



### Welcome to our *Family Tree Campaign!*

For anyone who has been touched by adoption, this campaign is a way to honour children who have come into your hearts and homes. It is an opportunity to **celebrate adoption** and to create awareness of this wonderful way to make a family. Your contributions to *Beginnings Family Tree Campaign* will keep our services available to those who really need us before and after adoption. It will also help us tell others about open adoption and how this can be a very real option for an unplanned pregnancy.

### How does Beginnings benefit you and your child?

- Beginnings is there for you and your birth family long after the adoption plan is finalized
- Beginnings is there for your parenting concerns as your child grows
- Beginnings is there for your child who may need a safe, understanding place to talk about adoption
- Beginnings is there for birth grandparents who need to sort out their new roles
- Beginnings is there to talk to teens in the schools about healthy relationships and open adoption

### Every \$500 pledge will help grow our family tree ...

We know \$500 is a lot of money. You may not be able to pledge this amount individually, but by using your personal networks, you may be able to raise \$500 to honour your family and your adopted child.

**Did you know?** Beginnings receives no government funding for our agency support programs. We count on donations to provide the services we do beyond adoption finalizations.

### Have FUN and grow a family tree with the help of family, friends and neighbours by:

#### 1. Organizing an on-line fundraising campaign

Create your own personal online fundraising campaign using Canada Helps and invite your friends and family to participate. Go to [www.canadahelps.org](http://www.canadahelps.org) to create your personal Giving Page. Email your Giving Page to family & friends who can then donate across a secure network. Set your goal of \$500 and set a start and end date. Include family members, friends, neighbours, members of your church, or people that you work with who have a personal connection with your child or adoption. You can track your progress through your campaign page and be assured, every donation receives a charitable tax receipt through Canada Helps.

## 2. Involve Your Adoptive Children

Think about involving your children in celebrating adoption to raise awareness among their friends and classmates. Try organizing

- a children's art sale
- lemonade stand
- backyard fun fair
- a sports team special collection
- a Halloween collection
- a birthday party donation

## 3. Host a Fundraising Event

By hosting an event, every dollar raised will benefit Beginnings, plus you are saving our organizational resources and creating awareness. Some ideas are:

- Bake Sale
- Hosting a Beginnings movie night, using the DVD *This is a Love Story*. By charging a fee for admission or taking a free will offering, you can raise money to build your family pledge.
- Garage or Trunk Sale
- Sell Flowers or Baked Goods at your church, child's school or office
- Host a BBQ and Car wash
- Instead of birthday gifts or baby shower gifts, ask guests to make a donation to Beginnings
- Organize a dinner event
- Organize a Car Rally for a fun day with family and friends
- Host a golf group, hockey or soccer tournament to support adoption and raise awareness

## 4. Join an existing fundraiser

Enroll in the Beginnings **Walkathon**, October 1, 2011 at Pier 4 Park & Bayfront Trail. Ask for donations to be designated to your family pledge. Bring a team to walk.

Organize a **baby bottle campaign** at your church or office to benefit open adoption awareness and the work we do at Beginnings to promote this.

## 5. Tribute Gifts:

Recognize a loved one by asking for donations for Beginnings in the list of charities they might support as a tribute to their life. Perhaps your recently lost loved one was touched by adoption. What a fitting tribute to have their name honoured and included on our family tree.

## A note on Tax receipts:

Some event donations may be eligible for a tax receipt, but not all. Beginnings will follow the criteria as set by the Canada Revenue Agency. If you have any questions, please do not hesitate to contact Beginnings at (905) 528 6665. We're here to help!

*Thank you to each and every one of you who supports our work!*

## Beginnings Family Services

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