

YOUR
DONATION
MATTERS
HERE.



COMMUNITY EVENT TOOLKIT



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JOIN US IN MAKING A DIFFERENCE

Thank you for your interest in hosting a community fundraising event in support of St. Joseph's Health Care Foundation! We are here to make your fundraising efforts fun and easy.

There are many different reasons individuals, community groups, students and other organizations choose to plan a project or event. Among those that may be close to your heart are:

- Honouring a loved one, friend, or health care provider,
- Paying tribute to a special someone who has passed,
- Raising awareness of a specific condition, cause or program, or
- Wanting to give back to health care.

The Foundation is very fortunate to have enthusiastic, caring people to champion the support of health care in our community, enabling it to assist St. Joseph's Health Care London by providing a critical link between care, research, philanthropy and the community. To learn more about the work supported by the Foundation, visit sjhc.london.on.ca/foundation.

Through special events and projects hosted by people like you, the Foundation is able to contribute to research initiatives, specialized equipment, advances in care delivery, and capital funds for hospital building projects.

"The generosity of people is truly heartwarming. Our team stands at the ready to help you create a successful event that will really make a difference in the provision of health care in our community."

Michelle M. Campbell,
President & CEO, St. Joseph's Health Care Foundation



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ST. JOSEPH'S BY THE NUMBERS

Renowned for compassionate care, St. Joseph's Health Care London is one of the best academic health care organizations in Canada. It is dedicated to helping people live to their fullest by minimizing the effects of injury, disease and disability through excellence in care, teaching and research.

There are dozens of care programs that impact the lives of people in our community but also need your support such as:

- Breast Care Program
- Complex Care Program
- Ivey Eye Institute (including Cataract Suite)
- Roth | McFarlane Hand and Upper Limb Centre
- Specialized Geriatric Services Program
- Specialized Mental Health Programs
- Urgent Care Centre
- Urology Program
- Rehabilitation Program
- Veterans Care Program
- Palliative Care Unit
- Diabetes Program

1,019

**INPATIENT
BEDS**

794,091

**OUTPATIENT/
OUTREACH
VISITS**

51,127

**URGENT CARE
CENTRE
VISITS**

24,244

SURGERIES

NOTE: FIGURES ARE FOR THE PERIOD OF APRIL 1, 2023 TO MARCH 31, 2024.



HOW ST. JOSEPH'S HEALTH CARE FOUNDATION CAN SUPPORT YOU

We work with community event organizers to create a custom partnership and ensure all requirements/details are determined ahead of time. We strive to support all events in a unique way – a designated team member will be with you every step of the way!

WE ARE ABLE TO:

- Offer advice on event planning
- Provide guidance on planning your fundraiser and helpful templates/samples:
 - Workback schedule
 - Event checklist
 - Budget
 - Sponsorship package
 - Donation allocation form
 - Thank you/request letters
- Provide an acknowledgement letter proving authenticity of your fundraiser
- Display event poster on designated St. Joseph's communication board
- List your event on our website
- Promote your event on our social media accounts
- Loan branded materials (signage and outdoor flags)
- Have a member of the St. Joseph's team to speak at your event (can not be guaranteed)
- Arrange the opportunity to have a cheque presentation at the hospital with our large presentation cheque
- Allow use of the St. Joseph's Health Care Foundation logo (The Foundation must approve any materials that have our logo on it)
- Help source volunteers
- Provide tax receipts as outlined by Canada Revenue Agency guidelines (must be discussed and approved by Foundation in advance)
- Draft a short description of how your initiative will support St. Joseph's
- Provide coin boxes for cash donations (must be returned post-event)

WE ARE UNABLE TO:

- Assume any legal responsibility
- Solicit for sponsorships, donations, prizes or auction items for your event
- Apply for licenses or permits
- Handle insurance and liability coverage
- Create your marketing materials
- Create or manage event social media or event website
- Provide administrative support (mailing invites, making calls, etc.)
- Manage revenue and expenses
- Offer funding or reimbursement for expenses
- Guarantee promotion or media coverage
- Issue tax receipts for registration, sponsorship or gift-in-kind donations



TEN TIPS FOR SUCCESSFUL FUNDRAISING

- 1. Create event plan/theme and develop goals** – Take some time to brainstorm various event ideas and understand what your ultimate goals are for your event. Think about what you are fundraising for, and what event attendees would be interested in.
- 2. Get in touch** – Once you have brainstormed and your event plans are in place, contact St. Joseph's Health Care Foundation to let us know, and we will share how we can support your planning. Ask questions, we're here to help!
- 3. Complete proposal form** – The Community Event Proposal Form allows you to share your event plans before you get too far ahead so we can ensure it aligns with our mission, you've thought of everything in advance, and are prepared for all costs and communication required. Once approved, you will also be given permission to use our official name and logo to promote your event.
- 4. Form a committee** – Ensure work is divided fairly and you know the experience and skill set each of your team members can bring to the table. Ensure key leaders of the event planning are driven, enthusiastic and motivated to help reach your fundraising goal.
- 5. Plan your event** – Create a work back schedule that includes all requirements for you and your group/organization to follow along with leading up to, and day of your event. Start working on plans such as budget, booking the venue and securing the date first. Keep an ongoing checklist for the day of the event, and post event.
- 6. Recruit volunteers** – Reach out to close friends and family members first. Select those that are already eager to support your cause, have volunteer experience at events, and are dedicated to the goals you want to achieve. Reliable volunteers are key to a smooth-running event! Make sure all volunteers are prepared before your event; host a training session so they can all learn their specific roles and get to know each other.
- 7. Promote your event** – Communication is key; make sure you keep in contact with Foundation staff to see what community event calendars or pages we can help you promote your event on, including our social media pages. Look into local social media pages and groups to share your event on. Pre-planning social media posts on your own pages (including organizers and volunteers) is a great way to stay organized and ensure you are continuously promoting your event to your own networks.
- 8. Fundraise!** – Event day is here and your hard work has paid off. Make sure to take lots of photos and document as much as you can. Book a meeting with your team members to celebrate the successes and discuss challenges, while everything is fresh in everyone's minds.
- 9. Submit your funds raised** – Please submit your event proceeds within 60 days of your event through the mail or in person by cheque or over the phone for credit card payments. Ensure all cheques are written out to St. Joseph's Health Care Foundation.
- 10. Post event** – Send thank you letters to attendees and donors as well as stewardship packages to sponsors. Please ensure after your event that you return all borrowed materials (if any).

If you are hoping to issue tax receipts for donations made at your community event, you must consult with the Foundation office early in your planning process. The Canada Revenue Agency has strict rules and regulations that must be followed regarding the receipting process. We will work with you to determine if providing tax receipts is possible.

IMPORTANT INFORMATION:

- Purchase of raffle tickets, event admission tickets, green fees, live and silent auction items are NOT eligible for official tax receipts
- Donation must be \$20 or more
- In order to issue tax receipts to individuals, the funds received by the Foundation from the event must be equal to or greater than the total receipts issued
- The Foundation requires a Microsoft Excel spreadsheet (template will be provided) with the following information for each donor requiring a tax receipt:
 - Name and complete address (including postal code)
 - Amount of donation
 - Telephone number
 - Email address (if available)



COMMUNITY EVENT APPLICATION

Thank you for your interest in supporting the patients and residents served by St. Joseph’s Health Care London!

Please complete this application and submit for consideration at least one month prior to your planned event. It will be reviewed and must be approved by the Foundation **prior** to publicizing or holding the event.

GENERAL INFORMATION

Name of individual/group planning event	
Name of individual responsible	
Address	
Telephone number	
Email	

INFORMATION ABOUT THE PROPOSED EVENT

Event name	
Date and time	
Location, including street address	
Estimated attendance	
Anticipated funds to be raised	
Number of volunteers required	
Event description	

USE OF EVENT PROCEEDS

Do you wish to direct the funds raised to a specific program or area ?	YES <input type="checkbox"/> NO <input type="checkbox"/>
If yes, please specify	

COMMUNITY EVENT APPLICATION

SPONSORSHIP

Please provide a list of potential sponsors. If there are additions to this list after submitting your application, please contact the Events Officer to provide updated information. This will help us avoid approaching the same organization more than once.

POTENTIAL SPONSORS

EVENT REQUIREMENTS	
Will you require a representative from St. Joseph's to attend your event? (We will do our best to accommodate this request)	YES <input type="checkbox"/> NO <input type="checkbox"/>
Would you like to borrow our banner/flag with Foundation logo?	YES <input type="checkbox"/> NO <input type="checkbox"/>
Will you require St. Joseph's Health Care Foundation donation boxes?	YES <input type="checkbox"/> NO <input type="checkbox"/>

By signing below, you agree:

1. All proceeds from the event will be submitted to St. Joseph's Health Care Foundation within 60 days of the event.
2. All promotional material (posters, brochures, media releases, advertisements, etc.) will be submitted to St. Joseph's Health Care Foundation for review and approval prior to use.

Name (please print):

Signature:

Date:

Please submit your completed application to the attention of the Events Officer at sjhcfoundation@sjhc.london.on.ca or call 519-646-6085 for more information.



CHARITABLE REGISTRATION #:
BN 11918 3390 RR0001