

VGH & UBC Hospital Foundation

# FUNDRAISING EVENTS GUIDE

## Independent Community Event Organizers



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## ABOUT VGH & UBC HOSPITAL FOUNDATION

Thank you for choosing VGH & UBC Hospital Foundation as the beneficiary of your fundraising event. We are grateful for your commitment to raise funds for our hospitals.

We hope that the information in this package will assist you in your planning and hosting a successful event. Our foundation is a registered charity established to raise funds for leading-edge medical equipment, world-class research and patient programs at Vancouver General Hospital, UBC Hospital, GF Strong Rehabilitation Centre and Vancouver Coastal Health Research Institute. For 30 years, VGH & UBC Hospital Foundation and our donors have provided a bridge between the essential health care our government provides and the most advanced care possible.

There are many areas in which you can contribute to help the patients at our hospitals. Direct your support towards the greatest area of need at our hospitals or tell us which area of patient care or research you would like your event to support.

For more information about our Foundation please visit us at [www.worldclasshealthcare.ca](http://www.worldclasshealthcare.ca)

# STEPS

## 10 STEPS TO A SUCCESSFUL EVENT

### 1 BRAINSTORM

To get started, talk with your friends and colleagues to brainstorm an event that excites you. Then develop an idea of what type of event you'd like to hold.

Here are some examples of fundraising events held for our hospitals:

- Golf Tournament
- Dinner/Dance
- Dress Casual Day
- Pledge Based Bike/Hike/Run etc
- Anniversary or Birthday
- Trivia Night
- Head-shaving event
- Car Washes

### 2 CONTACT US

Now that you have an idea of what type of event you'd like to host, we'd like to share in your excitement and learn about your event so we can help. Please download our *Independent Community Event Application Form* at <http://tiny.cc/independentevents> and send the completed form by:

Email: [events@worldclasshealthcare.ca](mailto:events@worldclasshealthcare.ca)

Fax: 604.875.5433

Mail: 855 West 12<sup>th</sup> Avenue, Vancouver, BC V5Z 1M9

### 3 FORM A COMMITTEE

Planning a successful event takes more than one enthusiastic organizer. A dedicated team is often essential in making an event a great success. Put together a team with a diversity of skill sets, experience, and networks and you have a recipe for success!

### 4 DEVELOP A PLAN

Every event requires a certain amount of planning. The nature of your event, the number of volunteers, and your goals will determine how detailed you need to be.

- Identify your audience – who is most likely to attend and support your fundraiser for the cause and/or the event itself.
- Set a fundraising goal that is obtainable.
- Determine the date of your event- don't forget to look at your community calendar so your event won't compete with other events or holidays
- Book your venue early
- Develop a timeline for all tasks. Don't forget to factor in time for obtaining any special insurance or licenses (raffle, liquor license etc.) that might be required.
- The BC Government's Gaming Branch requires you to apply for a license if you are including a raffle or any kind of gaming activity at your event. For further details please visit <http://www.eia.gov.bc.ca/gaming/licences/index.htm>

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## CREATE A BUDGET

Plan a budget for your event to determine the event’s financial feasibility and set financial goals for the project. A budget will help you identify expenses and areas where sponsorship may be beneficial in order to meet your fundraising goals.

<b>Projected Income</b>		<b>Projected Expenses</b>	
Ticket Sales	\$	Location/Facility Rental	\$
Cash Donations	\$	Food/Beverage	\$
Raffle	\$	Printing (tickets/posters)	\$
Auction	\$	Advertising	\$
Food Sales	\$	Entertainment	\$
Beverage Sales	\$	Decor	\$
Sponsorship	\$	Audio Visual	\$
Other		Other	
<b>TOTAL INCOME</b>	<b>\$</b>	<b>TOTAL EXPENSES</b>	<b>\$</b>

**Securing Sponsors** for your event is a great way to cover event costs while helping to promote caring companies and businesses in your community.

It is a good idea to contact businesses that are related to your type of event or cause, or those you already have a relationship with. When you put together your sponsor “packages” ensure you offer them recognition that would promote them most effectively to their target market.

**Sponsor Benefits** you may be able to offer are:

- Titled Sponsorship e.g. Catering, Wine, 18<sup>th</sup> Hole Sponsor
- Free tickets to attend the event
- Verbal recognition (PA announcements etc)
- Chance for a representative to speak at your event
- Logo or company name recognition on:
  - Signage at the event
  - Event advertisements
  - Event program
  - Press release
  - Post-event thank-you advertisement

**Please note:** if an individual /organization receives a benefit such as promotion in return for their gift, the gift is not eligible for a charitable tax receipt. However, businesses can claim most contributions as business expenses which could have a greater tax advantage than claiming a charitable donation. If a sponsor wishes to receive a business receipt for their donation, we will be happy to issue one upon request, provided CRA conditions are met.

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### PROMOTE YOUR EVENT

Promoting an event effectively is important to its success. Keep your target market in mind and choose from some of the promotional tools available that you think would work best for your audience.

- Eye-catching **posters**
- **Email** campaigns
- Create a **Facebook** event page with your event details and link it to the VGH & UBC Hospital Foundation's Facebook group. Don't forget to continually update with new things that are happening with your event and your progress in reaching your fundraising goal.
- **Public Service Announcement (PSA)** – if your event is open to the public send a PSA to your local media (newspaper, radio, TV). Be sure to include information about why you are fundraising, what inspired you, where and when event is taking place, and how people can participate.
- VGH & UBC Hospital Foundation would be happy to send you a **paragraph about our Foundation** and what we fundraise for to include in your news releases.
- **Word of Mouth**- tell everybody you know, talk about it in any group activity you are involved in, find group activities/classes related to your event in the community and ask to say a few words to the class, e.g., having a dance? Look up dance classes for adults in your community and ask teachers if you could come and talk about your fundraiser.

We would be proud to have your event materials **display our logo and name**, but we must ensure you are using our logo or name correctly. Therefore, print materials and media releases bearing the Foundation's logo or name must be approved by the Foundation prior to being released or printed (please allow sufficient time for approval).

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### RUN THE EVENT

Finally, event day is here. Your plans are in place, and your team knows what needs to be done- let the fundraising begin! Here are some helpful hints for event day:

- **Have fun!** You are helping to improve health care for all British Columbians through your event.
- **Take pictures**- these are great to add to your thank you letters/email, Facebook and for giving to local media after the event to share your event success. *Don't forget us- we love to put up independent community event photos on our website!*
- **Keep track** of donor names and contact details on provided pledge forms so participants who make charitable gifts of \$25 or more can receive an official charitable tax receipt from the VGH & UBC Hospital Foundation.
- **Read a letter of thanks** on behalf of the VGH & UBC Hospital Foundation

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## COLLECT FUNDS

After the event, we ask that you collect and submit the funds raised from your event and send to the Foundation *within 30 days* of your event.

### Tax Receipting Information

- Tax receipts will only be issued for donation amounts over \$25 unless requested
- The net funds raised (after event expenses have been deducted) must be greater than the amount for which you have requested receipts.
- In order to issue tax receipts, the event organizer must provide VGH & UBC Hospital Foundation with readable complete names, address and donor information for anyone requesting a tax receipt for a donation made to an event. To aid in this we will provide you with donation forms.
- According to Canada Customs and Revenue Agency Guidelines, the full amount given to a charity is a receiptable gift unless there is benefit received by the person making a gift, *i.e.*, if tickets are sold to a dinner/dance for \$200 each and estimated value of benefits received is \$75 per person (value of food and entertainment for event), a tax receipt can be issued for \$125. For more detailed information, visit [www.cra.gc.ca](http://www.cra.gc.ca)
- The Foundation is unable to issue tax receipts for donated services (time, skills, and effort). Examples of such services are: hotel accommodations, entertainment, moving services, and air miles. However; by CRA standards you can offer a cheque exchange whereby the service provider invoices you for services, you pay them, and the service provider then makes a voluntary donation for the same amount. Ensure you keep a paper trail of each portion of this transaction and provide a copy to the Foundation.

*For more tax receipting details* please talk to us as you plan your event. There are a number of regulations set out by Canada Revenue Agency (CRA) that event organizers must follow.

### Help Us Help You

Before your event date we will send you a Post-Event Wrap Up Form for you to complete once your event is over. Please send this back to us as soon as possible to help us prepare for processing your event donation, and donor recognition required.

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### SAY THANK YOU

Please let those who attended and helped your event know how much you appreciate their support and ensure they know their commitment and generosity have impacted the lives of patients, families and staff at our hospitals.

- Send a personal “we did it” note to your **committee members**
- Send a PSA & photo to local media to thank **your community** for helping to raise X amount of money for your cause.
- Update your Facebook events page with photos and fundraising total
- Send an email to **participants** sharing the final amount they helped raise
- Send a note and relevant photo to your **sponsors** thanking them for their support

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### EVALUATE

Last but not least, an evaluation of the event is important and helpful. For your own reference for future fundraising endeavors, we suggest taking the time with your committee after your event is over to discuss and chronicle what worked, what could be improved upon and any logistical details you would like to remember for next time.

**The feeling of fulfillment, empowerment and joy that comes with helping others is a powerful motivator and moves community event organizers, such as yourself, to not only reach their fundraising goals but exceed them. We are grateful for your support and look forward to helping you in your fundraising endeavors.**

*The Team at VGH & UBC Hospital Foundation*

# We're Here to Help

## 1. Pre- Event

We can provide

- Advice and guidance to assist you with your planning process
- Explanation and guidance for tax receipting of donations of all kinds
- Donation forms - *with our charitable registration number*
- Opportunity for your supporters to donate online and attribute it to your event
- Sponsor and auction request templates
- One page information sheets on your chosen area of support for our hospitals
- Official letter of endorsement for your event if you require for potential sponsors
- Introduction paragraph about our Foundation to add to the bottom of your PSA.
- Our name and logo for promotional purposes- once approved by the Foundation (*please let us know before you print and please allow two weeks for approval*)

## 2. For Day of Event

We can provide

- One page information sheets on your chosen area of support for our hospitals
- Thank you letter from our Foundation to read to participants
- Upon request: VGH & UBC Hospital Foundation banner, balloons
- Speaker if available (e.g. Foundation, Medical, Hospital Admin representative)

## 3. Post- Event

We can provide

- Processing of your event donations
- Tax receipt with a letter of thanks from the Foundation sent to your donors with gifts over \$25
- Business receipts to your sponsors
- Thank you letter/email template for you to use- *upon request*
- Recognition of your incredible efforts in accordance with the Foundation's donor recognition policies.

*Together we can bring the Best of Health to all British Columbians.*

# FAQ

## FREQUENTLY ASKED QUESTIONS

**Q** Can I designate the area I would like the funds to go to?

**A** Yes. You can decide on a specific area of the hospital or a specific fund that you would like the money to go towards. Please confirm this with us prior to your event.

*Please note that a portion of all donation's will be allocated to the Foundation's Best of Health Fund, which helps fund the very best in equipment, patient care, and research and supports the work of the Foundation in raising funds for health care excellence at our hospitals.*

**Q** If the event does not break even, will the Foundation help cover expenses incurred?

**A** The Foundation is unable to accept any financial responsibility or liability for your event, nor are we able to provide any insurance. Event expenses, event insurance and any permits or licenses are the responsibility of the event organizer. Donations collected at fundraising events may not be used to offset event expenses, according to CRA regulations.

**Q** Do we need a charitable registration number to hold an event?

**A** You do not need your own registered charity number to hold an event. However, if tax receipts need to be issued on behalf of your event, then please ensure the Foundation's charitable registration number is displayed on all promotional materials, as required by Canada Revenue Agency. Please contact us regarding tax receipts and we will provide this number if required.

**Q** Can we have access to a list of existing donors who might be interested in our event?

**A** The Foundation follows strict privacy guidelines to protect the confidentiality of our donors so we are unable to provide contact lists to anyone. We can, however, help you identify the right audience for your event.

**Q** Will the Foundation provide volunteers to help with our event?

**A** Though we wish we could help and participate in all events supporting our hospitals due to our limited resources and staff for most events we are unable to provide volunteers. However; we would be happy to discuss the scope and needs of your event, and if we can help we will.

**Q** Are there any restrictions to the type of events we could hold?

**A** The Foundation's fundraising activities are conducted in keeping with our core values and mission. Prospective community events must be compatible with our values and mission. We do not participate in any event deemed in conflict with our values including door-to-door solicitations, and activities that could be perceived as being offensive, discriminatory, or detrimental to health and wellbeing.