

PADDLE FOR THE PEACE Fundraising Toolkit



JOIN THE
CIRCLE

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The Site C Dam proposal would:

- result in a 30-40% rise in hydro rates and cost \$8 to \$10 billion dollars. The huge cost will rob the province of valuable resources that could be used to develop other forms of renewable energy, as well as burden the people of British Columbia with debt and high electric power rates that sap our competitiveness.
- break Treaty agreements with First Nations by flooding hunting grounds, destroying moose populations, and poisoning fish with toxic methyl mercury
- flood over 100 km of river valley, drowning a land area equal to 14 Stanley Parks, rendering unfarmable over 30,000 acres of quality land – enough to feed a million people.



Together, we can stop the Site-C Dam.

The courts have long established that First Nations have strong legal rights to stop projects where they have not been appropriately consulted or where their treaty rights are being violated.

Treaty 8's case is strong: they can win this, but only if they can afford to uphold their rights in court.

The funds will assist with the costs of legal research, experts, writing legal arguments, disbursements for days in court and attendant costs such as court filing fees.



"We are not opposed to the development of the energy—we are opposed to the destruction of the Valley."

**Chief Roland Willson
West Moberley First Nation**



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First Nations hold the legal power to stop the Site-C Dam

This campaign supports the West Moberley and Prophet River First Nations - from northeastern BC - who have been actively engaged for years in the struggle to defend their rights and territories from the threat of the Site C Dam.

The nations participated in a Joint Review Panel that concluded Site C would cause significant harm to fishing, hunting and trapping and on other traditional land uses, from BC and on downstream through to Alberta. The federal and provincial governments ignored the concerns of the Treaty 8 First Nations, approving the project. The nations are arguing that their treaty rights will be violated by the project.



Legal challenges like this are expensive. The government and industry have deep pockets.

Standing together and pooling resources ensures equitable access to justice with a much more likely chance of success.

This is one of the most strategic ways every Canadian can protect the Peace.

If we work together with First Nations, we have the power to stop the Site-C dam.



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SITE-C ALLIES



Treaty 8 First Nations



Peace Valley
Environment Association



RAVEN
RAVEN Trust

Paddle for the Peace 2016



Every year, hundreds of people flock to the Peace River to participate in the Paddle for the Peace and stop Site-C. This year, we'll be raising money for Treaty 8's legal challenge.

Ways to Paddle for the Peace:

- donate to Treaty 8's legal challenge
- use our easy tools to set up a fundraiser and "friendraise" online
- organize a solidarity event in your community
- attend the Paddle for the Peace July 9th



PADDLE



DONATE



FUNDRAISE



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HOW THE CAMPAIGN WORKS

Join the Circle is a campaign within RAVEN Trust. **Communities, individuals, and organizations** are raising money through concerts, film screenings, open mic nights, and more.

Not everyone can attend Paddle for the Peace. So, we are using **a fundraising model that allows you to set up your own online crowdfunder** and collect donations from your friends, family, colleagues and social network.



The "online friend-raising" model is used very often for health causes like Run for the Cure. RAVEN used this strategy in the Pull Together campaign and raised \$600k!



On average, an active fundraiser (one who creates a fundraising page and raises at least \$1) will raise \$568 from 7 donors

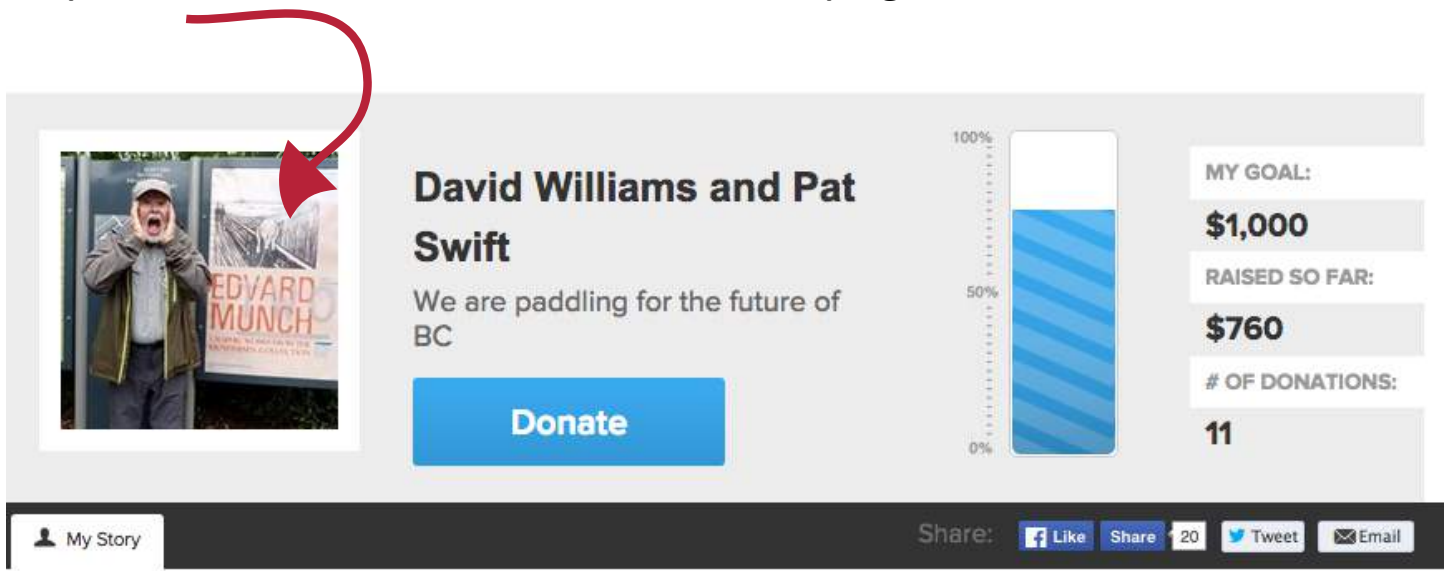


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GET STARTED WITH ONLINE FRIENDRAISING

1. Set up an online profile — and a goal — for yourself at <https://fundraise.raventrust.com/events/campaign-join-circle-no-site-c/e49121>.



David Williams and Pat Swift

We are paddling for the future of BC

[Donate](#)

100%
50%
0%

MY GOAL:
\$1,000

RAISED SO FAR:
\$760

OF DONATIONS:
11

My Story

Share: [Like](#) [Share](#) 20 [Tweet](#) [Email](#)

2. Post your campaign on Facebook and Twitter.

3. Send an email to at least 10 people in your network.

4. Send out regular updates and share the Join the Circle social media graphics (see Resources on our blog: URL)



First Nations are in a David and Goliath battle over Site-C dam.

We are paddling for the future of BC — and the future of the planet.

— Pat Swift & David Williams

JOIN THE CIRCLE: NOSITE-C.COM

I STAND with First Nations **TO FIGHT SITE C DAM**

stand with me & **DOUBLE YOUR IMPACT**

donate to my fundraiser at **NOSITE-C.COM**



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SUCCESS STORIES

These folks set up online fundraisers in 2015 and raised funds from their many friends and family members who wanted to support the Paddle for the Peace but could not attend in person.



Ana Simeon
Raised \$1075
from 14 donors



Lynn Chapman
Raised \$2495
from 53 donors



Caleb Behn
Raised \$5975
from 56 donors



Kate Shippam
Raised \$1560
from 25 donors



David Suzuki
Raised \$5140
from 92 donors

“My page took mere minutes to set up. Once it was I could see the huge support my friends and family felt for protecting the Peace and supporting Treaty 8. It's a great way to stand with First Nations against the Site C Dam, even if you can't take part in the paddle.”

— Kaate Shippam, online fundraiser

- 1544 Donors
- 40 Online Fundraisers
- raised \$226,716 as of May 1, 2016



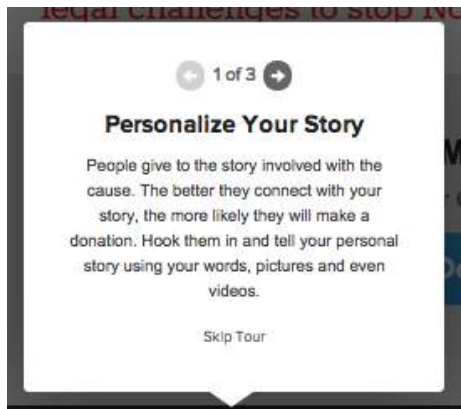
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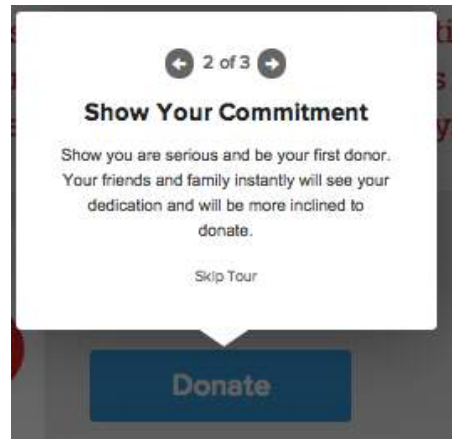
So you've set up an online fundraising profile. Now what?

The top three things to do after making a fundraising page:

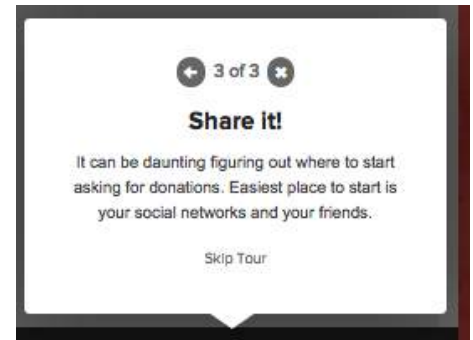
1



2



3



You can find social media graphics, sample emails, blog posts, press releases and links to videos and news articles here:

<http://raventrust.com/2016/04/26/resources/>

When you set up an online fundraiser, **RAVEN Trust will also create a blog post and facebook graphic to promote your campaign through our social networks.**

Sharing information about the Site-C dam along with your appeal is a great way to engage your community while you fundraise!

Use your online networks,
mailing lists and real-life
social circle.



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Setting up a Team

You are currently fundraising individually. Do you want to create or join a team?

Create or Join Team

Collectively you can do a lot more. Get your friends/co-workers & family on board, or fundraise together with your community group, yoga studio, dragonboat crew... use your imagination!

Set up a team and invite people to join you in fundraising by setting up their own profile then adding themselves to your team. Your combined team total is a great incentive to keep going!

Fundraisers

View: **Individuals** **Teams**



Jessie & Dan
\$940 Raised



Andrea Palframan
\$325 Raised



Jens Wieting
\$250 Raised



Leanna Boyer
\$230 Raised



Jessica Van der Veen
\$225 Raised

View all

Stews against Site C raised \$1000
Team Injunction raised \$3207
Solidarity Network raised \$5000

You can also join the Paddle for the Peace team that is already set up here:

<https://fundraise.raventrust.com/fundraise/team?ftid=78889>



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**Ready to Start Fundraising?
We're here to support you.**

**RAVEN Trust
www.raventrust.com
nosite-c.com**

**Resources:
Media and communication tools to help you fundraise
are at <http://raventrust.com/2016/04/26/resources/>**

To get started, set up your profile here:

<https://fundraise.raventrust.com/events/campaign-join-circle-no-site-c/e49121>

**You can call RAVEN for help, or with any questions at
250.383.2331**



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