

WORKING WITH US

*A Guide for
Sponsored Charities*



CRAIG SENYK
initiatives



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WELCOME MESSAGE

Hello and Welcome!

We're excited to have you on board as a sponsored charity for this year's Jamboree for Charity. At Craig Senyk Initiatives, fundraising is front and center. Since our inception, we've supported community-based charities in both Calgary and Toronto (event retired in 2025), raising millions for various worthwhile charities. Our focus is on supporting strong, healthy and thriving communities through sponsorship of health (physical and mental), education, children and Canadian champions. We're glad to have you on board.

Our sponsored charities receive ALL of the donations made by Jamboree guests plus all of the proceeds from auction items and raffle. Every dollar raised goes to the sponsored charity, while the event itself—the top-notch venue, the music, food and refreshments—is brought to you by myself and my wife, Cara Senyk, and cornerstone partner, Mawer Investments.

Integral to the success of our events is the sponsored charity's involvement in assisting us with the fundraising process. In this guide, we will detail our expectations and provide you with valuable reference material to help you along the way. We look forward to partnering with you for this year's Jamboree for Charity!

Your partner in community giving,

CRAIG SENYK

Founder, Craig Senyk Initiatives

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JAMBOREE FOR CHARITY:

Listing of Past Sponsored Charities

CALGARY

Alberta Cancer Foundation
Alberta Children's Hospital Foundation
Calgary Health Trust - Clean Hands,
Giving Hearts
Children's Grief Centre
Discovery House
Hull Services
I Can for Kids
Lifted / Unison Benevolent Fund
Make-A-Wish Foundation
Radiance Society
Ronald McDonald House
Silver Linings Foundation
United Way of Calgary and Area

TORONTO (Event retired in 2025)

Canada's Sports Hall of Fame -
Beyond the Win
Canadian Olympic Foundation
Casey House
Centre for ADHD Awareness, Canada
Defeat Duchenne Canada
Kids Help Phone
Make-A-Wish Foundation
United for Literacy

REGISTRATION WEBSITE

One of the very first requirements we'll have of you for the Jamboree for Charity is to build the registration website – a site where guests can both RSVP and donate to the event.

TIMING:

To be launched two months prior to the event.



Ideally, your registration website will have the following components:

1. LANDING PAGE

The registration page landing page introduced the event, provides event details and launches the registration and donation process for invited guests.

LANDING PAGE INCLUSIONS:

- Welcome Message
- Event Info
- About Your Charity
- Counter (Thermometer) to Fundraising Goal
- Link to RSVP
- Link to Donate



2. RSVP PAGE

Invited guests will have the ability to RSVP (at no cost) for themselves plus up to three additional guests. While the invited guest's personal information is mandatory, guest information is optional.

RSVP INCLUSIONS:

- First Name field
- Last Name field
- Email Address field
- Number of Guests field
- Additional fields (same as above) to allow for inputting of guest information for up to three additional guests. (These fields will be optional to complete.)
- Ability to donate at point of registration (Click through to Donation Page as per next page)

Note: All RSVPs do NOT have to donate at point of registration but are invited to do so.





3. DONATION PAGE

The Donation page will act as both a point of entry AND for those who have RSVPed, an extension of the RSVP process.

DONATION PAGE INCLUSIONS: First Name field, Last Name field and Email Address

Note: The three above fields will be mandatory for those who enter directly via the "Donate" link but for those who have already RSVPed, they will enter the Donation page at point of "Donation Amount" field.

- **Donation Amount** – include pre-set amounts (e.g., \$350, \$700, \$1,400, \$3,000, \$6,000) plus functionality to include custom amount.
- **\$7,500 for a Reserved Table**
 - Table accommodates 6-8 guests
 - 40 drink tickets
 - Pre-selection of food with VIP Menu - with choice of delivery times
 - Special Jamboree gift for each guest
 - Autographed poster for the host
- **\$15,000 for a Reserved Lounge**
 - Area accommodates 8 - 10 guests
 - Unlimited drink tickets
 - Pre-selection of food with VIP Menu - with choice of delivery times
 - Dedicated server to the VIP Area / Private Bar
 - Special Jamboree gift for each guest
 - Autographed poster for the host
- **Note:** Ideally you would include what each donated amount translates to in terms of giving from your charity.
i.e., \$350 provides 15 meals for a child in need
- Ability to make additional event purchases as they arise
- Ability to take online payment by credit card
- Ability to email tax receipt post purchase
- Automatic addition of each donation to event "counter" in real time

Note: All those who make donations are not required to attend the event. You can donate without attending.



4. CONFIRMATION EMAIL

An automatic confirmation email must be generated and sent to each guest who RSVPs their attendance.

CONFIRMATION EMAIL INCLUSIONS:

- Thank you for your RSVP
- Contact name from charity (should they need to make any changes to the RSVP)
- Link to Donate (if they haven't already done so)
- Note that more info will be sent to those who have RSVPed the week before the event including hotel information, further event details etc.

ONGOING RSVP MANAGEMENT PRIOR TO EVENT:

The sponsored organization will manage RSVPs on an ongoing basis and once a week (plus by request at any time prior to event) will send a list (in Excel format) of RSVPs to event producer, **Jennifer James** info@jenniferjamesevents.com and **Craig Senyk** at csenyk@mawer.com.

TIMING:

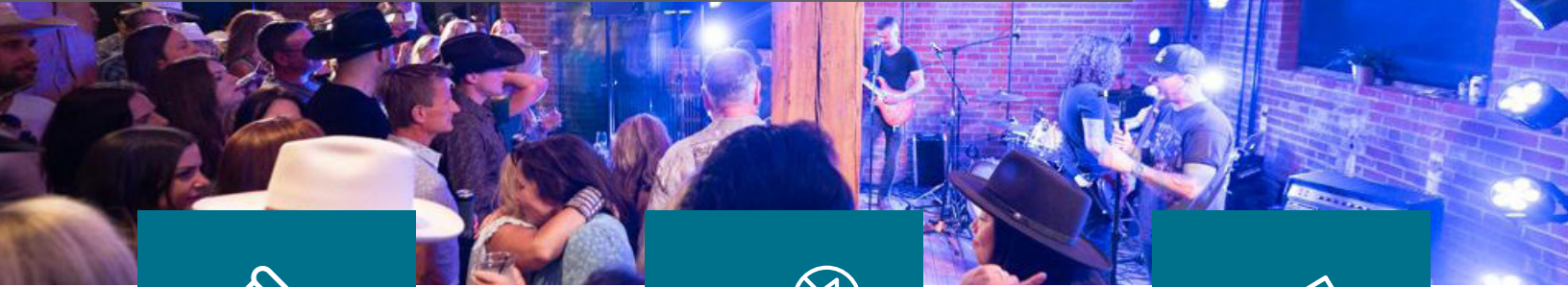
Sent once a week (Fridays) from launch of site until event.

RSVP UPDATE LIST INCLUSIONS: First Name, Last Name, Number of Guests, Email and Donation Amount



FUNDRAISING

While we do a lot of legwork to obtain the raffle prize, several live auction prizes and silent auction items, the sponsored organization shares the responsibility for obtaining additional auction items (live and silent), as well as the logistics surrounding the auctions and raffle.



SILENT AUCTION

Our goal for the silent auction is to collect between 30 to 40 items to be auctioned off at various price points during the evening. The goal is for the auction to be accessible to all guests, so donations can be of any size/caliber. We'll work on your behalf to collect silent auction items but ask that you also reach out to your own donor network to gather additional items. Our overall goal for the silent auction is to raise between \$20,000-\$30,000.

YOUR RESPONSIBILITIES:

- **Silent Auction Management** – produce auction sheets (one per item); build and keep an updated spreadsheet of donations (item, donor, approximate value, winning bid, winner); collect and store items for pick up by recipients (if not collected at event); transportation of silent auction items to (and from) event; communication with donors who did not pick up items during event; production of tax receipts for donations above listed value of donation.
- **Silent Auction Donations** – collect as many items as possible to get us to our overall goal.
- Arrive two to three hours prior to event start to set up items.
- **Manage Silent Auction bid site** – (i.e., provided via Elevate Auctions, elevateauctions.com) including uploading all items and item photos.

LIVE AUCTION

At our Calgary event, we run a live auction prior to the headliner. Live auctions typically consist of 5 to 7 experiences/items that are unique and prized, fetching significant contributions from the bidders. Past items have included private dinners, private concert experiences, and lavish vacations.

YOUR RESPONSIBILITIES:

- **Live Auction Donations** – we encourage your board of directors or key donors to contribute a few live auction items.
- **Live Auction Management** – providing winners with “confirmation of win” forms, obtaining signatures and collecting funds the night of the event.
- **Live Auction Spotters** (in-event) – two people to walk around dance floor during live auction to “spot” and flag bids to auctioneer as they are happening. Record winner information and take payment.
- Follow up post event to ensure winners have received their auction item(s).

EVENT-NIGHT RAFFLE

Each year, we raffle off a great prize (e.g., two airfare tickets anywhere in the world) during the event. Raffle tickets are \$100 each and tickets number up to 200. (Total contribution: \$20,000). Craig Senyk Initiatives works with our partners and sponsors to obtain the raffle prize while the sponsored organization manages the logistics of the raffle itself on event night.

YOUR RESPONSIBILITIES:

- Obtain a licence for the raffle.
- Produce the ticket booklets for the raffle.
- Manage the sales of tickets on event night (ticket booth staffed by your volunteers).

“The gift of the Jamboree goes beyond the incredible dollar amount that was raised to support our Children’s Grief Centre. We will be forever grateful for the wonderful opportunity to launch our new Children’s Grief Centre brand in such a BIG way. Now, more grieving families will find their way to us and get the support they need because of our new relationship with the Jamboree. Thank you!”

NADINE GARIEPY-FISK
Director, Children’s Grief Centre



VOLUNTEERS

The success of every Jamboree is a collaboration of contributions from many individuals. While we provide professional event management and coordination prior to and during the event, many additional event aspects will require volunteers from the sponsored organization to work with us to help deliver a fantastic event for all.

In total, the sponsored organization will be asked to provide the services of between 8 to 10 volunteers for the afternoon/ evening of the event. (In addition to other tasks that will also need to be managed and coordinated prior to and post the event.)

VOLUNTEER ACTIVITIES INCLUDE:

- **Checking in guests at the event**
See Guest Check In System
(under Working Together)
Volunteers Required:
3 to 4 (for the first two hours)
- **Silent Auction management**
See Silent Auction
(under Fundraising)
Volunteers Required: 2
- **Manning an information booth and taking donations during event**
Volunteers Required: 2
- **Raffle sales**
See Event-Night Raffle
(under Fundraising)
Volunteers Required: 1 to 2
- **Live Auction**
See Live Auction
(under Fundraising)
Volunteers Required: 2

Volunteers will be asked to arrive early for the event to receive any instructions and training. Jennifer will be on site to answer any questions.

Working with the Jamboree for Charity organizers was like working with an extension of our team. Anytime we needed a hand, the Jamboree for Charity team was always willing to help out. While this event was a lot of work, we were saddened to no longer be working together by the end of it!

The Jamboree helped us to create some outstanding relationships and to improve the processes around our own events. Any organization would be lucky to be a part of this exciting initiative.

MELISSA WATAMANUK

Manager of Fund Development, Children's Grief Centre

WORKING TOGETHER

The most important part of this journey is working together toward our mutual cause – raising funds for your organization! Throughout the process, we are here to help. Below is a list of the typical avenues of additional support we'll be giving you prior to and during the event.



PRIOR TO THE EVENT



HOST PRESENTATION

Craig Senyk is our best ambassador and will happily come speak to your boards, key donors etc. about the Jamboree for Charity. We'll talk to you about our process, past successes, what to expect and how to maximize our collective efforts to garner the most funds possible (for you!).



EVENT PROMOTION

We work with a professional marketing and design agency, Blunt Strategic, to create the following assets which are available for you to use in your marketing materials:

- Event Posters
- Event Invite and Reminders (e-blasts)
- Event Promotion via host's own exclusive invite list of VIP guests and proven donors
- Website banners and graphic assets, should you require them

Blunt Strategic

Agnes Zalewski

Phone: 403 585 9178

Email: agnes@bluntstrategic.com



GUEST LIST

Throughout the years, we've built an impressive database of guests and donors that have made significant contributions to the charities supported by Craig Senyk Initiatives. These are proven donors and we'll be inviting them (via our own distribution channels) to the Jamboree in support of your charity. (We also encourage you to invite your key donors and special guests to be a part of the night!)



SPONSORSHIP

For the Jamboree for Charity, we will be securing our flagship event sponsor: Mawer Investment Management Ltd. Founded in 1974, Mawer Investment Management Ltd. is a privately owned, independent investment firm that manages assets for a broad range of individual and institutional investors across all major investment strategies. The firm has offices in Calgary, Toronto and Singapore.



AUCTION DONATIONS AND RAFFLE PRIZE

We'll help you secure both auction donations and a raffle prize through our list of donors and partners. We'll be responsible for obtaining the main raffle prize as well as the main live auction prize(s). Additional donation items raised through your network are, however, much appreciated. (See Silent Auction in Fundraising Section.)



WORKING TOGETHER

DURING THE EVENT



EVENT MANAGEMENT

We work with a professional event producer, Jennifer James of Jennifer James Events to coordinate and manage the Jamboree for Charity. She is your main and first point of contact and will work with you to coordinate timelines for deliverables and answer any questions you may have prior to or during the event.

Jennifer James Events

Phone: 403 294 1644

Cell: 403 613 8308

Email: info@jenniferjamesevents.com



EVENT VENUE

Your Jamboree hosts, Craig and Cara Senyk, generously provide the event venue, the entertainment, and the catering for the event. Beverages are available for purchase by guests at a discounted rate. All proceeds from drink tickets are donated back to the charity.

Our Calgary Jamboree is held at the:

Calgary Petroleum Club

319 5 Ave SW

Calgary, AB T2P 0L5



IN-EVENT DÉCOR – SILENT AUCTION SET UP

The event venue will be professionally staged and decorated for your event. This includes set up for the silent auction. We will provide tables, draping and decorations to stage the auction items.



GUEST CHECK-IN SYSTEM

For guest check in at the event, we'll provide convenient iPad check-in systems to make entry easy and quick for registered guests. We'll provide training on the system prior to the event (volunteers to arrive early) for the volunteers designated for this event duty by the sponsored charity. We require the final RSVP list in Excel format 24 hours prior to the event. RSVP list to include registered guest first name, last name, their guest count and email (all in separate Excel cells).

“Silver Linings Foundation will always be very grateful for the opportunity we had in 2017, to be the charity recipient of Jamboree for Charity. Jamboree has uniquely propelled the growth of our young organization, not only through substantial funding, but also awareness raising among a promising pool of prospective donors. There are only a handful of charity fundraisers in Calgary that generate very high impact returns of \$100,000+. It's an even smaller number that significantly impacts local charities for multiple years in a row, as Jamboree has for the past seven years. Added to this, Craig, Jennifer and their assistants couldn't have been easier to work with, and we're such a pleasure to get to know. We imagine that every other charity that has had the good fortune to be a Jamboree charity partner would say the same things.”

KRISTIN PLETCH

Manager of Fund Development and Communications, Silver Linings Foundation



In true Stampede City style, Craig and Cara Senyk hosted the most fun-lovin', fund-raisin', rootin' tootin' event we've ever been to!

I CAN FOR KIDS (Calgary 2022)

10th Anniversary Jamboree for Charity

Thanks to you, Jamboree raised the roof with record-breaking generosity!

The 10th Anniversary Jamboree for Charity filled our boots and then some. We're overwhelmed and humbled by how much good can come from having SO much fun!

The Jamboree donations produced an immeasurable boost to so many food-insecure kids and parents living in hundreds of communities across the city.

TERRI CLARK HIGH VALLEY Michelle Wright NastyHorse KYLE MCKEARNEY

\$276,000

total donations – the highest of any Jamboree!

115

total donors

3

\$20,000

5,820

13,800

We choose to give a monthly donation to help our budgeting, which helps ICAK count on a predictable monthly revenue stream. Seeing the ICAK donation on our monthly statement, alongside our monthly grocery expenses, validates our choice to give.

When you give to I Can for Kids you are:

Sign up for our newsletter

Follow us

Get in Touch

We are proud to support families in Calgary

+1 403.815.9604
hello@icanforkids.ca

Many of those parents have shared heartwarming stories in response to the life-changing impact of your contributions:

Healthy eating has become more challenging due to the rising cost of groceries so this is definitely a life saver to us. Thank you for providing this much needed program, we are very blessed and grateful.

It is difficult time for our family. Everything is difficult paying bills, buying food, worrying for my kids' education, and for our health. What you are doing is great and unforgettable. There are no words to describe the way I feel at this time. My kids' smiles are worth a million words.

Due to the support that was provided, I was able to feel less stress and didn't feel like I was failing my children. It gave me the strength to move forward.

1 of every 5 children in Calgary is food insecure. That's more than 60,000 kids worrying about having enough to eat. Every day.

Your donation to I Can for Kids helps us improve the lives of tens of thousands of vulnerable children across our city. With the support of our network of 25 frontline agency partners, our grocery gift card program gives families the opportunity to shop where everyone else shops and empowers them to choose the fresh, healthy food their kids need to thrive at home and school. This evidence-based approach also helps parents feel a greater sense of dignity and confidence to take care of their children, relieving overall stress and improving the social and emotional well-being of the entire family.

Our impact goes well beyond filling empty bellies. Your donation to Jamboree for Charity 2022 is an investment in giving these kids hope for a life filled with potential, discovery, connection, and meaning. *Make your donation today or*

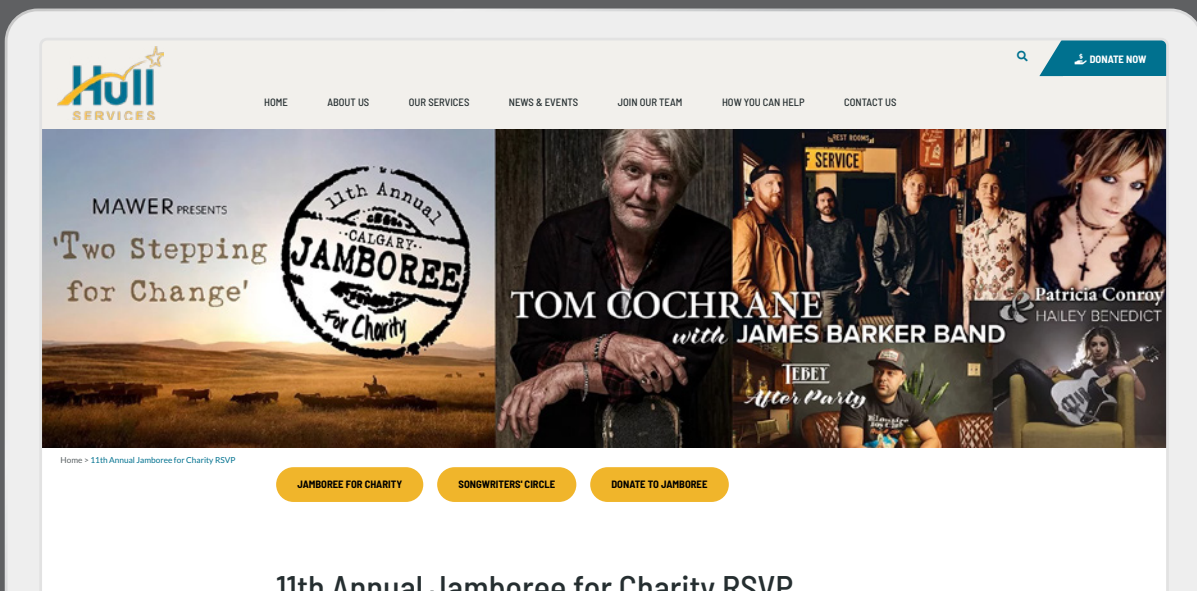
Jamboree Fundraising Goal: \$250,000

DONATE



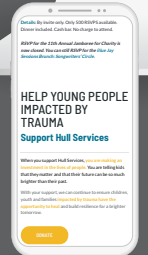
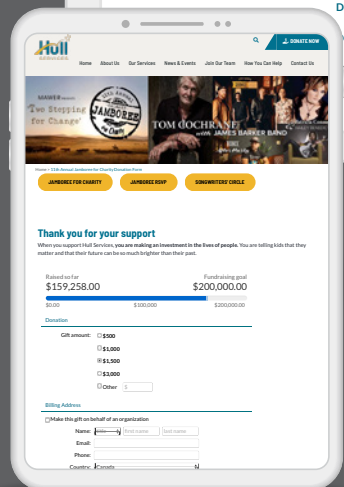
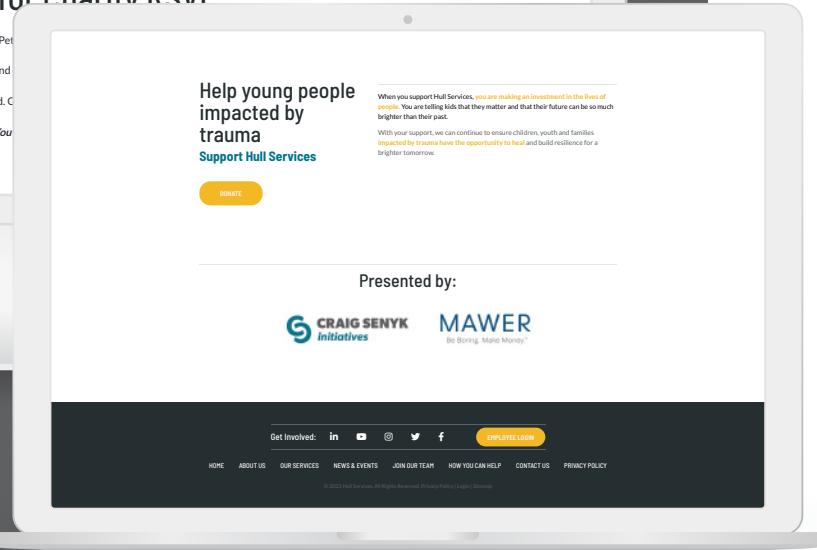
With your support, we can continue to ensure children, youth and families impacted by trauma have the opportunity to heal and build resilience for a brighter tomorrow.

HULL SERVICES (Toronto 2023)



11th Annual Jamboree for Charity RSVP

Date: June 3, 2023 | Time: 6:00 p.m. - 1:00 a.m. | Location: The Pe...
Dress Code: Country and Western. Dust off your cowboy boots and...
Details: By invite only. Only 500 RSVPs available. Dinner included. C...
SVP for the 11th Annual Jamboree for Charity is now closed. You





It's a fantastic opportunity to see some of today's most talented artists in Canadian country music — all while supporting a great cause!

UNITED FOR LITERACY (previously Frontier College - Toronto 2022)





ANY QUESTIONS?

We'd love to hear from you.
Please contact us at:

Jennifer James Events

Phone: 403 294 1644

Cell: 403 613 8308

Email: info@jenniferjamesevents.com

FEEDBACK ON THE PROCESS?

Please let us know so we can update our guide for future sponsored charities, ever bettering our process. (Contact Jennifer James as per above.)



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