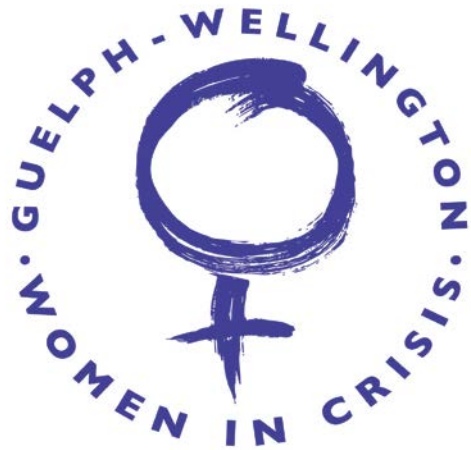


*Host a Car Wash Fundraiser in Support of  
Guelph-Wellington Women in Crisis !*



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**The Guelph-Wellington Women in Crisis (WIC)** organization has been serving women and children of the community to keep them free of domestic abuse and sexual violence for nearly forty years. At WIC, services and programs are offered equitably and at no cost for women and children in need of safety and support. The programs offered to women and their children are to provide them with options for healthy, safe and independent living regardless of race, gender, religion, age, sexual orientation, socio-economic status and/or ability. WIC offers extensive resources to those who utilize our services to educate and empower them, and to assist their navigation through the social world. These services provide women with safe housing, legal assistance, immediate advice via 24 hour crisis line, counselling, outreach to rural areas and many other invaluable services which help women and children in the community thrive.

### **Why host a WIC Car Wash?**

Car washes are typically fundraisers most associated with fun! They are a great opportunity to bring attention to both the third party supporter(s) and the beneficiary organization (WIC), as well as serve as a team-building activity for organizers and volunteers. The purpose of third party fundraising events such as a car wash is to create revenue to be donated to WIC to make an impactful difference in the lives of local women and children.

### **Getting Started**

Planning and preparation are key to ensuring your car wash is successful and unforgettable! Let's get to work !

#### *☆ Picking Dates and Times*

- A date should be picked 6 weeks in advance – if you are able to mobilize quickly this time line could potentially be shortened depending on resources.
- You want to keep length of car wash at minimum – Pick a Saturday from 10am-2pm
- Check local news publications to see if there are any major community events occurring the same day as the proposed car wash. Events of interest could conflict with car wash attendance.
- In case of rain, offer an alternative weather date around 1-3 weeks later

### ☆ *Finding Volunteers*

- Tell your friends, family, co-workers and all other persons of interest you are hosting a car wash fundraiser for WIC – you want people who are motivated and supportive of WIC's mission
- Split volunteer shifts into morning and afternoon (set up from 8am-10am), morning shift (10am-12pm) and afternoon shift (12pm-2pm)
- Create a planning committee of 4-6 people and get as many washing volunteers as necessary for the size of the fundraising event

### ☆ *Consider Selling Pre-Sale Tickets!*

- Why does this advantage you?
  - You will know what kind of turn out to expect
  - If ticket buyers don't show up- you already have their donation \$
  - Get people talking about the car wash!

### ☆ *Organizing your planning committee*

Designate appropriate and reliable individuals to important roles including:

- **Person in charge** – if event is approved, find volunteers and be confident they are capable and enthusiastic to do their part.
  - Regularly follow up to ensure things are running smoothly.
  - You will be the site locator- find a high traffic location – contact property owners – acquire event insurance if property owners desire such –be aware of environmental tasks- one week prior to the event confirm with the owner.
  - You will be the shift scheduler for volunteers – make sure you have enough to cover the full length of the event- have some overlap of volunteers coming and going so you aren't overwhelmed. Confirm volunteer hours with volunteers the week of the event.
  - Post-Car wash follow up is essential to making participants and supporters feel valued – write a thank you note to all volunteers, gas station/property owner and all media sources and/or businesses which publicized the event.
- **Publicity Co-ordinator:** Get in touch with all applicable media outlets (local papers, community website events calendar, radio stations) to promote the event. Make signs and put them around the community – ask nearby businesses if they will advertise on their signage!
- **Supplies Co-ordinator:** round up buckets, hoses (if needed), soap, sponges, towels etc. – getting these donated or borrowed from friends etc. could add to your revenue.
- **Ticket Sales** (if doing presale tickets) – have a few volunteers sell tickets at the car wash location 1 week prior – keep a log of tickets sold and money collected and ensure all transactions match up with funds.

☆ If hosting a fundraiser car wash in support of Guelph Wellington Women in Crisis interests you, please fill out our **'Third Party Fundraising Interest Form'** available on our website. We thank you and appreciate your generous support in assisting us in building communities where women and children live free of violence.