

EVENT TOOLKIT

A guide to fundraising for
Georgetown Hospital.



www.georgetownhospitalfoundation.ca

Thank you for thinking of hosting an event in support of Georgetown Hospital.

Your fundraising efforts have an incredible impact on the patients at Georgetown Hospital. We want you to be successful, so we've developed a guide to support you in the planning and execution of your event.

What is a third party event?

Third Party Events are fundraising events led and managed by members of the community in order to raise funds and awareness for Georgetown Hospital. Proceeds from these events come to the Georgetown Hospital Foundation to help purchase medical equipment the hospital needs to enhance the healthcare services it provides. Third Party Events provide significant revenue and are an important source of public awareness for the hospital and Foundation.

Event ideas

Make it fun! The word fun is in fundraising for a reason! People will pay to enjoy themselves. You don't have to abandon tried, tested and traditional fundraising ideas, but maybe you can think of a way to personalize the idea – make it uniquely your own. Whether it is a social, school or corporate fundraiser, below are some ideas to help get your creative ideas flowing:

- **bake sale**
- **BBQ**
- **bottle drive**
- **car wash**
- **celebratory events (birthday, wedding, anniversary)**
- **craft sale**
- **dinner and dance**
- **fashion show**
- **head shaving event**
- **garage sale**
- **golf tournament**
- **movie night**
- **office casual Fridays**
- **pajama/teams day**
- **pancake breakfast**
- **picnic**
- **scavenger hunt**
- **seasonal party**
- **sporting event/challenge**
- **silent auction**
- **talent show**
- **trivia night**
- **used book sale**

10 steps to a successful event.

- 1) A good idea.** Choose an event that is simple and fun – often the simplest ideas, well executed, are the most successful.
- 2) Check the date.** Make sure there isn't another big event on the same day. You don't want to be competing with them!
- 3) Establish goals.** Have measurable financial goals (make sure you don't spend more than you raise) and get what you can donated from local businesses or friends. Make sure that you have set realistic organizational time expectations.
- 4) Get organized.** Create a critical path or a step by step plan to ensure your event is successful. Set due dates for sending out invitations, making follow up calls, booking suppliers, etc.
- 5) Submit your Community Event Agreement Form.** Once you have decided on an event concept, please fill out the Community Event Agreement Form (pages 6-7) and submit it to us.
- 6) Publicize well.** Think about who you are targeting and how they will best receive the information e.g. emails, Facebook, Twitter, posters, flyers or a combination. The more people talk about the event the more successful it will be.
- 7) Think of other fund raising add-ons.** As you plan your event think of other ways to obtain additional funds from the supporters. It could be by selling raffle tickets, hosting a silent auction or a 50/50 draw.
- 8) Make the ask.** Remember that most people don't give because they have never been asked! Make sure you ask for a donation. Don't be afraid to ask – the worst that can happen is you will receive a 'no'.
- 9) Collection of funds and wrap up.** The hard part is over! Now you just need to wrap up any loose ends, pay any outstanding invoices, collect outstanding donations then submit the proceeds to the Foundation.
- 10) After the fun is over say “thank you.”** Make sure that you take the time to send thank you notes, or make phone calls to all those that participated and donated towards your event. After all, it's because of them that your event was successful!

Event check-list.

Getting started:

- Brainstorm fundraising ideas – refer to our event ideas to get started
- Confirm the date
- Book the venue
- Draft your budget and set your fundraising goals
- Submit your Event Agreement Form to the Georgetown Hospital Foundation
- Check to see if your event requires a special license from the city

Getting the word out:

- Create print materials such as invitations and posters to advertise your event
- Send event information to all of your contacts
- Advertise through email, social media and other media outlets

Logistics:

- List the suppliers you will need for a successful event (i.e. Entertainment, food, décor, audio visual, printing)
- Determine how many people you will need to help you execute your event and recruit volunteers
- Keep track of event guests, number of tickets sold, participants, etc.
- Develop your sponsor prospect list (if required) and review with the Foundation

Leading up to the event:

- Confirm event information with all suppliers
- Send out a reminder to all participants a week before the event
- Collect any outstanding money from ticket sales, registrations, etc

During the event:

- Assign your volunteers 'jobs' for the event. Have a team meeting or orientation before the event starts so everyone knows their responsibility
- Assign someone to be responsible for handling the donations
- Have fun – that's what events are all about!

After the event:

- Send thank you letters to all your supporters (participants, sponsors and volunteers)
- Book date for cheque presentation at the Georgetown Hospital Foundation
- Begin plans for next year's event!

How Georgetown Hospital Foundation can work with you.

We know events take a lot of work, and we're here to support you in the following ways:

- Providing advice on planning your event
- Discussing ideas and best practices
- Promoting your event through various communication tools: Foundation website, Facebook and Twitter
- Listing your event on the Foundation's Events Calendar and link to your website and contact information
- Distributing (but not print) your brochures or flyers at the Foundation
- Providing a letter of endorsement to validate your event
- Offering representative(s) from the Foundation to attend your event (subject to staff availability)
- Use of our logo for your marketing materials (all print materials must be approved by the Foundation prior to print)
- Issuing tax receipts, if applicable (please see "Income tax receipting for events", page 5)

Due to limited time and resources in the Foundation, please note there are a few things that we can not help with. These include:

- Providing funding or reimbursement for event expenses
- Providing volunteers to help at your event
- Applying for gaming licenses or insurance
- Providing mail/email lists of Georgetown Hospitals' donors or sponsors (due to our privacy policy)
- Providing administrative help (such as mailing invitations, thank you letters, making phone calls, etc)
- Managing your revenue/expenses

Income tax receipting for your event.

The Canada Revenue Agency (CRA) has set guidelines for issuing charitable tax receipts. Tax receipts will be issued to individuals and corporations that make a cash donation.

Gifts that are tax receiptable:

- Direct cash, cheque and credit card donations of \$10 and over. (made payable to the Georgetown Hospital Foundation and provided the donor does not receive any product or value from the donation)

Gifts that are NOT receiptable:

- **Auctions, raffles or draws of good or services.** This applies to the purchaser of a ticket, as well as the prize winner. (Raffle or 50/50 draw) Since the individuals would be receiving a benefit or value from the event, they would therefore not qualify for a charitable tax receipt.
- **Donations of business or personal services.** Examples include entertainment for an event, free hall rental, advertising, printing services.
- **Corporate Event Sponsors:** Businesses and corporations, who receive some form of recognition and promotional value at the event, or on event materials, do not qualify for a tax receipt.

Community Event Agreement Form.

Please submit your completed agreement form to:
Jennifer McNally, Director of Development, GHF
By email: jmcnally@haltonhealthcare.com
By mail: 1 Princess Anne Drive, Georgetown ON L7G 2B8
By fax: 905-873-4580

CONTACT INFORMATION

Name of group/individual planning event: _____

Briefly describe your group: _____

Contact person: _____

Contact address: _____

City: _____ Province: _____ Postal code: _____

Contact email: _____

EVENT INFORMATION

Event name: _____

Event date and time: _____

Event location: _____

Cost for participants: _____

Brief description of event: _____

Estimated proceeds: _____

Will another charitable organization be receiving partial proceeds from this event? **Y/N**

Continued on next page...

COMMUNITY EVENT AGREEMENT FORM CONT...

- The Georgetown Hospital Foundation's requirements must be met by all groups conducting events on behalf of the Foundation.
- The Foundation must approve this proposal and the use of our name and logo.
- The Georgetown Hospital Foundation assumes no legal or financial liability associated with the event.
- All funds must be submitted to the Foundation within 30 days of the event.
- The Georgetown Hospital Foundation will not incur any costs on behalf of the community event organizer unless agreed to, in writing, prior to the event.
- The Georgetown Hospital Foundation's mailing lists are confidential and under no circumstances shall it be made available to individuals, groups or companies.
- The community event organizer is required to seek permission from the Foundation to solicit Georgetown Hospital employees and volunteers.
- The Georgetown Hospital Foundation has your group's permission to use all event pictures in Georgetown Hospital Foundation publications.
- The Georgetown Hospital Foundation will provide a letter of endorsement to validate the authenticity of your event if requested.
- The Georgetown Hospital Foundation requests the opportunity to approve the use of its logos and symbols which should not be misrepresented.
- The Georgetown Hospital Foundation reserves the right to cancel this agreement and withdraw permission to use its name or logo at any time should the activities undermine or damage the Foundation's reputation in the community.

I have read the guidelines as outlined above and agree to them:

Event Organizer

Name: _____

Signature: _____

Date: _____

Foundation Staff Member

Name: _____

Signature: _____

Date: _____

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