Thank You, From Laura

I'm so excited that you have joined us in raising money for the Lumenus Foundation. With tens of thousands of unique clients coming through our doors each year, we are grateful that you have joined the team in raising funds. Every dollar that you raise will go to helping people right here in Toronto.

At Lumenus we have an integrated and collaborative approach, our people will wrap services around you and provide a single circle of care and support. That means a team of people will be on your side, doing everything they can to remove the worry and illuminate the path ahead. We'll ensure access to a wide array of services based on you or your dependent's particular needs.

Lumenus is where every client has the opportunity be seen, be heard and to be well.

This guide is meant to get you started on a path to success with fundraising and recruitment. I hope that you will find ways to make fundraising feel authentic and comfortable for you by using some of the tips and tricks inside.

Having you as part of the team is so exciting, and together we will make this event a fun one as we support our friends and neighbors right here in Toronto.

We know it can be tough to get started so if you need a little help or motivation let us know.

With Gratitude,

Laura Champion

Senior Director, Fund Development
fundraising@lumenus.ca





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About Lumenus and The Event

About Lumenus



13,000
Clients Served



101
Partnerships
With Other
Agencies



87%
Client
Satisfaction

16 BOD Members

505 Employees

143 Employee **Celebrating
10+ Years**

57%

Percentage of
Clients **Under
the Age of 10**

25%

Percentage of
Clients **Between
the Ages of 11-17**

18%

Percentage of
Clients **Over 18**



166,000
Client **Visits**



120
**Programs
& Services**

Client **Visits**

36%		Mental Health
43%		Early Years
14%		Autism
7%		Developmental

Lumenus is where every client has the opportunity to be seen, be heard and be well.

OUR MISSION

We illuminate a seamless pathway to optimal wellbeing through high-impact mental health and developmental services and strong system leadership.

OUR VISION

Transforming lives and building brighter futures through caring experiences.





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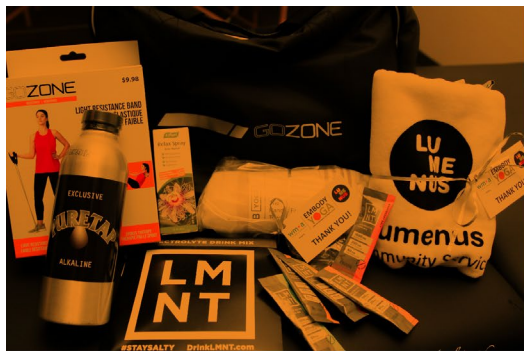
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Embody YOGA Event

Embody YOGA is a family friendly fundraiser accessible to all individuals. Participants raise money by collecting pledges and participating in a yoga session.



When: Sunday, March 30, 2025

Where: **MLSE LaunchPad** | 259 Jarvis Street, Toronto, ON M5B 2N9

Time: 8:00am - 11:00am





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What the Fundraiser's Role is vs What Lumenus Foundation's Role is

What Lumenus Foundation will do to support you:

- We have a dedicated staff member to answer questions and support your fundraising with tools and templates, like this guide!
- Promotional support (through appropriate communication channels) for the event.
- Create a template for the fundraising pages and guidance of how to personalize for success.
- Issuing of tax receipts as outlined by Canada Revenue Agency guidelines.

But we cannot support you with the following:

- Graphic design of print materials.
- Share or provide mailing lists of donors or prospects.
- Event administrative support.
- Fund or reimburse expenditures.
- Guarantee promotion or media coverage.
- Provide access to Lumenus staff or Board.
- Apply for licensing or insurances e.g. bingo, raffle licenses.





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Recruitment – How to Find Your People

Having a strong team around you will be key to fundraising success!

Finding your people is easy as 1, 2, 3:

- 1) Consider your inner circle** – your family or friends who might be interested in going on this journey with you. Who were the last 5 people you called or sent a text to? Likely they are people who share your values and interests and odds are you were going to plan an activity together in the future anyway!
- 2) What other groups and circles are you part of** – Perhaps you are looking for a team building activity for your team at work, maybe you have a book club who wants to do some good, or maybe you are in school, and your classmates want to de-stress together at a yoga event. Asking them can help deepen relationships and create space for seeing another side of one another.
- 3) Advertise! Some of the easiest asks of people are the most passive** – Go on social media and tell people you are building a team and why you believe in the cause. Then see if anyone volunteers to join you. You can incentivize them by offering to support them in their fundraising journey too. You can also, with permission, post a flyer at your local yoga studio, gym, or other studios and fitness centres, which has the additional benefit of allowing you to make new connections.





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Fundraising – How to Make the Ask

You've got the team, now you need to raise some money.

It can be difficult to get started raising money, but with our tips it doesn't have to be.



Set a goal: Setting a goal for your fundraising can be a significant motivator to make it happen. When it's an open-ended goal it can feel like it's never enough and will leave you demotivated. You want to set a realistic goal; you can always stretch it later if you find that you can raise a little more.



Make a seed donation: Have you ever walked around the block so you wouldn't be the first at a party? It's important to donate first for a couple of reasons. It shows people you are "all in" on this, that you are putting your money where your mouth is. It also helps to show people that you are on track to success, that they aren't the first to invest in you.



Craft your pitch: It's important that you feel comfortable and confident when you are asking for money, whether in person or in writing. You can leverage the information available to you in this guide and on the Lumenus website, including our Annual Report. Using these resources, you can craft a pitch that highlights why you are fundraising, why they should donate, and what they can expect in return.



Know who you are going to ask and for what: Now you have a goal, and a pitch to make a plan to ask people for money. Now you should make a list of everyone who might be open to donating to your cause, how much you are going to ask for, and through which channel you will contact them. Email and text can feel less scary so it's a good place to start but don't shy away from calling people or asking them face to face.





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Give yourself enough time: Start early! Part of your planning should be to have lots of time. Making the ask and following up takes some time and if you have any hesitation around fundraising it will take longer. When you are mapping out your asks make sure you have enough time to do everything.



Hype yourself up: Make a hype up playlist, get some exercise, or do a power pose! It may seem silly, but you can feel someone's energy when you talk to them on the phone, you can almost hear a smile. And in email you want to be joyful, enthusiastic and clear. Starting from a place of "I've got this" will give you the confidence that will lead to success.



Work as a team: Fundraising is a team sport, especially for this event. Gather your team in one location and encourage one another as you make your asks. Celebrate together, brainstorm other ways to raise funds, and plan your next steps together. While some individual members may have greater success this is all about teamwork and team effort.



Don't give up: The worst thing that can happen when you ask for money, is that someone says no. Hearing no can feel very disheartening and make you feel like not asking anyone else. Do not take it personally or feel like you failed, because you didn't. Shake it off by listening to your hype music or doing other tasks for a few minutes and then get right back into it!





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Sample Ask Email

Hi <Name>,

I hope this email finds you well.

I am writing to tell you about how excited I am to be participating in a yoga event in support of the Lumenus Foundation this year.

Lumenus is a community service organization that offers a broad range of high-quality mental health, developmental, autism and early years intervention services to infants, children, youth, individuals and their families, across Toronto.



I really believe in this cause because <please include your connection here>.

The yoga event raises funds for Lumenus to help them to continue supporting people across Toronto. This is why I am asking you to join my team today. We will work together to raise funds and then celebrate our great work at the event on March 30th. It's a morning of Yoga, with prizes and a delicious meal.

I know that joining my team might be a big commitment, so if that's too much I am hoping that you will make a donation to my efforts. \$50 is the average amount that people give, but any amount that you might be comfortable with would make a significant difference to my success. All donations made are eligible for a tax receipt, which will be issued automatically after you donate.

If you have any questions, please reach out!

Thanks in advance!

<Name>





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Sample Thank You Letter

Hi <Name>,



WOW! Thank you, I'm so grateful to you for your donation and for helping me raise money for Lumenus. Every dollar raised goes to support people when they need it most, right here in Toronto.

Thanks to donations like yours, the people who depend on Lumenus can get the assistance they need to navigate the system, both inside Lumenus and between other organizations. Their caring and skilled staff consult with community partners, including childcare, school and health care, to help coordinate services.

Thank you for believing in me and for your generosity to Lumenus.

<Name>

P.S. If you didn't get your tax receipt or need anything else, please let me know and Lumenus and I can support.





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Questions? Need Support?

We are here to support you!

If you have any questions or would like additional support,
please reach out.

Fundraising@lumenus.ca

