

# POWER OF THE PEOPLE

by: Ed Lettner of The Music Studio



We are familiar with large charity events, but it is the small, community-based charity events that give people the opportunity to connect in a hands-on way with local causes and the people who passionately support them.

I recently had the pleasure of helping to organize a charity event involving my business, The Music Studio, and the Etobicoke Humane Society (EHS). The success of Buckets of Fun for Everyone surpassed my expectations due to the energy, enthusiasm and generosity of everyone involved.

From the bucket drummers and their families who brought with them their excitement and donations, to the businesses that provided supplies and prizes, to those who helped organize the event, everyone contributed in the true spirit of community and charity.

As important as donating to large, international charitable efforts is, few of us are able to become involved beyond making a cash donation. Local charities, however, provide an opportunity to roll up your sleeves and participate, I believe, in a more meaningful way.

People at the event spoke with EHS staff about their work in the community and businesses contributed prizes to the event knowing that they were supporting their community. There were also many attendees who knew each other from the community, which contributed to the friendly and positive atmosphere of the day.

Advice for organizing a successful charity event:

- Choose a local charity that represents a cause you feel strongly about.
- Contact that charity with a specific idea for an event that has community appeal.
- Connect with local businesses interested in supporting local charities.
- Chain stores often have a budget for charitable events in each store's community.
- Present a specific request for supplies you require for your event. Be friendly but persistent.
- Businesses will usually donate products or services to a charity event rather than cash.
- Do not expect to receive all the supplies you need for free.
- Contact community media organizations such as SNAP regarding your event.
- Thank the businesses that contributed to your event in public and by letter.

So harness the power of the people and give back to your community.

*Ed Lettner owns The Music Studio in Etobicoke which has offered music instruction since 1990. He is an honours graduate of the Humber College Institute of Technology music program. Ed was thrilled with how Buckets of Fun for Everyone benefitted the Etobicoke Humane Society. For information about the programs at The Music Studio, please call 416-234-9268, email [ed@themusicstudio.ca](mailto:ed@themusicstudio.ca) or visit [www.themusicstudio.ca](http://www.themusicstudio.ca)*