



The  
**VERITAS**  
Foundation

June 26th, 2025

# GUIDE TO FUNDRAISING EVENT MANAGEMENT



**Brodie Kearns**

Summer Intern

[bkearns@theveritasfoundation.com](mailto:bkearns@theveritasfoundation.com)

**Mark S. Bonham**  
PhD (Hon), M.Sc. (Econ), ICD.D, B.Comm.

Executive Director

[mbonham@theveritasfoundation.com](mailto:mbonham@theveritasfoundation.com)



*The Veritas Foundation owns the copyright in this report. This report may not be reproduced in whole or in part without Veritas' express prior written consent. Any such breach of this copyright is contrary to ss. 27(1), 34, 35 and 42 of the Copyright Act, R.S.C. 1985, c. C-42 and will be liable for damages.*

## EXECUTIVE SUMMARY

Fundraising events can be an important activity and source of revenue for many Charities and Foundations. This report presents a comprehensive guide to managing events for maximum impact.

The report provides several reasons that a Charitable Organization may organize a fundraiser. It also details their challenges and provides tips on how to run a successful event. Fundraising events can be important to Charitable Organizations for several reasons:

- Raising the profile of the organization.
- Identifying new volunteers, supporters, and donors
- Motivating staff and volunteers
- Contributing to the financial stability of the organization
- Diversify the sources of revenue
- Building bonds with the community
- Spreading the message about the availability of the organization's products and services.

A Charitable Organization's annual T3010 Financial Filing to the sector's regulator, the Canada Revenue Agency (CRA), includes questions about its fundraising activity. This allows us to determine over various time periods the number and percentage of organizations which operate fundraising events. Statistics from the United States allow us to speculate about the percentage of donors in Canada who participate in fundraising events.

The Fundraising Ratio measures event costs as a percentage of total funds raised from the event. The CRA offers guidelines and monitors this measure.

Challenges for fundraising events include:

- Inflation
- Digital fundraising
- Donor fatigue.

### Principle conclusions of the Report

- Between 17 and 19 percent of all Charitable Organizations in Canada report holding Fundraising Dinners, Galas, or Concerts. A much smaller 3.5 to 4 percent report holding Tournaments or Sporting Events, which represents about 21 percent of those holding Dinners/Galas/Concerts.
- The global COVID pandemic particularly affected a Charitable Organization's ability to hold fundraising events due to social distancing requirements.
- There was a 35 percent increase in the number of Charitable Organizations holding Fundraising Dinners/Galas/ Concerts between 2020 and 2023, and a 29 percent increase in those holding Tournaments/Sporting Events.
- Based on experience in the United States, we estimate that between 55 and 60 percent of donors attend fundraising events in Canada.
- Although there is no stated level, the common benchmark for the Fundraising Ratio (total expended on a fundraising event relative to total revenue from the event.) is 30 percent.

- The CRA has issued guidelines for fundraising events and warns that a Fundraising Ratio greater than 70 percent can trigger an audit.
- Specific factors that may lead to fewer fundraising events include inflation, digital fundraising, and donor fatigue.
- Tips for successful fundraising include:

Be clear about the purpose and scale  
 Set measurable targets  
 Establish a budget  
 Make it easy to donate  
 Consider environmental sustainability  
 Resource the event  
 Organize health and safety  
 Final preparations  
 Evaluate the success

Decide on the demographics  
 Communicate effectively  
 Plan the order of activities  
 Make the most of savings  
 Market and promote the event  
 Manage registration  
 Manage stakeholders  
 Deliver the event  
 Issue appropriate thank-yous

Purchase your copy of this insightful, detailed Report today!  
 \$150 for a single issue copy

**[PURCHASE HERE](#)**

**SAVE MORE** - Subscribe to our monthly Research Reports.  
 \$1,500 for an Annual Subscription (12 monthly reports)

**[SUBSCRIBE HERE](#)**

## RECENT RESEARCH REPORTS

**February 2025: [A Guide to Fundraising Terminology](#)**

**March 2025: [Guideline for Funding Charitable Projects of Non-Registered Organizations](#)**

**April 2025: [The Largest Charities and Foundations in Canada](#)**

**May 2025: [Small Charities and Foundations in Canada](#)**

## UPCOMING RESEARCH REPORTS

**July 2025: Update on the Canadian Charitable and Philanthropic Sector**

**August 2025: Update on Donor Advised Funds**

**[VIEW ALL PAST RESEARCH REPORTS HERE.](#)**



## Our Vision

**We will participate in a thriving Canadian philanthropic sector where the most impactful charities with the highest governance standards are celebrated and supported by donor capital.**

## Our Mission

**The Veritas Foundation aims to be Canada's authoritative source for participating in the country's charitable sector and evaluating its effectiveness and impact.**



---

### The Veritas Foundation

TD West Tower  
100 Wellington Street West Suite 3110, PO Box 80  
Toronto, Ontario, Canada M5K 1E7

416.866.8783 1-866-860-8783  
[www.theveritasfoundation.com](http://www.theveritasfoundation.com)  
[info@theveritasfoundation.com](mailto:info@theveritasfoundation.com)

**ISSN 2817-2671**