

APPENDIX 15

**FUNDRAISING  
&  
PROMOTIONAL  
IDEAS**

A collection of successful Fundraising and/or  
Promotional events by Crime Stopper Programs

## EVENT INFORMATION

**Program:** Sarnia Lambton Crime Stoppers

**Contact Person:** Murray Finch      Phone: 519-344-8861 Ext 5204\_\_\_\_

**Event Title**      Bail or Jail

**Brief Description of Event:**

Lock up local people in a mock jail in a local mall in a mock court all on live local television. Participants raise funds to get themselves out of jail. Some donors pay to keep participants in jail

**Success: Money raised, Community involvement, etc:**

Approximately 100 people participated to raise \$68,000

**Resources Required:**

Local TV coverage, striped shirts, mall, Photo of each participant in Jail for keepsake picture, Judge, 16' x 16' jail

**Downside, Problems etc:**

Getting enough participants for TV coverage. Don't force anyone to go, and ensure that participants are free to go when they want

**Additional info:**

I have made three presentations to other programs which last about an hour. Two of these programs have conducted their first Bail or Jail fund-raiser with the result that they raised \$32,000 and \$45,000 respectively. I can make myself available if any program wishes.

---

---

---

**Please submit this form to: Ontario Association of Crime Stoppers, Courtyards of Caledon,18 King St. E., Bolton, ON, L7E 1E8. Attention: Manual Coordinator.**

## EVENT INFORMATION

Program: Sarnia-Lambton Crime Stoppers

Contact Person: Murray Finch

Telephone (519)344-8861 Ext 5204

Event Title           **BICYCLE HELMET SAFETY PROGRAM**

Brief Description of Event: Sarnia-Lambton gave 4000 tickets to local law enforcement officers to issue to kids caught properly wearing safety from April to September.

---

Success: Money raised, Community involvement, etc: If their name was drawn, the kids would win a new bike donated by the Royal Bank. The parent would also win one new Tim Horton mountain bike for getting their kids to wear their helmets. \_\_\_\_\_

---

---

---

Resources Required: 4000 tickets printed and numbered. 6 kids bikes supplied by RBC which were purchased locally and six adult mountain bikes from Tim Hortons. \_

---

---

---

Downside, Problems etc:

---

---

---

Additional info: Ensure the tickets have spot for the name of the issuing Officer

---