



**CALGARY  
FOUNDATION**  
Community Knowledge Centre

# CKC PROFILE BEST PRACTICES

**Make the most of your profile**

## COVER IMAGE

Resist the urge to use your logo. Use an image of the people your organization helps or something that is specific to the need you are fundraising for.

## DESCRIPTION OF NEED

Your profile should only **showcase your organization's most pressing needs** (make sure to fill out the progress bar to track towards your fundraising goal).

How will donation dollars create impact in our community? What are your funding priorities for the year ahead? Break down your ask for a donor to understand where their money will go.

## ORGANIZATION TYPE

Choose charity or non profit, and highlight if your organization is an Equity-Seeking Community-led Organization. Select only the organizations types that apply to your organization.

### **What is an Equity-Seeking Community-led Organization?**

[See the full definition here](#) to see if your organization meets the criteria.

## REQUESTING

**What is your organization requesting help with?**

**Dollar Amount:** Add the dollar amount your organization is fundraising for and *update the fundraising goal progress bar as you move closer to your fundraising goal.*

**Other:** If your organization is requesting volunteers or gifts in kind, etc., *choose this option and enter what your request in the text box that pops up after selecting "other".*

## TARGET POPULATION

**Choose only up to 5 checkboxes.**

Make sure that these reflect the need you are fundraising for, and not all areas of your organization's operations.

## AREA OF NEED

**Choose only up to 5 checkboxes.**

Make sure that these reflect the need you are fundraising for, and not all areas of your organization's operations.

## FINANCIALS / ANNUAL REPORT

Upload a PDF or link to your financials or annual report.

Please note that CKC profiles are public. **Do not upload any document that contains personal information of your staff or board members.**