



What is GIVE65?

A 65-hour, **online fundraising event** developed by Home Instead Senior Care Foundation of Canada.

What is ESS raising funds for?

Funds raised through GIVE65 will support the start-up operations, including the purchase of appliances, furniture and equipment, for our [new overnight respite and Adult Day Program Centre](#) on 30 Rosemount, York ON.

Our goal is raise \$25,000.

When is GIVE65?

GIVE65 is takes place July 15-17, 2020. Donations can be made on [our fundraising page](#) anytime during this window.

BUT, your donation can be DOUBLED through **matching funds** by the Foundation when you schedule your donation/gift during an early-bird window July 13 - 14. We are also eligible for **bonus grants**.

How you can help:

1. Make a donation to help us win a bonus grant of \$2,500.
2. Make an early scheduled gift to help us get up to \$5,000 of matching funds.
3. [Share our fundraising page](#) with your friends, family, and colleagues.
4. Create a Hope Page and fundraise on our behalf.

**see page 2 for more information*

MAKE A SCHEDULED GIFT

A scheduled gift means making your donation during an early bird window from July 13-14. Gifts made during this time are eligible to be matched up to \$5,000.

Gifts will be matched on a first-come, first-served basis. Meaning, the sooner you make your donation during the early-bird window (July 13-14), the better chance your gift is of being matched. The Foundation has a limited amount of matching funds to gift. Donations will be matched in the order they are received until the pool of available matching funds is exhausted. **The early-bird window opens July 13 @ 1:01AM EST.**

BONUS GRANTS

Every donation counts. The agency with the highest number of unique donors, will be awarded a **bonus grant of \$2,500** (1 person = 1 unique donor).

CREATE A HOPE PAGE

Help us raise funds by creating a personalized crowd-funding page to share with people you know. You can add a personal message on your Hope Page to tell people why you support ESS and how they can help be a part of bringing our new Centre to life. Once created, you can share your page during GIVE65 from July 13-17 to help us raise funds, and win matching and bonus grants.

See: [How to Make a Scheduled Gift and How to Create a Hope Page](#)

Donation Information

Online donations/gifts can be made on our GIVE65 fundraising page:
www.give65.ca/nonprofits/esssupportservices.

A \$10 minimum donation is required.

Tax receipts will be issued by Home Instead Senior Care Foundation of Canada. After making a donation, you will receive an immediate email confirmation of your donation. Hard copy tax receipts will be mailed to you before the end of February 2021.

There is an administrative and credit card processing fee with each donation. Approximately 90% of your donation will go to ESS.

For more information

For questions about GIVE65, Hope Pages, or how to make a scheduled donation, please contact Natalia at communications@esssupportservices.ca or [visit our website](#).