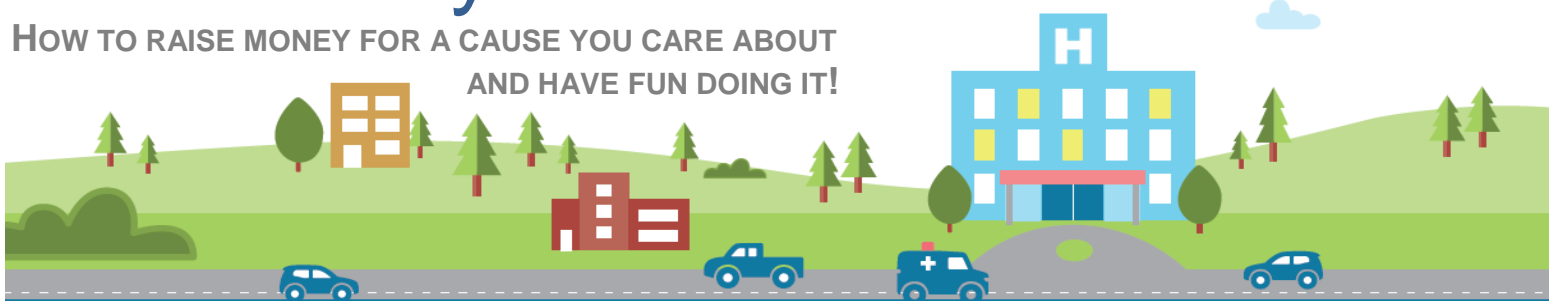


Community Cares

HOW TO RAISE MONEY FOR A CAUSE YOU CARE ABOUT
AND HAVE FUN DOING IT!



WHAT IS A “THIRD PARTY” FUNDRAISER EVENT?

Thank you for taking the initiative to be a leader in our community to raise funds for Huntsville Hospital Foundation (HH Foundation). It is people like you that make **Community Cares** strong and vibrant. Whether you are a Huntsville Hospital staff member, fundraising ambassador, volunteer, grateful patient or family member, your support will have a meaningful impact for now and generations to come.

“Third Party” fundraising is an event organized by a volunteer, community group or company that is not affiliated to Huntsville Hospital Foundation (HH Foundation) but benefits the work, people and patients of Huntsville Hospital.

Acting independently and with the approval of HH Foundation, third party events are an important resource for raising funds to support health care in your community. When you organize a third party event, you’re not only raising money to support the capital and educational needs of Huntsville Hospital – you are also raising awareness to build a stronger and healthier community.

Team up with the Huntsville Hospital Foundation and host a third party fundraising event. By doing this you are part of a **Community Cares**. It’s an investment in health and enjoyment of life for you, your family and your friends in Muskoka, East Parry Sound and Algonquin Park.

Thank you for your commitment and partnership!

What inspires you? Call or visit the Huntsville Hospital Foundation and share your inspiration with a deserving community.

Visit huntsvillehospitalfoundation.ca or call 705-789-4756.



GETTING STARTED

This kit was created to help you get started. It's filled with lots of tips to help you be successful from event ideas to promotional strategies to raising donations. That's the fun stuff. We have also included procedures and guidelines to consider as you plan.

Register your event by completing and returning the ***Event Proposal Form***. This allows HH Foundation to endorse your event, provide you with permission to use our logo and advice that will help make the entire process enjoyable and successful.

HOW WE CAN HELP

We are so grateful that you have chosen to support Huntsville Hospital Foundation. Our efforts in the community are important and valuable to us. Though our resources limit the depth of our assistance, we are happy to guide and support your fundraising efforts along the way.

Once your event has been approved, the HH Foundation can help you with the following;

- A letter of endorsement that HH Foundation recognizes your supporting event
- Provide you with event planning advice and expertise
- Event listed on www.huntsvillehospitalfoundation.ca website and the HH Foundation social media platforms
- Approval to use the HH Foundation logo
- Issue tax receipts if applicable and only if approved prior to your event
- An HH Foundation staff member will be available for a cheque presentation either at your event or at a later date

The Huntsville Hospital Foundation cannot provide the following:

- Funding or reimbursement for your expenses
- Mailing or email lists
- Gaming/liquor licenses or insurances
- Prizes, auction items and awards
- Guaranteed staff or volunteers

HAVE A PLAN

The success of your fundraiser starts with a good plan, Appendix A. Below are tips to help your planning get started.

Ideas: That's a great idea! Maximize its potential by considering the size, audience, venue, date, interest, talents of the event. Work events – bbq, casual Fridays, team building exercises

- Party– *wedding, birthday, anniversary, gala, picnic, reunion*
- Sales: Car Wash, Bake Sales, Lemonade Stands, Arts & Crafts, Garage Sale
- Tournaments – Golf, Tennis, Pool, Board Games, other sports
- Dinner or BBQ – *good friends, good food and a good feeling*
- Entertainment – Talent Show, Movie/Concert night, Tours, Workshops, A-thon – Walk, Dance, Run, Bowl, Skate,

Enlist Support: Unfortunately we have limited staff and volunteers. Therefore, we can only provide limited assistance for outside events. Attempt to enlist as much support as possible at the front-end of the event. We suggest striking a committee and divide into sub-committees so your dedicated and enthusiastic volunteers can each have a role to play in the project.

Establish Your Goals: Set attainable financial goals by creating a realistic and measurable budget with sources of both expenses and income. Attempt to acquire as many donations as possible – reduced costs result in realizing higher net proceeds for your event. Be aware of your progress – revisit your goals frequently and assess your progress. Appendix B & C

Set a Date: Timing is everything. Check local competing events on the day you have chosen. Maybe schedule the event day to match a possible theme.

Promote: Spreading the word is critical to success. Create posters and flyers, connect with local media, social media; get friends to spread the word

Supporters: Create a spreadsheet to help collecting contact information from attendees participants, sponsors, donors, and volunteers. Appendix D

Collecting Proceeds: We request that you collect all proceeds related to your event and submit them to HHF within 60 days of your event. Charitable receipts will be issued within four weeks of that date (if applicable). HHF adheres to the Canada Revenue Agency tax receipting guidelines. <http://www.cra-arc.gc.ca/tax/charities/policy/csp/csp-r02-e.html>

Thank you! The success of your event needs to be shared! Ensure that acknowledgment and thanks are generously given to everyone who supported the event and let them know how much their contribution(s) were appreciated. Appendix E

Have a Great Event!

We can't wait to hear all about it. Thanks for partnering with us!

APPENDIX A EVENT PLANNING TO DO LIST

Writing an event checklist is like writing a grocery list – the big ingredients are easy to remember but it's the little treats that we often forget! Our Event Planning To Do List will make sure you don't forget a thing.

PLANNING

	To enlist a volunteer committee to help with event coordination.
	To identify my target audience.
	To finalize my event idea.
	To draft an event budget.
	To set a date, time and location for my event/activity.
	To set a fundraising goal for my event/activity.
	To identify any sponsorship needs.
	To develop an event timeline and/or action plan. See the Sample Action Plan in Appendix C.
	To come up with a promotional strategy. See section on Promoting Your Event.
	To register my third party fundraiser with the Foundation by filling out and submitting an Application Form a minimum of two weeks prior to my event.

PRE-EVENT

	To apply for any necessary licenses, permits and insurance.
	To solicit and secure sponsorships.
	To develop promotional materials and distribute them based on marketing strategy.
	To create an event/activity specific to do list and assign tasks to volunteers.
	To designate who will handle money and how donations will be collected at the event.
	To consult my Foundation representative if I need any additional support.

DURING THE EVENT

	To ensure volunteers have clear directions and are prepared to execute their roles.
	To collect all funds from attendees, donors and sponsors.
	To publicly thank everyone (including the volunteers and chef!)
	To have fun and relax – you did it!

POST-EVENT

	To pay all invoices in full.
	To submit proceeds and Donation Tracking Sheet for tax receipting purposes to the Foundation within two weeks of your event.
	To hold a post-event committee meeting to evaluate the event. Take note of what worked and what didn't and learn from mistakes.
	To thank and recognize all sponsors and volunteers.
	Celebrate your hard work! You deserve it!
	To start planning next year's festivities!

APPENDIX B CREATING A BUDGET

Working with a budget will ensure you keep your expenses in check and fundraising goals on track. It will give you a valuable bird's eye view of the cash flow of your event and help you identify where you can look into getting supplies or services donated (See the section on How to Get Donations and Sponsorships in this toolkit).

An important note: When holding a fundraising event for the Foundation, you must submit your budget to us if you require any tax receipts.

Below is a budget template to get you started on outlining your estimated revenue and expenses and track them against funds received and actual costs. The Sample Budget Template is also available for your use in a working Excel spreadsheet.

Please feel free to get in touch with us if you have any questions about creating or submitting your budget. After all, we are here to help you maximize your fundraising efforts!

Sample Budget Template

REVENUE	Projected	Actual
Line 1 (E.g. Sponsorship)		
Line 2 (E.g. General Donations)		
Line 3 (E.g. Ticket Sales)		
Total Revenue (A)		
EXPENSES	Projected	Actual
Expense Item 1 (E.g. Printing)		
Expense Item 2 (E.g. Venue)		
Expense Item 3 (E.g. License Fees)		
Total Expenses (B)		
	Projected	Actual
Balance		

Note:

HOW TO GET DONATIONS AND SPONSORSHIPS

A great way to keep your expenses down and boost your fundraising success is to solicit sponsorships or gift in-kind donations of food, prizes, supplies or services from individuals or local businesses.

The first step in securing donations is to send a letter, Appendix C explaining who you are and what you are requesting from them. Give enough notice of your event for potential donors to respond. Remember, everyone is busy! It is helpful to follow up your request letter with a phone call.

Decide if and how you will acknowledge donors or sponsors during your event. This will be important when trying to solicit their support for larger donations or sponsorships. If you secure large donations or sponsorships you want to guarantee your sponsors a certain amount of publicity. Think about including their business name or logo on event posters and printed materials, banners, t-shirts or allow them to host a booth at your event.



Healthcare *for Life.* Here.



APPENDIX C SAMPLE SOLICITATION LETTER

Date

Business Name
Address
City Prov PC

Dear:

I am writing to respectfully request a gift-in-kind donation for third party fundraiser/event name on day, date at location. Add any other details about the event here. The funds raised through event name will directly support the Huntsville Hospital Foundation and its valuable work in our community.

We would be grateful if you could support us by donating name of requested item, be specific e.g. food, prizes, products etc. Your thoughtful donation will help us raise funds and important public awareness helping our community.

Through community gifts the Huntsville Hospital Foundation is able to support the ongoing needs of capital and educational needs at Huntsville Hospital. By doing this you are part of a Community that cares. It's an investment in health and enjoyment of life for you, your family and your friends in Muskoka, East Parry Sound and Algonquin Park.

We will be happy to show our appreciation by acknowledging your business name or logo on sign, banner, t-shirt etc. at the event.

Thank you so much for taking the time to consider this request. I will be following up with you shortly but in the meantime, if you have any questions, please don't hesitate to contact me at contact email or phone number.

Sincerely,

Name of Event Organizer
Third Party Event Name

APPENDIX D DONATION TRACKING SHEET FOR TAX RECEIPTING

Event Name: _____
 Event Organizer (Name, phone/email): _____

Charitable receipts for income tax purposes will be issued for donations \$10 and greater. Receipts will only be issued for monetary donations. Tickets, raffles and sponsorship do not qualify. Please submit the tracking sheet with the proceeds from your event to:

Donor Name	Donor Phone # or Email	Receipt will be issued on gifts over \$10 if checked below ✓	Collected Amount \$	Please fill in address if receipt is requested. Information must be complete and legible to receive tax receipt
TOTAL				



Charitable No: 89371 5292 RR0001

PROCEEDS TO SUPPORT HUNTSVILLE HOSPITAL

Please note: Cheques or cash are accepted. Cheques payable to the Huntsville Hospital Foundation

*Please submit the tracking sheet with the proceeds from your event to:
 Huntsville Hospital Foundation 4-100 Frank Miller Dr Huntsville ON P1H 1H7.
 Tax receipts will be issued within one week of receiving the donation(s)*



APPENDIX E SAMPLE THANK YOU LETTER

Date

Name

Address

City Prov PC

Dear:

On behalf of third party fundraiser/event name, I would like to thank you for your generous contribution of \$00. We had a wonderful time raising funds for the Huntsville Hospital Foundation. We are excited to say that collectively, we raised \$00 for the Foundation. Thank you for contributing to such a worthwhile cause.

The generous patrons of events such as ours enable Huntsville Hospital Foundation to make a meaningful difference. This program helps to support the capital and educational needs of Huntsville Hospital making the care we receive better for all.

Once again, for the many people that will benefit through the proceeds from event name, I thank you. I hope to see you again at next year's nature of activity!

Sincerely,

Name of Event Organizer

Third Party Event Name

EVENT PROPOSAL FORM

CONTACT INFORMATION

Event Organizer _____

Address _____

Cell _____

Fax _____

Email _____

EVENT DETAILS

Event Type _____

Purpose _____

Date _____

Time _____

Location _____

Expected Attendance _____

Fund-Raising Goal: _____

Please provide a brief description of the event:

SPECIAL EVENT TERMS AND CONDITIONS

This is a letter of agreement between the Huntsville Hospital Foundation (HHF) and

(Name of Individual/Organization
who wishes to organize a special event (Third Party Event) with proceeds going to HHF.

1. HHF will not cover expenses or assume any legal or financial liability associated with the Third Party Event.
2. HHF authorizes the Third Party to use its name and logo in communications distributed to the media upon obtaining the prior written approval of HHF.
3. HHF is not responsible for any accidents or damage to persons or property that may occur during the course of the event and the Third Party will arrange suitable insurance is in place prior to the date of the Third Party Event.
4. Net proceeds from the Third Party Event together with all related financial reports must be remitted to HHF within **60 days** of the Third Party Event. HHF retains the right to verify the financial reports.
5. HHF will advise the Third Party about Canada Revenue Agency regulations regarding tax receipts.
6. Any written materials/advertisements require prior written approval of HHF.
7. Should HHF have serious concerns regarding project implementation, HHF may cancel this agreement by giving the Third Party 24 hours' notice. HHF is not responsible for financial or other damages that may result from such cancellation.
8. All sporting events require that participants sign waiver forms, waiving any physical, personal or financial liability.
9. I have read and understand the receipting gift guidelines.

Name of Applicant _____
Company _____
Name (if appropriate) _____
Date submitted _____
Signature _____
Event Name _____
Event Date _____

Please complete, sign and return the event proposal form to the address below. HHF will acknowledge the application within 10 business days.

Huntsville Hospital Foundation
4-100 Frank Miller Dr Huntsville, ON P1H 1H7
Tel: (705) 789-4756 Fax: (705) 789-GIVE (4483)
Email: hhfoundation@mahc.ca www.huntsvillehospitalfoundation.ca
Charitable Registration Number: 88932 6278 RR0001

Thank you for your support!

For Foundation Use Only:

Date Approved _____

Approved: by: _____

