

# Born to be Wild

## BIRTHDAY FUNDRAISERS

Thank you for celebrating your special day with Toronto Wildlife Centre (TWC)! This toolkit will help you plan a fun birthday fundraiser to save wildlife.

### How your birthday helps wildlife

When you celebrate your birthday with Toronto Wildlife Centre, you become a hero for wildlife!

Our communities are full of amazing wild animals. You might see them in parks, forests, or even your own backyard! Animals like swans, squirrels, owls, foxes, turtles, rabbits, hummingbirds, and deer all live around us. Sometimes they get hurt, sick, or lose their families. When that happens, Toronto Wildlife Centre is here to help.



## By celebrating a birthday with us, you are helping:

- Wildlife veterinarians care for sick and injured animals
- Feed hungry babies like chipmunks, rabbits, and ducklings
- Give daily care to animals like turtles, owls, and songbirds
- Every dollar helps animals get the care they need to grow strong and go back home to the wild!



## Wild Steps to a Successful Birthday Fundraiser

### Step 1 - Choose How You Want to Celebrate

Option A: Online via CanadaHelps (Recommended):

- I Visit [CanadaHelps.org](https://CanadaHelps.org) and click "Fundraise for Charity"
- II Search for and select Toronto Wildlife Centre
- III Create a free CanadaHelps account or ask a parent or guardian to help you create a free account
- IV Make your page fun! Add your photo, set a goal, and tell everyone you're helping wildlife

Option B: Facebook or Instagram Birthday Fundraiser






- I Create a birthday fundraiser directly on Facebook or Instagram
- II Select Toronto Wildlife Centre as the charity
- III Did you know that Facebook and Instagram don't share donor information with us? If you're having a birthday fundraiser, please email [donations@torontowildlifecentre.com](mailto:donations@torontowildlifecentre.com) to let us know! That way we can thank you and send you fun updates like our *Wildlife Tales* newsletter and invitations to special events!

Option C: Offline/ In-person Fundraising

- I Ask your friends, family, or classmates if they would like to help wildlife by making a donation for your birthday!
- II If your guests would like a tax receipt, please use the [donation sheet](#).

## Step 2 - Ask with Heart

Don't be shy! People love being part of something that matters, especially your special day! Use your personal fundraising page to tell your story and make giving simple. Let people know why this matters—to YOU and to wildlife.

-  Tag us @TorontoWildlifeCentre
-  Share stories, videos and photos from our social media: Facebook and Instagram
-  Share videos from our YouTube channel!
-  Use the hashtag: **#SupportTWC** **#BorntobeWild**
-  Mention that proceeds go to saving wild lives

## Step 3 - Celebrate & Say Thanks

After your birthday, take a moment to celebrate the amazing difference you made for wildlife! Don't forget to say thank you to everyone who helped. You can share photos from your party and let your friends and family know how their kindness is helping wild animals.

## Step 4 - Donations & Tax Receipt Details

CanadaHelps, Facebook, and Instagram process all donations raised through fundraisers and automatically issue tax receipts.

### All Other Donation Methods:

- Cheque: payable to Toronto Wildlife Centre 4-60 Carl Hall Road, Toronto ON, M3K 2C1
- Online at: [www.torontowildlifecentre.com/donate](http://www.torontowildlifecentre.com/donate)
- E-mail: [donations@torontowildlifecentre.com](mailto:donations@torontowildlifecentre.com)
- Credit card: call the **Donor Relations Team** at **(416) 631-0662 x 3207**
- Gift donation sheet: Drop off or mail to **4-60 Carl Hall Road, Toronto ON, M3K 2C1**
- Cash: Drop off to **4-60 Carl Hall Road, Toronto ON, M3K 2C1**

### Tax Receipts:

To issue receipts, we need the donors' (or host's):

- Full name
- Mailing address
- Donation amount
- Date

Kindly inform the **Donor Relations Team** that you will be sending your proceeds. We want to make sure we thank you! Please email or call using the contact information above.

# Social Media Samples/ Templates



## Example Post:

It's my birthday, and I'm making a wish for wildlife! Instead of gifts, I'm asking friends and family to donate to Toronto Wildlife Centre. Every dollar will help sick, injured and orphaned animals grow up. Join me: [CanadaHelps link] #WildBirthdayWishes #DonateYourBirthday

## Email Template for Invitations

**New Message** – ↗ ✕

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To Cc Bcc

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**Subject** Celebrate My Birthday by Helping Wildlife!

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Hi [Name],

This year, for my birthday, I'm asking for a gift that really matters, your support for wildlife! I've set up a fundraising page with Toronto Wildlife Centre. Every donation helps sick, injured, and orphaned animals get a second chance, whether it is an opossum injured after being hit by a car or day-old ducklings in urgent need of help after losing their mother.

Celebrate with me and give wildlife a birthday gift: [CanadaHelps link]

Thank you for making my birthday wild!  
[Your Name]

**Send** ▾ **Aa** ⋮

## Thank You for Helping Wildlife!

By celebrating your birthday with Toronto Wildlife Centre, you are helping wild animals that live right here.

That means owls can fly again, turtles can swim again, and baby animals can grow up safely. The animals thank you... and so do we!