



DOGS WITH WINGS
ASSISTANCE DOG SOCIETY



Third Party Fundraising Guide

Contents

Third Party Fundraising

- Join Our Community
- Guidelines
- Getting Started
- Tips for Success
- Next Steps
- Post-Fundraiser
- Collecting Donations

About Dogs With Wings

- Key Messages
- DWW Programs
- The Journey of a DWW Dog

Fundraising Resources

- Donation Requests — Sample Letter
- Sponsorship Requests — Sample Letter
- Donation Tracking Form

Thank you!



Join Our Community — **Transforming lives starts with people like you.**

Third party fundraisers — organizing fundraising initiatives independently with approval and support from Dogs With Wings (DWW) — help expand, enhance, and sustain our programs.

Your support enables us to continue breeding, raising, training, and placing assistance dogs that transform lives.

Each dog at DWW can impact thousands of lives across our community. The lifetime cost of a service dog at DWW is approximately \$50,000.

Every gift has an immediate impact and every dollar counts.



Third Party Fundraising — Guidelines

DWW Can

- Provide the Dogs With Wings Assistance Dog Society **logo** for approved usage
- Provide a **link to collect online donations**
- Provide a **letter of support** for approved fundraisers
- Issue **tax receipts** for eligible donations
- Provide digital **educational materials**
- **Promote** third party fundraisers **via social media** when appropriate

DWW Cannot

- Provide **financial support** or **reimbursement** for third party expenses
- Provide **supplies** or **prizes**
- Share **contact information** for donors or sponsors
- Provide **authorization for contracts** required for a third party event
- Provide **staff representatives** or **volunteers** unless previously agreed upon
- Guarantee the provision of **printed materials**

Third Party Fundraising — Getting Started

1

Choose what type of fundraising initiative or event you would like to organize.

2

Submit the Third Party Fundraiser application to receive approval and support from DWW.

3

Plan, promote, and host your fundraiser!

Ideas

Party with a purpose — a birthday or wedding with a donation in honour of your guests in lieu of favours, or a request for donations in lieu of gifts.

Run, walk, or roll, or another sporting event — individuals raise funds to participate.

Pub night — host a fun evening featuring entertainment, like live music or a comedian, and donate admission fees or ticket sales. As a bonus, you can add on a silent auction!

Garage sale, bake sale, or lemonade stand — donate the proceeds.



Tips for Success



Make a Plan

Create a detailed plan for your fundraiser, including a location or venue, any required insurance or licences, etc., as applicable.

Set Your Budget & Fundraising Goal

It's great to set a realistic fundraising goal and a plan to help achieve it. Some fundraisers may require a budget — particularly events that require a venue.

Recruit Volunteers

Friends or like-minded community members may help you plan, provide valuable support, or participate in your fundraiser.

Promote Your Fundraiser

Reach out to your network and ask them to attend or donate to your fundraiser. Free local listings and social media are great places to promote your event.

Share Your Story

Why is fundraising for Dogs With Wings important to you? Sharing your personal story may be a powerful way to help you fundraise.

Thank Donors

Showing appreciation is an important part of fundraising. Thanking donors will make them feel engaged and ensure they know they made a difference!

Third Party Fundraising — Next Steps

1

Once DWW reviews your Third Party Fundraiser application, you will be notified if the event is approved or if the team has further questions before you get started.

2

Once approved, you will receive resources (outlined below) to help you progress with your fundraiser.

3

Time to get going with your fundraiser! Thank you for your support!

Resources

Once your application is reviewed and approved, you will receive the following resources:

- DWW logo and brand guidelines
- Letter of support
- Custom link to collect online donations
- Social media package

Third Party Fundraisers — **Post-Fundraiser**

Contact DWW

Once your fundraiser has concluded, coordinate with the DWW team to deliver or mail in donations. The DWW team should be contacted within one week of your fundraiser.

Thank Supporters

Be sure to thank your donors for their support! Our team will issue tax receipts for eligible donations.

Celebrate

Celebrate your success and share about your experience!

Have questions? — **We're here to help.**

Phone 780-944-8011

Email Info@DogsWithWings.ca

Collecting Donations

ONLINE

Credit card donations can be accepted online via your third party fundraiser link or at DogsWithWings.ca/Donate.

CASH

Track cash donations using the included donation tracking form. Cash donations can be delivered to our office during business hours. Please do not send cash in the mail.

CHEQUE

Track cheque donations using the included donation tracking form. Cheques can be mailed, or delivered to our office during business hours.

Cheques should be payable to **Dogs With Wings Assistance Dog Society**

Tax Receipts

Tax receipts can be issued for eligible donations of \$20 or more.

Tax receipts are automatically issued for online donations. For cash donations or cheques, the DWW office will issue tax receipts based on the information included on the donation tracking form.





About **Dogs With Wings**

Key Messages

You may use key messages to help communicate why you have chosen to fundraise for Dogs With Wings.



For more than 30 years, Dogs With Wings has been breeding, raising, training, and placing life-changing assistance dogs across Alberta and Western Canada.

Dogs With Wings is mission-driven, aiming to empower individuals by matching them with accredited assistance dogs while fostering independence, wellness, and community connection.

The impact of each dog is significant. Over its lifetime, a single dog can positively influence thousands of people, particularly in environments such as hospitals, schools, courthouses and crisis response settings where emotional support and stability are critical.

Every contribution directly fuels the care, preparation, and success of Dogs With Wings' dogs and the people they serve.

DWW Programs

Mobility Service Dog Program

Mobility Service Dogs are trained to support individuals living with physical disabilities or mobility challenges. These dogs assist with everyday tasks, helping their handlers navigate daily life with greater independence and confidence.

PTSD Service Dog Program

PTSD Service Dogs provide grounding, emotional regulation, and a calming presence for individuals living with post-traumatic stress disorder (PTSD) and trauma-related conditions.

Facility Accredited Dog Program

Facility Dogs are placed with professionals in environments such as hospitals, schools, police services, and child advocacy centres. Working alongside trained handlers, these dogs support individuals during some of life's most challenging moments.

Companion Dog Program

Companion Dogs provide meaningful, day-to-day support within the home for individuals who may not require a fully accredited service dog but still benefit from the presence of a highly trained dog.

Adoptions Program

In addition to the four core programs, DWW finds loving forever homes for dogs who are better matched for life as a beloved family pet rather than a service, facility, or companion dog.



The Journey of a DWW Dog

Early Foundations

The journey begins in a loving volunteer puppy home, where young dogs are introduced to the world — from basic obedience to socialization.

Building Skills

After their early development, dogs enter formal training with professional instructors where they learn specialized skills — from physical tasks to emotional support.

Matching & Team Training

One of the most meaningful phases is the matching process, pairing each dog with a person whose life they will transform. Compatibility is thoughtfully assessed to ensure success for both partners. Then they begin team training.

A Lifelong Impact

DWW service dogs empower individuals to live with greater independence, confidence, and connection. They can assist with daily tasks, provide stability, and offer a calm, grounding presence.

Every Dog Makes a Difference

Not every dog will ultimately become a certified service dog. About one third of dogs complete the process and graduate into full service roles. This rigorous standard ensures that every working dog is fully prepared and confident in their abilities.

Dogs who follow alternate paths continue to create meaningful impact as companion animals, ambassadors, or in other supportive roles.



Fundraising **Resources**

Donation Requests — Sample Letter

Hi,

I am fundraising for Dogs With Wings Assistance Dog Society, a charitable organization that breeds, raises, trains, and places life-changing assistance dogs across Alberta and Western Canada.

I am writing to request your support for my upcoming fundraiser, NAME OR TYPE OF FUNDRAISER. The fundraiser is taking place on DATE. You can donate online at DogsWithWings.ca [OR INCLUDE OTHER METHODS IF YOU ARE ACCEPTING CASH/CHEQUES].

I am raising funds for Dogs With Wings because the impact of each dog is significant. Over its lifetime, a single dog can positively influence thousands of people, particularly in environments such as hospitals, schools, courthouses and crisis response settings where emotional support and stability are critical.

Please consider making a donation towards my fundraiser. Your support will help make a difference in the lives of the dogs at Dogs With Wings, and the people they support.

Thank you,



Sponsor Requests — Sample Letter

Hi,

I am fundraising for Dogs With Wings Assistance Dog Society, a charitable organization that breeds, raises, trains, and places life-changing assistance dogs across Alberta and Western Canada.

I am writing to request TYPE OF SUPPORT for my upcoming fundraiser, NAME OR TYPE OF FUNDRAISER. The fundraiser is taking place on DATE.

I am raising funds for Dogs With Wings because the impact of each dog is significant. Over its lifetime, a single dog can positively influence thousands of people, particularly in environments such as hospitals, schools, courthouses and crisis response settings where emotional support and stability are critical.

Your support will help make a difference in the lives of the dogs at Dogs With Wings, and the people they support. If you would like to contribute, please contact me.

Thank you for your consideration.





Third Party Fundraising — Donation Tracking

**Donate online at
DogsWithWings.ca/Donate.**



- Tax receipts will be issued for eligible donations of \$20 or more
- Donor's name and address must be complete to receive a tax receipt
- Please make cheques payable to **Dogs With Wings Assistance Dog Society**

First Name _____ Last Name _____

Business (for corporate gifts) _____

Address _____ City _____ Prov _____

Postal Code _____ Phone _____

Email _____

Amount: \$ _____ ☐ Cash ☐ Cheque ☐ Credit Card

Card Number _____

Expiry Date ____ / ____ CVC _____ Signature _____

Thank You
for your support





DOGS WITH WINGS
ASSISTANCE DOG SOCIETY

11343 174 Street NW
Edmonton, AB T5S 0B7
780-944-8011
DogsWithWings.ca
CRN: 868776498 RR 0001